CASES OF TEXTBOOK AFFORDABILITY FROM THE UNIVERSITY OF CENTRAL FLORIDA

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CHOICE WEBINAR
JULY 20, 2022
PRESENTERS

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Textbook Affordability Librarian

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Sr. Instructional Designer

OTHERS INVOLVED IN CASE STUDIES
Penny Beile, Aimee deNoyelles, Sarah Norris, Christian Beck, John Venecek, Sara Duff, Amanda Walden, Rich Gause

UCF Libraries, Center for Distributed Learning, Affordable Instructional Materials Initiative
UNIVERSITY OF CENTRAL FLORIDA

• Based in Orlando, Florida
• Over 70,000 students enrolled
• Hispanic Serving Institution (HSI)

• Textbook affordability efforts started in 2016
• Librarians, instructional designers, and faculty
• What is being done? What else can be done?
Affordable Instructional Materials (AIM) Initiative

• Open Educational Resources
  • Instructional designers / library collaboration
  • https://cdl.ucf.edu/teach/oer-practices/

• Library-Sourced Materials
  • eBooks and physical course materials
  • https://library.ucf.edu/textbook-affordability/

• Affordability Counts
  • Faculty recognition for using affordable materials
  • https://affordabilitycounts.org/

• First Day
  • Bookstore’s Inclusive Access Program (opt-in)
  • https://digitallearning.ucf.edu/ilab/aim/first-day/

https://provost.ucf.edu/initiatives/affordability/
FIRST TIME FOR EVERYTHING

• Not our job

• “Anthology Buster” replace existing text with texts from the various sources.

• Copyright Conundrums
  • Finding works
  • Permission?
  • Ownership
  • Do it yourself
# RECORD KEEPING!

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<td>The Wife’s Lament</td>
<td>Christian Beck</td>
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<td>Sir Launfal</td>
<td>De France, Marie</td>
<td>Jessie L. Weston</td>
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<td>Sir Gawain and the Green Knight</td>
<td>Jessie Weston</td>
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<td>The Miller’s Prologue and Tale: An Interlinear Translation</td>
<td>Chaucer, Geoffrey</td>
<td>Larry D. Benson</td>
<td>2008</td>
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<td>The Crucifixion of Christ</td>
<td>Gower, John</td>
<td>Margaret S. Mooney</td>
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<td>The Second Shepherd’s Play</td>
<td>Wakefield Master</td>
<td>Caleb Palmer</td>
<td>2010</td>
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<td>Shakespeare, William</td>
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<td>1914</td>
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<td>The Tragical History of Doctor Faustus</td>
<td>Marlowe, Christopher</td>
<td>Israel Gollancz</td>
<td>1905</td>
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<td>14</td>
<td>Shakespeare’s Sonnets</td>
<td>Shakespeare, William</td>
<td>William J. Rolfe</td>
<td>1905</td>
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<td>Some Poems of Sir Thomas Watt</td>
<td>Watt, Thomas</td>
<td>Alan Swallow</td>
<td>1949</td>
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DESIGN

• Readability
  • Multiple sources of content in a variety of file formats

• Formatting
  • Poems, sonnets, plays, and prose

• Access to materials
  • File format of finished product
  • Type of devices
CONSTRUCTION AND IMPLEMENTATION

• Reformatting source materials to HTML file format

• Utilized Cascading Style Sheets (CSS) to achieve desired styling for type of work

• Combined HTML files into an ePub

• Created PDF of each work as well. ePub and PDFs are hosted in Learning Management System

• Migrated to pressbooks a few years later
FEEDBACK

• “I appreciate the digital copies of the materials so we did not have a lot of items to purchase.”
• “I enjoyed his videos where he would explain the information. I love that there was no textbook and that he provided the texts for us. It saved me a lot of money and I didn’t have to lug another book around with me. I love how he gave the background and historical information for the author and the time period they were in.”
• “It was fun and interesting. No purchase of books required! which was great.”
• “He provided a textbook and that helped 1000%. In some of my other classes I was unable to purchase every book required which led to extra stress and ultimately failure”
• “All of the reading material being online is awesome, saving money for broke students is always a welcome treat.”
BEYOND OER: LIBRARY EBOOKS

• As of June 30, 2022, the library has potentially saved 52,380 students just over $4 million with eBooks and other digital library materials.

• Amanda Walden’s Medical Terminology Course
  • Library purchased unlimited-user eBook
    • ProQuest platform
    • Not DRM-free
  • 3,000 students per year
  • $100 savings per student
  • Approximately $300,000 per year in potential student savings

Medical Terminology Systems: A Body Systems Approach
by Barbara Gyllys and Mary Ellen Wedding (2017)
STUDENT FEEDBACK

- Fall 2021 Student Survey
  - Benefits
    - Accessibility/portability
    - Changing font
    - Zooming in
    - Transferring between devices
  - Problems
    - Trouble finding features
    - Grainy images
    - Full book download expiring
  - Takeaways
    - Create instructional video for features
    - Change book expiration period
BUILDING E-TEXTBOOK PORTAL

• Estimated launch in Fall ‘22
• Searchable by:
  • Course Number
  • Book Title
  • Course Department
  • Course Instructor
SUCCESS AND SETBACKS

• Initial collaboration success
  • Updated bookstore contract
  • Institutional awareness
  • TA librarian

• OER grant from Complete Florida
  • 42,000: Four general education courses

• OER professional development
  • Two funded opportunities in partnership with Faculty Center for Teaching and Learning

• Administrative and personnel changes
  • Institutional leadership

• Emphasis on “Affordable” rather than Open
  • Affordable Instructional Materials (AIM)

• Rise of Inclusive Access/First Day program
“The future is here” by Ged Carroll is licensed under CC BY 2.0
“Breathe” by Sebastian Porta, Cory Kontros, and Andrew Starr-Bochicchio is licensed under CC BY SA 3.0
UNCERTAIN

• No local or state OER grant programs
• Limited institutional personnel
• Inclusive Access/First Day programs

YET

• New emphasis on strategic innovation and student success
• Some can do a lot!

HOPEFUL

• Student Government passed a resolution calling to remain Opt-In
THANK YOU

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