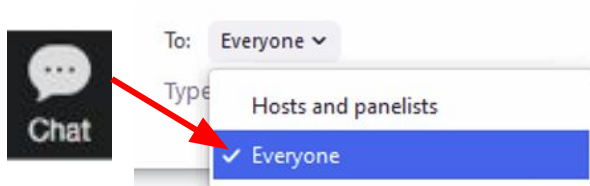


# The Ease of Growing OER Adoption

Welcome! Our live session will begin shortly at **1pm Eastern Time**.

In the meantime, please open the **“Chat”** to introduce yourself and then enjoy the music!

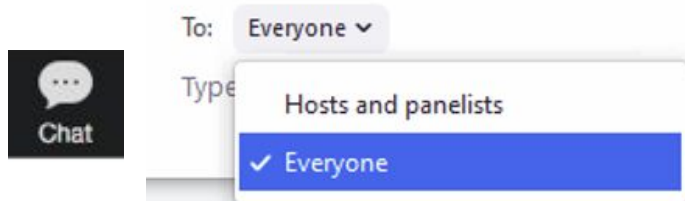


# Zoom Housekeeping

*Please keep these in mind during our session today*

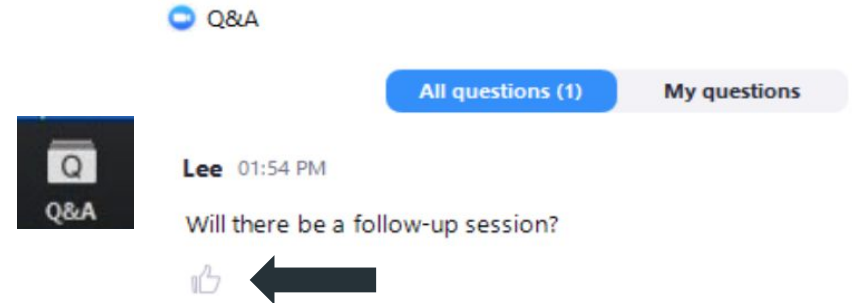
## Chat:

- Use for general convo
- Make sure to send **To: Everyone**



## Q&A:

- Submit questions
- Like or upvote questions

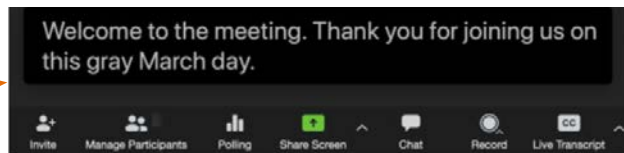
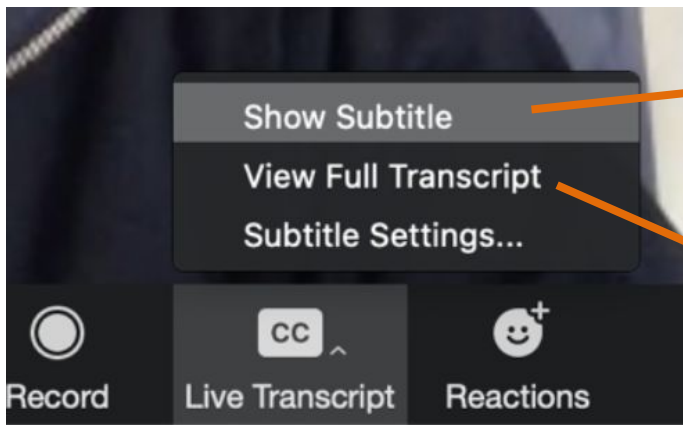


**Note:** *This event is being recorded. Recording links will be shared with registered attendees post-event.*

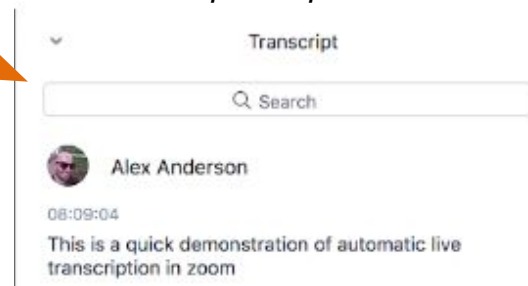
# Live Transcription is Available

In your meeting control bar, select **Live Transcript**

*Displays captions along the bottom of your screen*



*Displays text in a sidebar with timestamps & speaker names*



# Welcome and Webinar Overview

Dylan Barth, Ph.D.  
*Director of Professional Learning  
Online Learning Consortium*



# Agenda

## ***Objectives***

### **Research Overview**

To understand what the research shows about the ease of growing OER adoption at various institutional levels.

