



Textbook Heroes at CSU

2020 Provost's Teaching Summit

Created by Heather Caprette, Mandi
Goodsett, Tracy Kemp, Barbara Loomis, Ben
Richards and Theresa Nawalaniec



CSU Textbook Affordability Grant

- Since Spring of 2016, the Michael Schwartz Library has been offering small grants to help faculty adopt or adapt open educational resources or library-licensed content to their course in an effort to save students money.
- By Spring 2019, **28 grants** have been awarded with an estimated impact to **4,387 students**.

If the open textbooks replaced books that cost, on average, \$100 each, then CSU students saved a cumulative total of

\$438,700

from just the first year implementations of these grants.



Rise in cost of traditional textbooks

- College textbooks have risen three – four times the rate of inflation

See: <https://www.bls.gov/opub/ted/2016/mobile/college-tuition-and-fees-increase-63-percent-since-january-2006.htm>

Ways students cope with cost

- •Purchase an older edition of the textbook
- •Delay purchasing the textbook
- •Never purchase the textbook
- •Share the textbook with other students
- •Download textbooks illegally from the internet



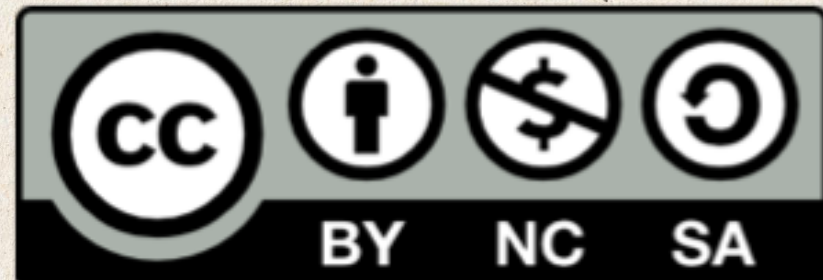
Outcomes to Student Success & Retention

In your academic career, has the cost of required textbooks caused you to ...:

2012	2016	
63.6%	66.5%	Not purchase the required textbook
49.2%	47.6%	Take fewer courses
45.1%	45.5%	Not register for a specific course
33.9%	37.6%	Earn a poor grade
26.7%	26.1%	Drop a course
17.0%	19.8%	Fail a course



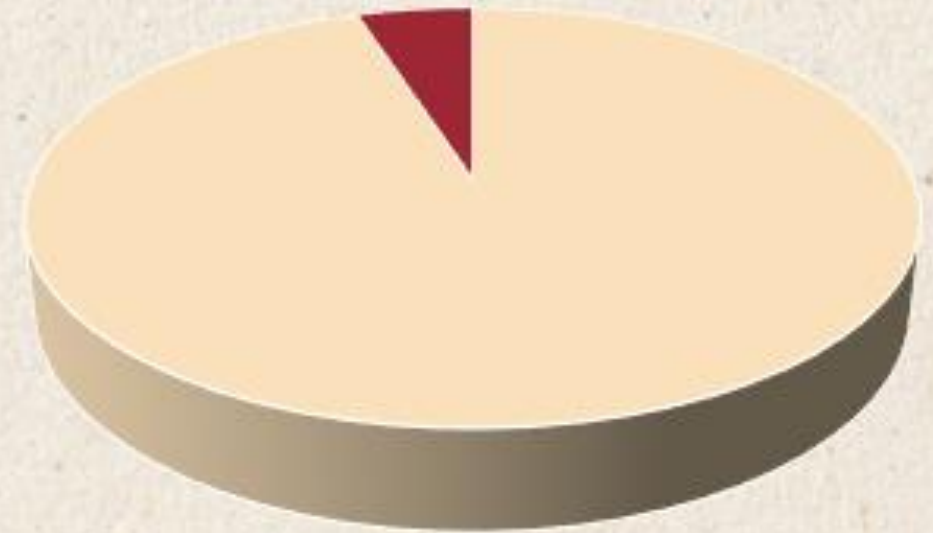
Flexibility and Control



Are OERS effective?

Across 13 academic studies (higher ed: **119,720 Students**: 15784 treatment, 99,692 control, k12: 1805 treatment 2439 control) 95% had same or better learning outcomes (<http://openedgroup.org/>)

Student Learning Outcomes



95% Successful 5% Unsuccessful



Solutions for Affordable Learning

- Allow multiple/older editions to be used
- Use same textbook for multiple semesters
- Place copies of textbooks on library reserve
- Use library-licensed ebooks when available
- Consider cost when selecting textbooks
- Use an openly-licensed alternative



Need to Find OER?

