



Open Educational Resources at Drake:

Increasing Adoption, Reducing Textbook Costs

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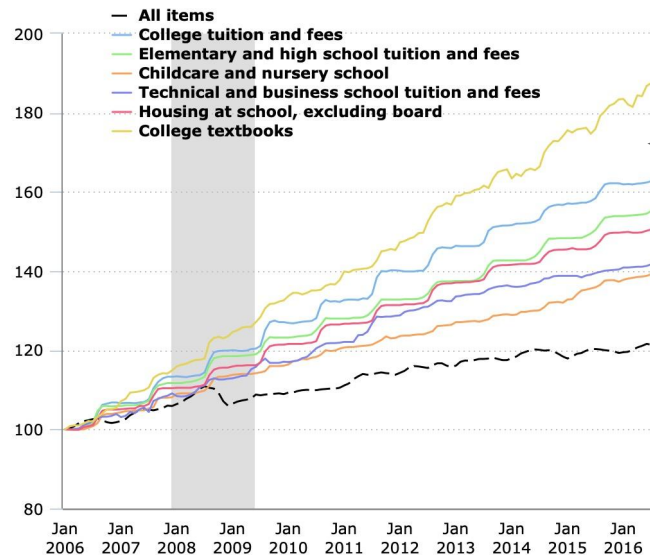
Drake University

Project Vision

- 1) *build* a **culture** and **infrastructure** of OER on Drake's campus,
- 2) *promote* faculty **buy-in, adoption**, and **access** of OER materials, and
- 3) *provide* students with overt course **affordability**

Consumer price indexes for tuition and school-related items, not seasonally adjusted, January 2006–July 2016

January 2006=100



Textbook costs outpace all other metrics, 2006 - 2016,
US Bureau of Statistics

Rising Book & Materials Costs

“One response to rising prices is the adoption of course materials that are part of a shared resource system.”

“Average Cost of College Textbooks 2024”
Education Data Initiative

Models: UMass Amherst's Ongoing Success

Open Education Initiative

OPEN EDUCATION INITIATIVE

The University Libraries are preparing to launch the 2025 Open Education Initiative (OEI) Grant Award Cycle. The grants provide funding for instructors to adopt, adapt, or create Open Educational Resources (OER) or incorporate open pedagogical practices (OEP) into their courses. OER are teaching materials released with an open license, which allows for their free revision and redistribution with attribution to the creator of the original work. OEP represent teaching and learning techniques that draw upon open and participatory technologies and high-quality OER in order to facilitate collaborative and flexible learning.

The initiative aims to:

- Encourage the development of alternatives to high-cost textbooks by supporting the adoption, adaptation, or creation of OER.
- Provide support to faculty to implement these approaches.
- Lower the cost of college for students in order to contribute to their retention, progression, and graduation.
- Encourage faculty to engage in new pedagogical models for classroom instruction.

Priority Categories

Priority funding will be given to projects that propose creating OER for a high-enrollment general education course.

OEI Outcomes

The Numbers

- ▶ 49 faculty have gone through the program
- ▶ 6,295 students in the initial deployment
- ▶ 89% student satisfaction with materials
- ▶ \$960,268 saved in the first semester
- ▶ +\$1 million saved over time

The Impact

- ▶ Students are better prepared for class and more engaged
- ▶ An opportunity for new teaching styles and flipped classrooms
- ▶ Service points on campus are partnering for student success
- ▶ Library seen as a campus leader and librarians seen as experts
- ▶ Student pride in UMass Amherst and participation the open education movement

2011-2015, Pilot Years



2025 Faculty Grant Award Cycle

Roadmap

Work with library to increase utility of comprehensive guides and resources

01

Begin funded faculty development workshops with roster of campus experts

Market campus teaching success to faculty

02

03

Market savings successes as part of recruitment strategies

05

06

Develop OER instructional workshops for targeted audiences (faculty, course type, colleges)

Recognize/incentivize faculty and course innovations

Work with faculty on low cost/no cost textbook course designation

Gather & report data for next steps; COUP Framework: costs, outcomes, usage, and perception

Increasing OER adoption and reducing textbook costs requires an **institutional approach** with built-in infrastructure, formalized processes, and human and financial capital.

Thank You

Citations & Attributions Below



Citations

Slide 3

Hanson, Melanie. “Average Cost of College Textbooks”
EducationData.org, October 12, 2024,
<https://educationdata.org/average-cost-of-college-textbooks>

Image Attribution

Slide 3

Bureau of Labor Statistics, U.S. Department of Labor, *The Economics Daily*, College tuition and fees increase 63 percent since January 2006 at
<https://www.bls.gov/opub/ted/2016/college-tuition-and-fees-increase-63-percent-since-january-2006.htm>

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Instructional Design, Engagement, and Support (IDEAS). “2025 Open Education Initiative Grant Award Cycle.” University of Massachusetts Amherst,
<https://www.umass.edu/ideas/news/2025-open-education-initiative-grant-award-cycle>

Charlotte Roh. “Open Education at the Boston Library Consortium”
Boston Library Consortium (BLC) Annual Networking Day, 2015.
<http://works.bepress.com/charlotteroh/16/>

Additional Recommended Readings

Abdous M'hammed. Unlocking the Potential of Open Educational Resources: Trends, Benefits, and Challenges in U.S. Higher Education, October 17, 2024.

<https://www.odu.edu/facultydevelopment/article/unlocking-the-potential-of-open-educational-resources-trends-benefits#:~:text=Several%20factors%20contribute%20to%20this,and%20the%20prestige%20of%20publication.>

Bradshaw Emily and Stephanie Robertson. Faculty Adoption of OER through

Compatibility and Relative Advantage Training, Feb 28, 2022. <https://youtu.be/W6syYMtNbTk?feature=shared>

Smith, Jeremy. “Seeking Alternatives To High-Cost Textbooks: Six Years Of The Open

Education Initiative At The University Of Massachusetts Amherst.” OER: A Field Guide for Academic Librarians | Editor's Cut, <https://boisestate.pressbooks.pub/oer-field-guide/>

Taylor, Cathy, and Michael W. Taylor. “I’m Never Doing This Again!: Identifying and Solving Faculty Challenges in Adoption of Open Educational Resources.” *Online Journal of Distance Learning Administration*, vol. 21, no. 2, Summer 2018.

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