### **Panel Questions**

To gain insights and recommendations on successful OER adoption from a panel of experts representing a range of perspectives.

### **Audience Questions**

To address your questions for the presenters about how to grow OER adoption within your institutional context.

# Meet the Researchers



Jeff Seaman, Ph.D.

*Director*

*Bay View Analytics*



Julia Seaman, Ph.D.

*Director of Research*

*Bay View Analytics*



## Introduction to Bay View Analytics

Bay View Analytics offers a comprehensive suite of consulting services in survey design and statistical research. Our services build on nearly two decades of research design, sampling, survey design, and statistical analysis expertise.



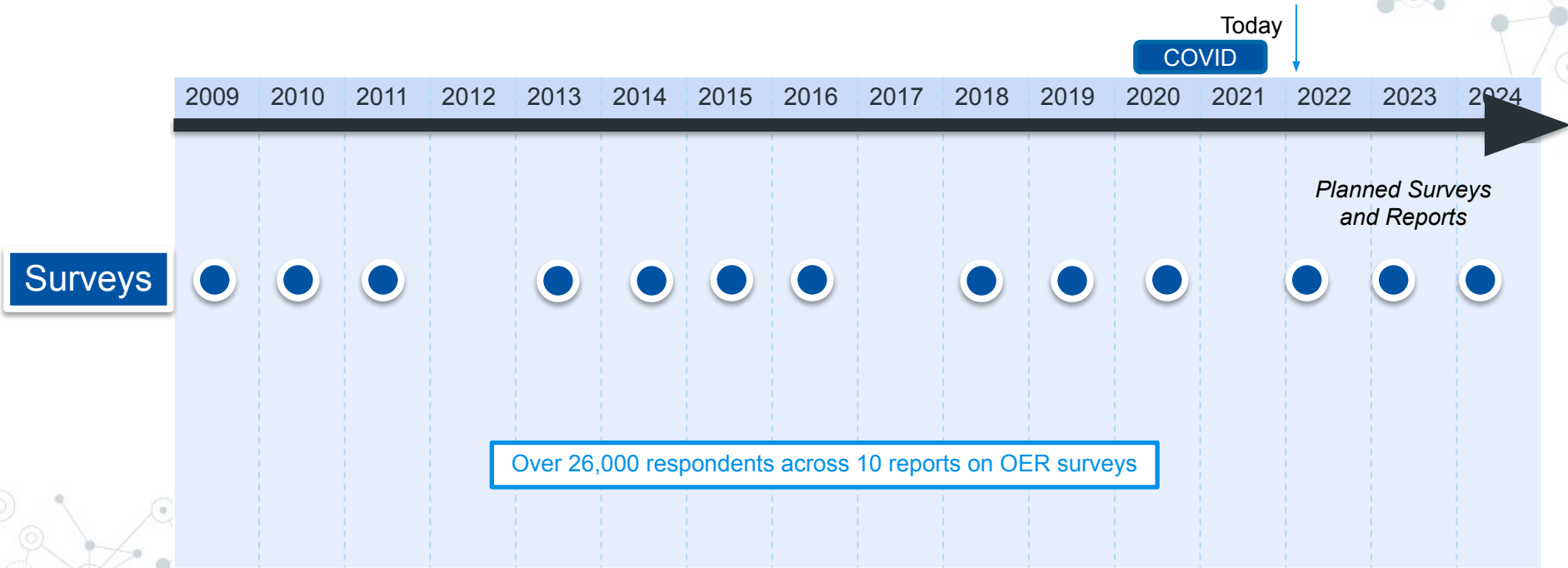
For our reports and more information:

