Mark McBride
Director of Library Services
Monroe Community College

Open Educational Resources: Why OER and why now?

CC-BY 4.0
unless otherwise cited
OPEN
What is the Creative Commons?
So how does it work?
Four License Conditions

Six Licenses
## LICENSES

<table>
<thead>
<tr>
<th>Level</th>
<th>License Type</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Most Free</td>
<td><strong>Attribution</strong></td>
<td>This license lets you distribute, remix, tweak, and build upon the original work, even commercially, as long as you credit the original creation. This is the most accommodating of licenses offered.</td>
</tr>
<tr>
<td></td>
<td><strong>CC BY</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Attribution-Sharealike</strong></td>
<td>This license lets you remix, tweak, and build upon the original work even for commercial purposes, as long as you credit the original work and license your new creations under the identical terms. This license is often compared to &quot;copyleft&quot; free and open source software licenses. All new works based on the work should carry the same license, so any derivatives will also allow commercial use. This is the license used by Wikipedia.</td>
</tr>
<tr>
<td></td>
<td><strong>CC BY-SA</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Attribution-Noderivs</strong></td>
<td>This license allows for redistribution, commercial and non-commercial, as long as it is passed along unchanged and in whole, with credit to the original work.</td>
</tr>
<tr>
<td></td>
<td><strong>CC BY-ND</strong></td>
<td></td>
</tr>
<tr>
<td>Least Free</td>
<td><strong>Attribution-Noncommercial</strong></td>
<td>This license lets you remix, tweak, and build upon the original work non-commercially. Your new works must be non-commercial and acknowledge the original work, but you don’t have to license your derivative works on the same terms.</td>
</tr>
<tr>
<td></td>
<td><strong>CC BY-NC</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Attribution-Noncommercial-Sharealike</strong></td>
<td>This license lets you remix, tweak, and build upon the original work non-commercially, as long as you credit the original work and license your new creations under the identical terms.</td>
</tr>
<tr>
<td></td>
<td><strong>CC BY-NC-SA</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Attribution-Noncommercial-Noderivs</strong></td>
<td>This license is the most restrictive of the six main licenses, only allowing you to download the original work and share it with others as long as you credit the original work. You can’t change the original work in any way or use it commercially.</td>
</tr>
<tr>
<td></td>
<td><strong>CC BY-NC-ND</strong></td>
<td></td>
</tr>
</tbody>
</table>
Only CC licenses consist of these three crucial parts:

- **human-readable deed**
- **lawyer-readable code**
- **machine-readable code**

---

A presentation on copyright for digital content and Creative Commons given by Ahrash Bissell formerly of Creative Commons for the 4C Initiative.
OERs follow the principles of the 5Rs

Reuse - using a verbatim copy

Revise - adapt, modify, improve

Remix - combining two or more

Redistribute - share with others

Retain - the right to make, own, and control copies of the content

David Wiley, "Leadership in the Context of Open" CC-BY
Open Educational Resources

Open Educational Resources are teaching, learning or research materials that are in the public domain or released with an intellectual property license that allows for free use, adaptation, and distribution.

UNESCO, Hewlett Foundation
http://www.unesco.org/new/en/communication-and-information/access-to-knowledge/open-educational-resources/
LICENSING

**ATTRIBUTION**

**CC BY**
This license lets you distribute, remix, tweak, and build upon the original work, even commercially, as long as you credit the original creation. This is the most accommodating of licenses offered.

**ATTRIBUTION-SHAREALIKE**

**CC BY-SA**
This license lets you remix, tweak, and build upon the original work even for commercial purposes, as long as you credit the original work and license your new creations under the identical terms. This license is often compared to “copyleft” free and open source software licenses. All new works based on the work should carry the same license, so any derivatives will also allow commercial use. This is the license used by Wikipedia.

**ATTRIBUTION-NODERIVS**

**CC BY-ND**
This license allows for redistribution, commercial and non-commercial, as long as it is passed along unchanged and in whole, with credit to the original work.

