Open Policy in Washington State: How We Got To The Open Course Library, and Where We Go From Here

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Developing a Digital Textbook Strategy for Your Campus
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“In the view of many college and university presidents, the three main factors in higher education—cost, quality, and access—exist in what we call an iron triangle. These factors are linked in an unbreakable reciprocal relationship, such that any change in one will inevitably impact the others.”

- Public Agenda research on opinions of higher education presidents

Quality vs. Cost vs. Access

The “Iron Triangle” suggests institutions are constrained in their ability to adapt.
Rivalrous vs. Non-Rivalrous Resources
How do we currently attempt to harness digital networked technologies?
Global Trends

Internet + Digital Content =

Lower Cost
Greater Access
Greater Quality

Right?
Global Trends

Internet + Digital Content = Lower Cost
Greater Access
Greater Quality

WRONG!
Internet + Digital Content + Open License = Lower Cost Greater Access Greater Quality
Open Educational Resources (OER)

US Dept. of Ed. Definition:
Teaching, learning, and research resources that reside in the public domain or have been released under an intellectual property license that permits their free use or repurposing by others.
Why is “Open” Important in Education?

1. Efficiency: Build on existing investments
2. Affordability: Many students can’t afford textbooks
3. Quality: We do our best work when we know our peers can see it
4. Self-interest: Increased faculty exposure, reputation, and new opportunities
A simple, standardized way to grant copyright permissions to your creative work.
16.100 Aerodynamics
As taught in: Fall 2005

Getting Started
- What is OpenCourseWare?
- Become a Member
- See Current Members
- Visit OCW Websites
- Find Courses
- Get Involved
- Contact Us

Newsletter
CLICK HERE TO SUBSCRIBE

Events Calendar

Course Features
- Lecture notes
- Exams (no solutions)

Search Courses
find courses about...

OCW Blog
- Tweeting 10 Years of OCW
  As a lead up to the OCW Consortium meeting in May, the Consortium is tweeting out events and user comments from 10 years...
- Dow and MIT announce multiyear collaboration for innovative educational outreach
- Additional content to be added to MIT OpenCourseWare's Highlights for High School site CAMBRIDGE, MA — The Dow Che...
- Free course on Open Content Licensing for Educators
  The Open Content Licensing for Educators workshop is scheduled for 21 - 25 March 2011 and will be

OCW in the News
Thu 03 Mar 2011 // THE OTHER Side of 50
Thousand Oaks Acorn

Wed 02 Mar 2011 // Dow gives $2M to MIT for outreach fund
Mass High Tech

Wed 02 Mar 2011 // Dow and MIT Announce Multiyear Collaboration for Innovative Educational Outreach
Business Wire

Sat 26 Feb 2011 // Turkish Academy of Sciences Launches MIT
OpenCourseWare Translations
PR.com

Fri 25 Feb 2011 // FCO Online

Sponsors

Sustaining Members
- African Virtual University
- China Open Resources for Education
- Japan OCW Consortium
- Johns Hopkins Bloomberg School of Public Health
- Korea OCW Consortium
- Massachusetts Institute of Technology
- NetEase Information Technology (Beijing) Co., Ltd.
- Open University Netherlands
- Tecnológico de Monterrey
- TU Delft
$200 for ONE Textbook? It's INSANITY!
@textbookrebel
The high cost of textbooks has reduced Washington citizens’ access to higher education.

Full-time students spend over $1,000 on textbooks every year.

SBCTC Example: English Composition I

50,000+ enrollments / year x $100 textbook = $5+ Million every year
The Old Economics (Rivalrous)

Print, warehouse, and ship a new book for every student
Upload one copy, and everyone uses it simultaneously.

Making copies, storage, distribution of digital stuff = “Free”
Cost of “Copy” For one 250 page book:

• Copy by hand - $1,000
• Copy by print on demand - $4.50
• Copy by computer - $0.00084

Source: David Wiley, BYU
Where to begin?

Build on existing goals:

Increase access and completion...
Build on existing goals:

Increase access and completion...
...by providing high quality, affordable, openly licensed educational resources.
Build on existing success:

WA CTCs have a history of sharing content through system courses and “pooling” enrollments.
Look for policy opportunities:

“But using open educational resources – and contributing to them – requires significant change in the culture of higher education. It requires thinking about content as a common resource that raises all boats when shared (p.11).”

http://techplan.sbctc.edu
• **SSHB1025**

• Faculty consider the least costly practices in assigning course materials, such as adopting the least expensive edition available, adopting free, open *textbooks* when available, and working with college librarians to put together collections of free online web and library resources, when educational content is comparable as determined by the faculty…
• **SSHB1946** – two big ideas – share technology and share content.

• (v) Methods and open licensing options for effectively sharing digital content including but not limited to: Open courseware, **open textbooks**, open journals, and open learning objects…
All digital software, educational resources and knowledge produced through competitive grants, offered through and/or managed by the SBCTC, will carry a Creative Commons Attribution License (CC BY).
• Open Course Library Goals
  – Design and share 81 high enrollment, gatekeeper courses
  – Improve course completion rates
  – Lower textbook costs for students (<$30)
  – Provide new resources for faculty to use in their courses
  – Fully engage our colleges in the global open educational resources discussion.
• Phase 1: 42 courses
  – Available October 31, 2011 at http://opencourselibrary.org
• Phase 2: 39 courses
  – Available Spring 2013
81 courses built by our own faculty

1. Define learning objectives
2. Use existing, quality OER
3. Fill in gaps with their own content
What about Quality?

1. Instructional Designer review based on Quality Matters rubrics
2. Double Peer Review
3. Accessibility & Global Education Reviews
• 81 courses = 411,133 enrollments / year
• Potential Impact: $41M+ in textbook costs / year
• If adopted by 25% of the sections in the system (faculty decision), savings to students will be $7.2M / year.
• Completions rates may also increase when all students can afford course materials
Educate More Citizens

Raise educational attainment to create prosperity, opportunity

- **Policy Goal**: Increase the total number of degrees and certificates...

- By 2018, raise mid-level degrees and certificates to 36,200 annually, an increase of 9,400 degrees annually.
How does OER help teach more students and teach them better?

1. Non-rivalrous, scalable, searchable
2. Allows students to preview and review
   - Paves the way for lifelong learning
3. Can be customized, translated, improved
   - Data feedback loops are useless without the ability to change the content
NEW HE Models are En Route
• What if publicly funded educational content was open access?

• **HB2337**: K-12 Open Textbooks Bill

• **HB2336**: Public access to publicly funded educational materials.
Efficient use of public funds to increase student success and access to quality educational materials.

Everything else (including all existing business models) is secondary.
Conclusion:

We can break the “Iron Triangle” IF we:

1. Ask “what is best for students?”
2. Openly license and share our educational and scientific resources
3. Explore more affordable, scalable models for higher education using digital, networked, open technologies