**Website:** [www.BayViewAnalytics.com](http://www.BayViewAnalytics.com)

**Twitter:** @BayViewSurveys

**LinkedIn:** Bay View Analytics

# We have conducted higher education surveys for over a decade





## Some Definitions

**Open Educational Resources (OER):** *OER is defined as "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 and re-purposing by others." Unlike traditionally copyrighted material, these resources are available for "open" use, which means users can edit, modify, customize, and share them.*

### Licensing Types

**Public Domain:** *A designation for content that is not protected by any copyright law or other restriction and may be freely copied, shared, altered, and republished by anyone.*

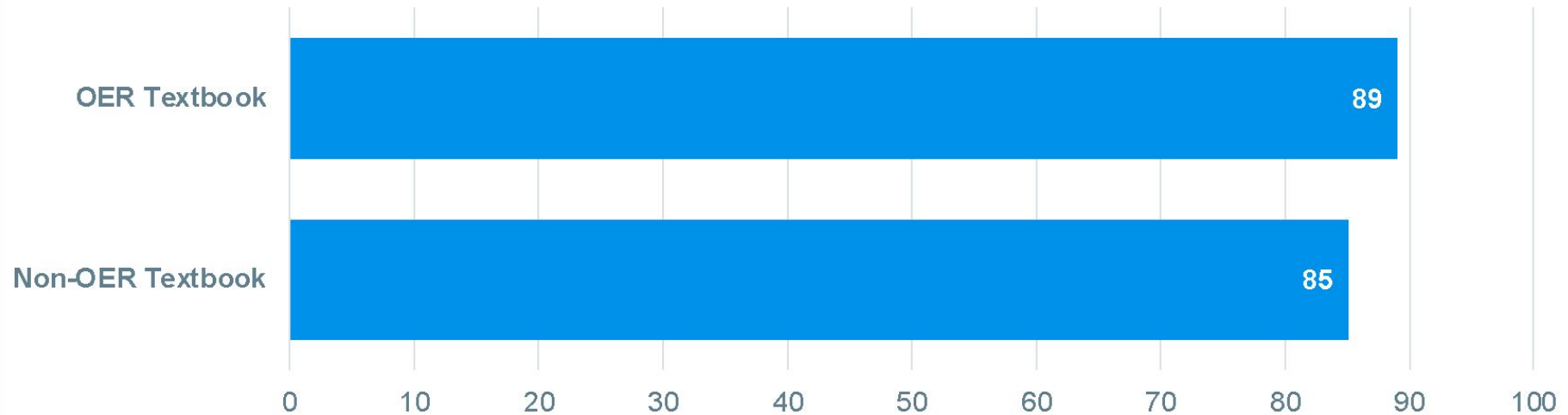
**Creative Commons:** *Open license that gives everyone from individual authors to governments and institutions a simple, standardized way to grant copyright permissions to their creative work, provided by Creative Commons.*

