The National Problem and Challenges of Attending College: “Rising Costs of Textbooks”

Gerry Hanley, Ph.D.
California State University Office of the Chancellor
Academic Technology Services, MERLOT, & SkillsCommons
HBCU Textbook Affordability Summit
Fisk University, TN, April 17 2018
Your Regional and Institutional Context Is Critical
California State University - CSU

- 23 campuses; 480,000 students; about 80% undergraduate

- the CSU confers about 100,000 degrees annually

- About 1/3 of all CSU students get enough financial aid to cover tuition, books, and course supplies.
Begin with what is affordable for students, not what the books cost

- Students on State University Grants (about 2/3)
  - 95% have Expected Family Contributions less than $4,000 and average Cost of Attendance at the CSU is estimated at $23,700 (on or off campus)
  - Average annual income for CSU’s independent living students is $12,115
What is affordable for students?

- About 11% of students in the Cal State University system experience homelessness and another 41% of the students experience some degree of food insecurity [CSU study (2018)].

https://www2.calstate.edu/impact-of-the-csu/student-success/basic-needs-initiative
Textbook Affordability Affects Access to an Excellent CSU Education

2016 Florida students’ responses to costs

- Take fewer courses (47.6%)
- Drop a course (26.1%)
- Fail a course (19.8%)

Are you trying to raise your Graduation Rates?
Imagine saving every student in California’s higher education...

$170 per semester – cost of 1 new textbook.

With 3 million students in CA higher ed

We can save students...

$1 BILLION EVERY YEAR
How to deliver the $1B in “financial aid” to students?

CSU’S AFFORDABLE LEARNING SOLUTIONS
Affordable Learning Solutions

Institutional strategy to provide students no cost and low cost instructional materials that enable their successful learning and course completion.
LET’S TAKE A WEB TOUR OF WWW.COOL4ED.ORG
So What’s COOL?

• Library of over 5,800 free and open etextbooks
• Library of over 80,000 free OER
• Library of 51 common courses with eportfolios of aligned with possible free and open etextbooks
• Library of over 80 teaching eportfolios of faculty using free etextbooks in their courses
• Library of 400+ peer reviews of 150+ etextbooks by faculty in the discipline
• Library of accessibility reviews for the free and open etextbooks
Convenient Access to OER is a Key Ingredient for Success

Where can you find Workforce OER for your Community and Technical Colleges?
TAACCCT Grantees Produced

OPEN EDUCATIONAL RESOURCES:

FREE FOR YOU TO REUSE,
REVISE, RETAIN, REMIX
REDISTRIBUTE NOW!
DEVELOPING YOUR AFFORDABLE LEARNING SOLUTIONS PLAN
What are your current AL$ activities?

• How are your faculty and students learning about OER?
• How are they learning to find and adopt OER in their classes
• How are they getting help when trying to implement OER
• What are doing if students don’t want a digital version?
What are your current AL$ activities?

• How are you making it easy for your faculty to find OER appropriate for the classes?
• How are your campus technologies providing access to OER
• How are all these services being managed so faculty and students can implement your textbook affordability program?
Affordable Learning Solutions Strategy

- **Enabling Ecosystems**
  - with policies, leadership, business models

- **Developing Demand**
  - with communications, training, professional development

- **Creating Capabilities**
  - with convenient & affordable access to content through technologies

- **Leveraging Content Providers**
  - Publishers--Libraries--Academic Authors--Open Education Resources (CSU-MERLOT)
<table>
<thead>
<tr>
<th>Types of Services</th>
<th>Strategies for Campus Plans</th>
</tr>
</thead>
<tbody>
<tr>
<td>Communication and Outreach</td>
<td>Presentations at standing meetings, memos, emails and webinars</td>
</tr>
<tr>
<td>Training &amp; Professional Development</td>
<td>Empower the people who do training already. AL$ provides online services including webinars, “how-to” videos</td>
</tr>
<tr>
<td>Help &amp; Support Services</td>
<td>Enlist support from your reference librarians and campus technology support.</td>
</tr>
<tr>
<td>Providing Print Copies</td>
<td>Work with your bookstore. OpenStax has print copies ready.</td>
</tr>
<tr>
<td>Library, Discovery, Curation</td>
<td>Leverage the AL$ library. Your faculty &amp; students can curate and share collections.</td>
</tr>
<tr>
<td>Technology Services</td>
<td>Add links in your Library Management Systems (LMSs) and LMSs-Learning.</td>
</tr>
<tr>
<td>Campus Coordination</td>
<td>Leverage existing campus leadership. Stay connected with the AL$ community</td>
</tr>
</tbody>
</table>
• Librarians and bookstores can reimagine their responsibilities to support the discovery and adoption of free and open educational resources.

• Presidents and provosts become advocates of the Affordable Learning Solutions Initiative and faculty recognition programs.

• Faculty become champions of the AL$ program, with a critical mass of faculty participating.

• Students become beneficiaries. In 2017-2018 academic year, CSU posted over $39M student savings from the AL$ program.
CUSTOMIZE YOUR OWN AL$ PROGRAM!
Welcome to SUOL4ed
Southern University's Open Library for Education

What is SUOL4ed?
This eLearning portal is a partnership between Southern University System (SUS) of Louisiana and the MERLOT (Multimedia Educational Resource for Learning and Online Teaching) organization. It represents the SU System's commitment to promoting student success by providing affordable educational alternatives to traditional textbooks and quality digital learning resources. The portal is supported by funding from the State of Louisiana's Community College Technical Education (CCTE) and the National Science Foundation (NSF).
Welcome to CSOOL 4 ED!

CSOOL4Ed provides a digital infrastructure that will improve college affordability for students with free e-textbooks and educational resources. Having free and immediate access to instructional resources will enable more students to enroll and succeed in more courses as they progress toward graduation in a timelier manner.

Learn more about this project.

http://www.centralstateopenlearning.org/
Welcome to XULA4ED!

Xavier University of Louisiana for Education (XULA4ed) provides a free and open digital library to improve college affordability for students with free etextbooks and educational resources. Free and immediate access to instructional resources will enable more students to enroll and succeed in more courses as they progress toward graduation in a timelier manner.

http://xula4ed.org
ENABLING ECOSYSTEMS
STONE SOUP
by Marcia Brown
GIVE A GIFT AND NOT A BURDEN
Shall We Be Open For Our Students Success?
And Move the World With Innovations?

Educational Innovations

CSU-MERLOT/ALS + HBCU Community
Thank You!
Questions?

Gerry Hanley ghanley@calstate.edu
Leslies Kennedy lkennedy@calstate.edu