**ATTRIBUTION-NONCOMMERCIAL**

**CC BY-NC**
This license lets you remix, tweak, and build upon the original work non-commercially. Your new works must be non-commercial and acknowledge the original work, but you don’t have to license your derivative works on the same terms.

**ATTRIBUTION-NONCOMMERCIAL-SHAREALIKE**

**CC BY-NC-SA**
This license lets you remix, tweak, and build upon the original work non-commercially, as long as you credit the original work and license your new creations under the identical terms.

**ATTRIBUTION-NONCOMMERCIAL-NODERIVS**

**CC BY-NC-ND**
This license is the most restrictive of the six main licenses, only allowing you to download the original work and share it with others as long as you credit the original work. You can’t change the original work in any way or use it commercially.
5Rs = CC-BY
FINAL EXAM
ENGLISH LITERATURE
FAIL!
A textbook case of price-gouging

% increase

Textbook prices

Consumer prices

Source: Bureau of Labour Statistics

The Economist
What’s in Texas' $500 Million Testing Contract with Pearson?
# Textbook Pricing in Context

<table>
<thead>
<tr>
<th>Streaming Access to...</th>
<th>Cost...</th>
</tr>
</thead>
<tbody>
<tr>
<td>Netflix – 10k Movies and Episodes</td>
<td>$7.99 / month</td>
</tr>
<tr>
<td>Hulu Plus – 45k Movies and Episodes</td>
<td>$7.99 / month</td>
</tr>
<tr>
<td>CourseSmart – 1 Biology Textbook</td>
<td>$19.67 / month</td>
</tr>
</tbody>
</table>

From David Wiley, *Thoughts on Open*, CC-BY 4.0
# Textbook Costs and Student Success

<table>
<thead>
<tr>
<th>Cost</th>
<th>Access</th>
<th>Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Costs growing 3x inflation</td>
<td>6 in 10 students go without textbooks due to cost</td>
<td>Six-year graduation rate for open access institutions 33%</td>
</tr>
<tr>
<td>$1,200 Avg. annual textbook cost per college student</td>
<td>35% take fewer courses due to textbook cost</td>
<td>&lt;50% of community college students achieve credential goals</td>
</tr>
</tbody>
</table>

From David Wiley, *Thoughts on Open, CC-BY 4.0*
Internet, Textbook Costs, Student Success

**Cost**
- Costs dropping

**Access**
- 0 in 10 students go without textbooks due to cost

**Outcomes**
- Six-year graduation rate for open access institutions
- < $50 Avg. annual textbook cost per college student
- 0% take fewer courses due to textbook cost
- ?% of community college students achieve credential goals
Student Retention

From research created by the OER Research Hub
OER Research Hub

- Research project at The Open University (UK)
- Funded by William & Flora Hewlett Foundation for two years
- Two professors lead four researchers among a team of ten
- Tasked with building the most comprehensive picture of OER impact
- Organised by eleven research hypotheses
- Collaboration model across different educational sectors
- Global reach but with a USA focus

oerresearchhub.org
<table>
<thead>
<tr>
<th>Colleges Participating in OERRH Research</th>
</tr>
</thead>
<tbody>
<tr>
<td>Anne Arundel CC (MD)</td>
</tr>
<tr>
<td>Baltimore City CC (MD)</td>
</tr>
<tr>
<td>Cerritos CC (CA)</td>
</tr>
<tr>
<td>College of the Canyons (CA)</td>
</tr>
<tr>
<td>De Anza College (CA)</td>
</tr>
<tr>
<td>Florida Virtual Campus (FL)</td>
</tr>
<tr>
<td>Foothill CC (CA)</td>
</tr>
<tr>
<td>Houston CC (TX)</td>
</tr>
<tr>
<td>Maricopa County CC District (AZ)</td>
</tr>
<tr>
<td>Northern Virginia CC (VA)</td>
</tr>
<tr>
<td>Roane State CC (TN)</td>
</tr>
<tr>
<td>South Florida CC (FL)</td>
</tr>
<tr>
<td>Tacoma CC (WA)</td>
</tr>
<tr>
<td>University of Maryland University College (MD)</td>
</tr>
</tbody>
</table>
“OER use helps at-risk students to continue their studies”

- More than 1/3 believed that OER use promotes student retention
- Around half feel it has no effect
- The remainder (12%) disagreed or strongly disagreed with one noting that "other things are more important".