# What are the barriers to OER?



## Quality is NOT a barrier

### MEDIAN SATISFACTION RATING OF PRIMARY TEXTBOOK

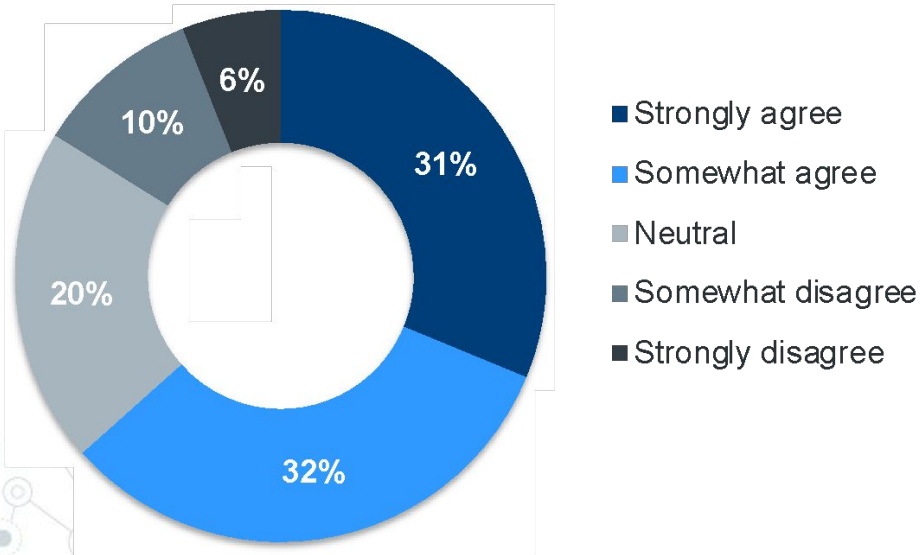


OER textbooks are rated as high or even higher than non-OER textbooks.

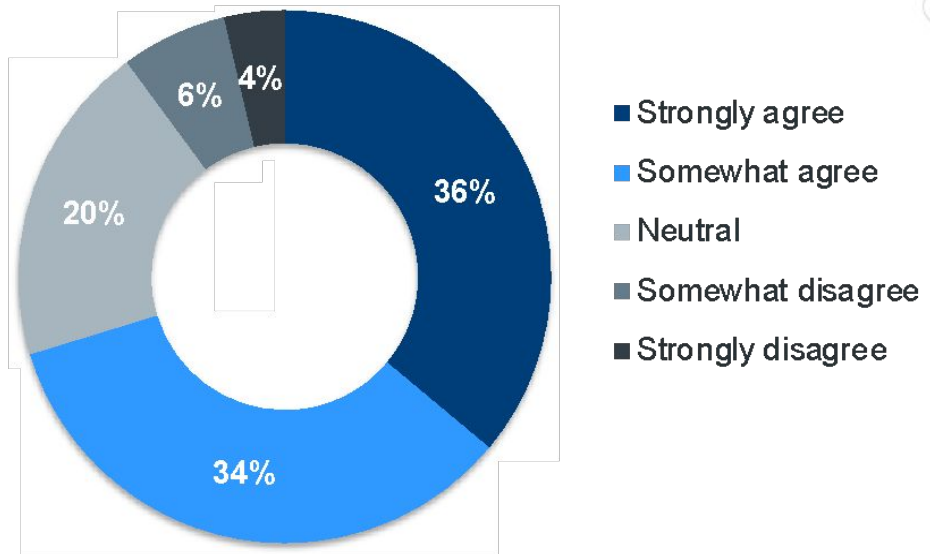
## Digital is NOT a barrier

Both students and faculty prefer digital materials.

