Open Education: Increasing Access, Lowering Costs and Improving Student Learning

Dr. Cable Green
Director of Open Education

cable@creativecommons.org
twitter: @cgreen
Except where otherwise noted, this work is licensed under:
http://creativecommons.org/licenses/by/4.0
Note #1

• Europe’s Open Universities
  – a long history of expanding access to affordable, high quality education
  – open access, equity, opportunity
Europe has been a leader in:
- Open Educational Resources (OER)
- Open praxis / pedagogy
- Open education research
- Open licensing policies
- Open access (to academic journals)
- Open meta-data standards
- Copyright reform
<table>
<thead>
<tr>
<th></th>
<th>Handwriting</th>
<th>Printing Press</th>
<th>Internet</th>
</tr>
</thead>
<tbody>
<tr>
<td>Copying a book</td>
<td>$1000s per copy</td>
<td>$1s per copy</td>
<td>$0.0001s per copy</td>
</tr>
<tr>
<td>Distributing a book</td>
<td>$1000s per copy</td>
<td>$1s per copy</td>
<td>$0.0001s per copy</td>
</tr>
</tbody>
</table>
Internet Enables Copyright Forbids
Open Educational Resources

Any kind of teaching materials – textbooks, syllabi, lesson plans, videos, readings, exams
Open Educational Resources

(1) Free and unfettered access, and

(2) Free copyright permissions to engage in the 5R activities
open ~ free
free is assumed online
open > free
open = free + permissions
The 5Rs

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Retain</td>
<td>• Make and own copies</td>
</tr>
<tr>
<td>Reuse</td>
<td>• Use in a wide range of ways</td>
</tr>
<tr>
<td>Revise</td>
<td>• Adapt, modify, and improve</td>
</tr>
<tr>
<td>Remix</td>
<td>• Combine two or more</td>
</tr>
<tr>
<td>Redistribute</td>
<td>• Share with others</td>
</tr>
</tbody>
</table>
retain is fundamental
retain is prerequisite to revise and remix

watch out for publisher “artificial scarcity” models
<table>
<thead>
<tr>
<th></th>
<th>Cost to Students</th>
<th>Permissions to Teachers and Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial Textbooks</td>
<td>Expensive</td>
<td>Restrictive</td>
</tr>
<tr>
<td>Library Resources</td>
<td>Free</td>
<td>Restrictive</td>
</tr>
<tr>
<td>Open Educational Resources</td>
<td>Free</td>
<td>5Rs</td>
</tr>
</tbody>
</table>
65% of students decided against buying a required textbook because of cost

US PIRG Report, 2014
http://www.uspirg.org/reports/usp/fixing-broken-textbook-market
50% of students said that cost of textbooks impacted how many and which classes they took.

US PIRG Report, 2014
http://www.uspirg.org/reports/usp/fixing-broken-textbook-market
82% of students felt they would do significantly better in a course if textbook was available for free

US PIRG Report, 2014
http://www.uspirg.org/reports/usp/fixing-broken-textbook-market
Nonprofit organization
Open copyright licenses
Founded in 2001
Operates worldwide
Teams in 87 countries
Step 1: Choose Conditions

- Attribution
- ShareAlike
- NonCommercial
- NoDerivatives
Step 2: Receive a License
puts the “open” in OER
CC licensed works have nearly tripled in the last 5 years.
How is OER changing higher education?
Open Textbook Library / Open Textbook Network

https://open.umn.edu/opentextbooks
OER Degrees

- Tidewater, NOVA (2013)
- VCCS Zx23 – 23 colleges (2015)
- Achieving the Dream – 38 colleges (2016)
- California – 25 colleges (2016)
Increased efficiencies are the least exciting thing about OER.
Open Education Practices (OEP)

Collaborative practices which include the creation, use and reuse of OER and pedagogical practices employing participatory technologies, peer learning, knowledge creation and sharing, and empowerment of learners. (Cronin, 2016)
Open Pedagogy

• People learn when they do things

• Copyright restricts what we’re allowed to do

• Open permits us to do new things

• How will doing new things impact learning? Will we learn more? more deeply? more quickly? different things?
“what does open allow me to do?”
Disposable Assignments

Students hate doing them
Teachers hate grading them
Huge waste of time and energy
Renewable Assignments

Students see value in doing them
Teachers see value in grading them
The world is a better place at the end
How can OER benefit your College(s)?
Increase Equity

All students have access to high quality learning materials that have the most up-to-date and relevant content because OER can be freely copied, modified and distributed to anyone.
Save Money

Switching to OER enables colleges to repurpose financial aid spent on static textbooks for other pressing student financial needs.
Keep Content Relevant, Effective & High Quality

Traditional textbooks are perpetually outdated, forcing districts to re-invest to replace them.

CC licenses allow educators to maintain the quality and relevance of their OER through continuous updates.
Empower Faculty

OER empower faculty as creative professionals by giving them the ability to adapt and customize learning materials to meet the needs of their students without breaking copyright laws.
What can Colleges do to support OER?
Raise awareness of the existence of OER and the benefits for your students and faculty.
College support for adaptation and adoption to ensure successful adoption of OER.
Funding (talk with your State Legislature) to support the development or redevelopment of OER curriculum.

Partner with other Colleges / States / Nations
The creation and adaptation of OER should be appropriately recognized as curricular innovation and service to the academic profession during Promotion & Tenure review.
Open Education: Increasing Access, Lowering Costs and Improving Student Learning

Dr. Cable Green
Director of Open Education

cable@creativecommons.org
twitter: @cgreen