"Driving down the cost coupled with the ability to modify and adapt the material to meet the needs of my learners are two major factors in why I like using OER materials."
OER as promoter of student retention: factors

- Materials are available in different languages: 11%
- Availability of culturally-relevant materials: 18%
- Materials can be used for improving non-native language skills: 21%
- Materials can be adapted to suit student needs: 35%
- Greater range of learning methods: 36%
- Use of resources for improving study skills: 36%
- Materials can be used flexibly: 47%
- Materials can be accessed at any time: 57%
- Reduced cost of study materials: 60%
TC3 Retention Numbers from Project Kalediscope

• Increased retention (from 63% to 69%)
• Increased success (from 23% to 31%)
• Withdrawals for personal reasons - not financial
• Comparable product: MOM – MyOpenMath
  – Standalone Code from MOM website: FREE
  – Book from MOM/Author website: FREE DOWNLOAD
  – Workbook from website: FREE DOWNLOAD
What is happening in SUNY?
What is Open SUNY ALS?

OPEN SUNY AFFORDABLE LEARNING SOLUTIONS

http://opensunyals.org

• A State University of New York (SUNY) initiative to provide affordable educational alternatives to traditional textbooks

• A service to assist SUNY faculty, librarians, and staff to identify lower-cost, electronic, free, and Open Educational Resources (OERs)

• A California State University-MERLOT partner benefit service
What is MERLOT?

Multimedia Educational Resource for Learning and Online Teaching

“The MERLOT collection consists of tens of thousands of discipline-specific learning materials, learning exercises, and Content Builder web pages. All of these items have been contributed by the MERLOT member community, who have either authored the materials themselves, or who have discovered the materials, found them useful, and wished to share their enthusiasm for the materials with others in the teaching and learning community.

All the materials in MERLOT are reviewed for suitability for retention in the collection.”

http://info.merlot.org/merlothelp/index.htm#merlot_collection.htm
Who is MERLOT?

"MERLOT is an international community of faculty, staff, students, administrators, librarians, and others in education interested in discovering, using, and sharing Open Educational Resources (OERs) for the improvement of technology-enhanced teaching and learning.

The MERLOT community, which began in 1997, has developed a unique and globally-renowned collection of more than 40,000 online learning materials, all of which have been peer- or crowd-source reviewed by members of the community.

MERLOT is a free resource, and is sustained through the support of higher educational institutions from around the world, led by the California State University."

http://info.merlot.org/merlothelp/index.htm#who_we_are.htm
There are numerous repositories out there
How do I network with my SUNY colleagues about OERs?

The SUNY Open Educational Resources Learning Commons Group is a place for SUNY professionals to ask questions and share your thoughts, plans, and expertise.

To Join the SUNY Open Educational Resources Group:

* log in to the Learning Commons, [http://commons.suny.edu](http://commons.suny.edu), using your campus username and password
* click on the Groups link
* search for suny open educational resources
* click Join Group
* please complete the member survey linked from your welcome e-mail message!

If you are not a member of a SUNY Campus, please send a request to join to [laura.murray@suny.edu](mailto:laura.murray@suny.edu)
Who do I contact for more information?

Laura K. Murray, Open SUNY ALS Coordinator
Office of Library and Information Services
SUNY Plaza, N104
Albany, New York 12246
E-mail: laura.murray@suny.edu
Phone: 518-320-1477