STUDENTS: I PREFER TO HAVE MORE DIGITAL MATERIALS AND DIGITAL RESOURCES IN MY COURSES

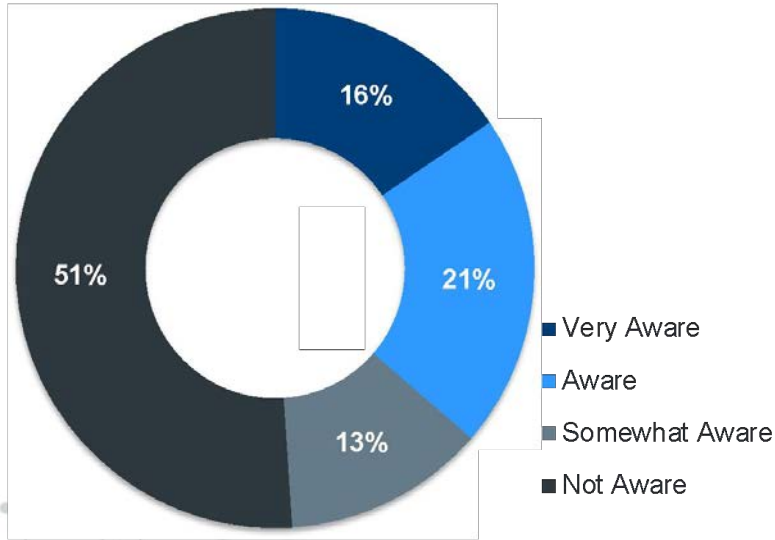


FACULTY: I PREFER TO INCLUDE MORE DIGITAL MATERIALS AND DIGITAL RESOURCES IN MY COURSES

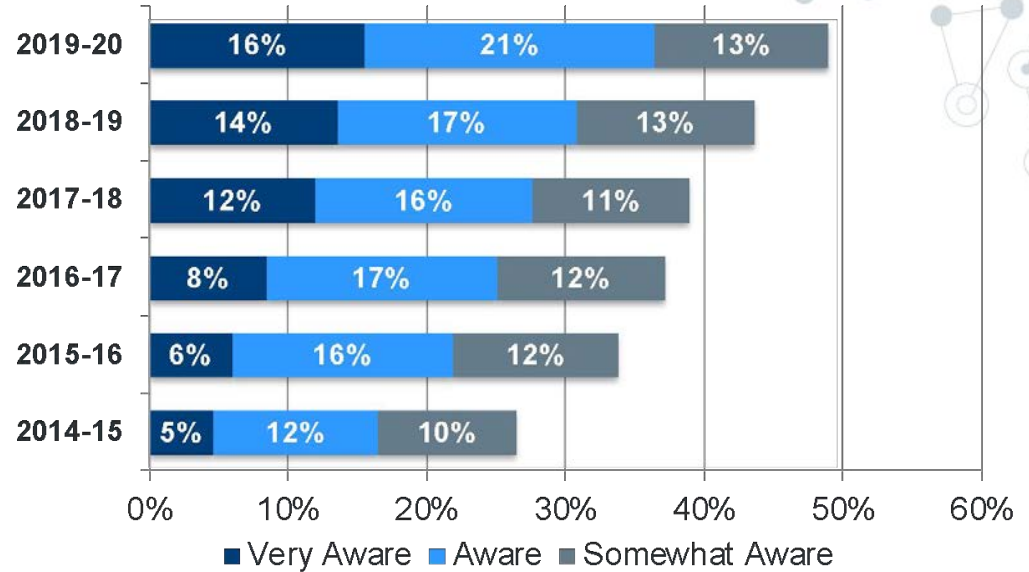


# Awareness IS a barrier

AWARENESS OF OPEN EDUCATIONAL RESOURCES AND CREATIVE COMMONS 2019-20



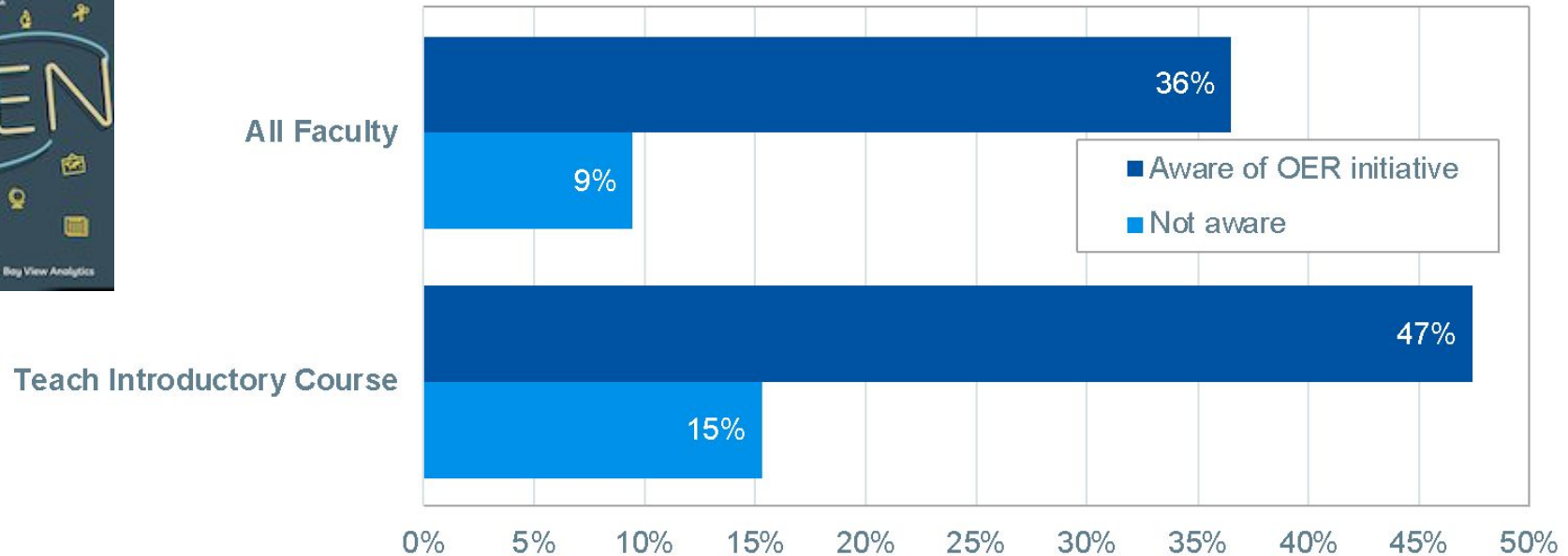
AWARENESS OF OPEN EDUCATIONAL RESOURCES AND CREATIVE COMMONS: 2014-15 TO 2019-20



Awareness of OER has steadily increased, but a majority of faculty are still unaware.

# OER incentives can make a huge difference

## OER ADOPTION BY AWARENESS OF OER INITIATIVES 2019-20



“Initiatives” covers a wide range of activities from information sharing to more intense arrangements.

## Conclusions

- ◎ The largest barrier for OER adoption is awareness – it can't be adopted if it is not a known option
  - OER initiatives has proven to increase awareness
- ◎ Many cited barriers do not seem to be real barriers
  - Cost, quality, and digital-format are on par or better to non-OER options
- ◎ One more note: Supporting and training helps
  - Regardless of type of curriculum used, faculty give higher ratings if they received PD for it

# Meet the Panelists



**Tanya Spilovoy, Ed.D.**

*Director of Open Policy  
WCET*



**Michael Torrence, Ph.D.**

*President  
Motlow State Community College*



**Robbie Melton, Ph.D.**

*Tenured Professor and Transitional  
Dean of Graduate School  
Tennessee State University*



# OER Initiatives Make a Difference in Awareness and Adoption

## GLOBAL



The Recommendation on OER - UNESCO General Conference at its 40th session in November 2019



# Federal Level & U.S. Department of Education

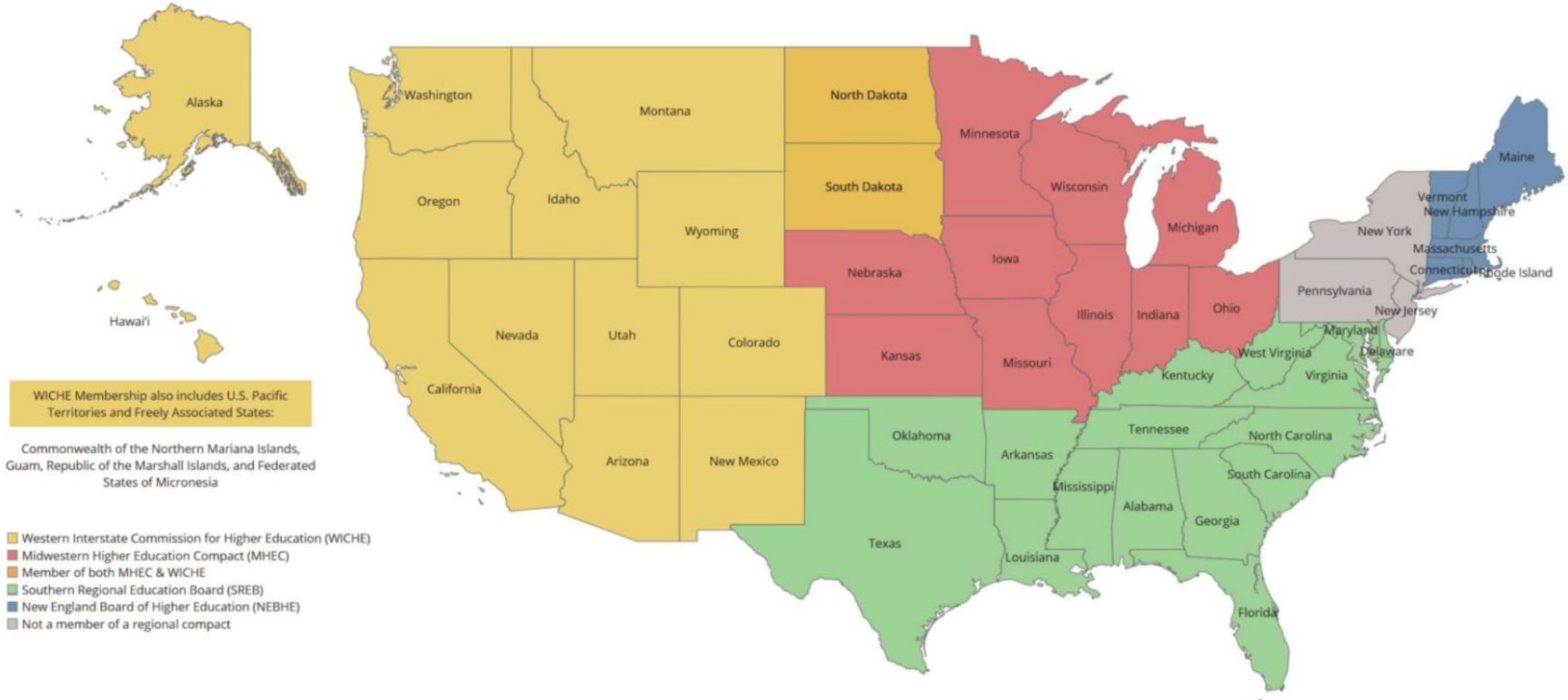
## Open Textbook Pilot Grant Program

- Supports projects at institutions of higher education that create or expand the use of open textbooks to achieve savings for students.
- First funded by Congress in the bipartisan fiscal year 2018 government spending bill then renewed annually
- \$24 million has been appropriated for open textbook programs that benefit students across the country.

## Affordable College Textbook Act

The Affordable College Textbook Act ([H.R.2107/S.1036](#)) would reduce the cost of textbooks at U.S. colleges and universities by expanding the use of open textbooks

# NATIONAL CONSORTIUM FOR OPEN EDUCATIONAL RESOURCES (NCOER)



## State and System OER Initiatives



**OERTX-Statewide Repository**

**Faculty grants program**

**Legislation**

**Supportive Legislators**

**System Policy**

**Leadership at the system and  
campuses**

**Librarians, faculty, students, edtech**

# State and System OER Initiatives



**COLORADO**

Department of  
Higher Education

---

Legislation

Statewide OER Council

Research/Faculty Grants

Student Support

# SPARC\*



2021-2022 Cohort

- Open Education Leadership
- Open Pedagogy
- Student led
- Open Content and sharing
- Community of practice
- Mentorship
- Capstone projects

# Panel Question 1

What is the most effective strategy you have used to increase awareness and adoption of OER?

# Panel Question 2

How have you addressed the most significant barrier to OER awareness and adoption?



# Audience Q&A

Please add your questions to the Q&A.

You can also upvote a particular question that has already been asked.



# Mark Your Calendars



## ***How is the Pandemic Affecting the Future of OER?***

Tuesday, March 15, 2022  
from 1-2pm Eastern Time



## ***OER, Part 1: Exploring Open Educational Resources***

## ***OER, Part 2: Implementing Open Educational Resources***

Cohorts offered throughout the year!



## ***The Three Projected Futures For Open Educational Resources***

Wednesday, March 30, 2022 from  
10:15-11am Central Time