- See our research guide:
- <https://researchguides.csuohio.edu/opentextbooks>
- Ask a librarian for help!
- <https://library.csuohio.edu/services/librarians.html>



Thank you OER Faculty!



The following are faculty at CSU who
use open educational resources





Lisa Bernd, PhD

Assistant College Lecturer

Theatre & Dance

Used:

Theatrical Worlds

Class: THE 111 - Intro to Theatre

Number of Students: 35 per class





Kathy Curnow, PhD

Associate Professor
Art & Design

Authored:

The Bright Continent: African Art History

Class: Art 286 - Intro to African Art

Number of Students: 30-50 per class



[The Bright Continent: African Art History](#)



Donna Davisson, MBA

Associate College Lecturer

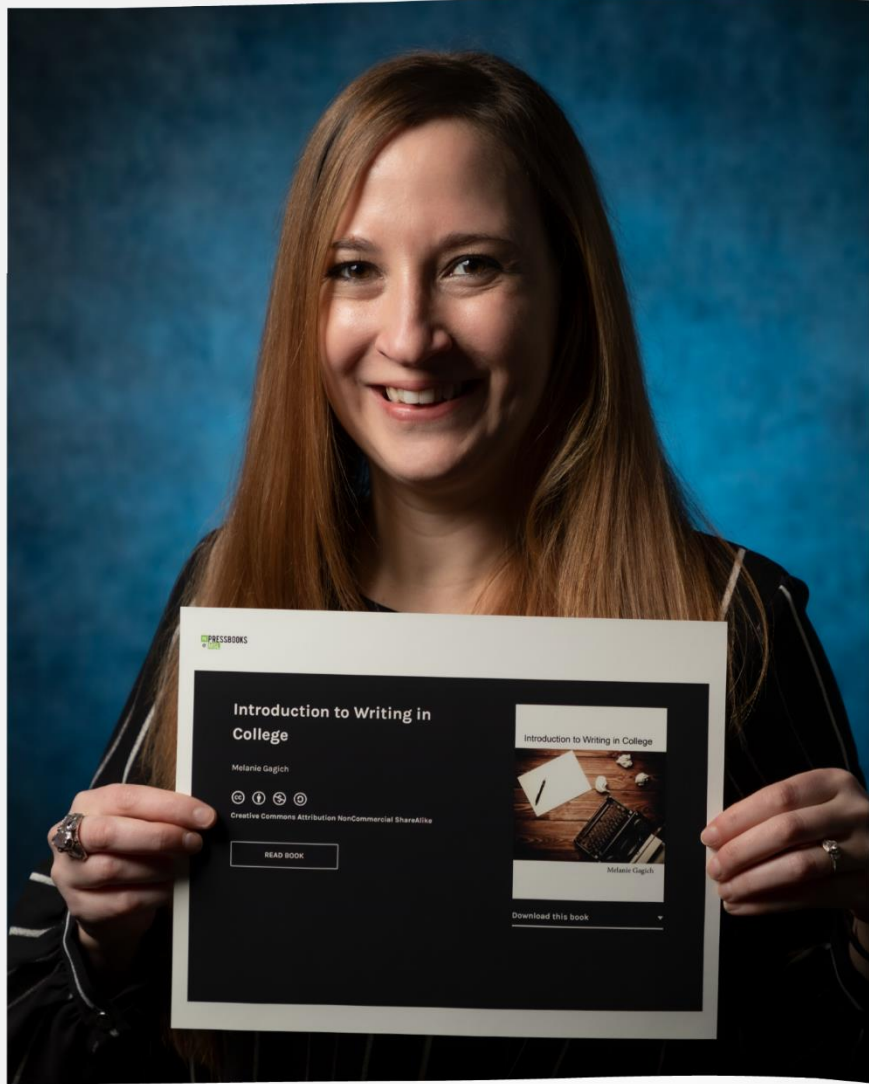
International Business & Marketing

Uses OpenStax:

Introduction to Business

Class: BUS 151: World of Business

Number of Students: 40 per class



Melanie Gagich, MA

Associate College Lecturer

English

Authored:

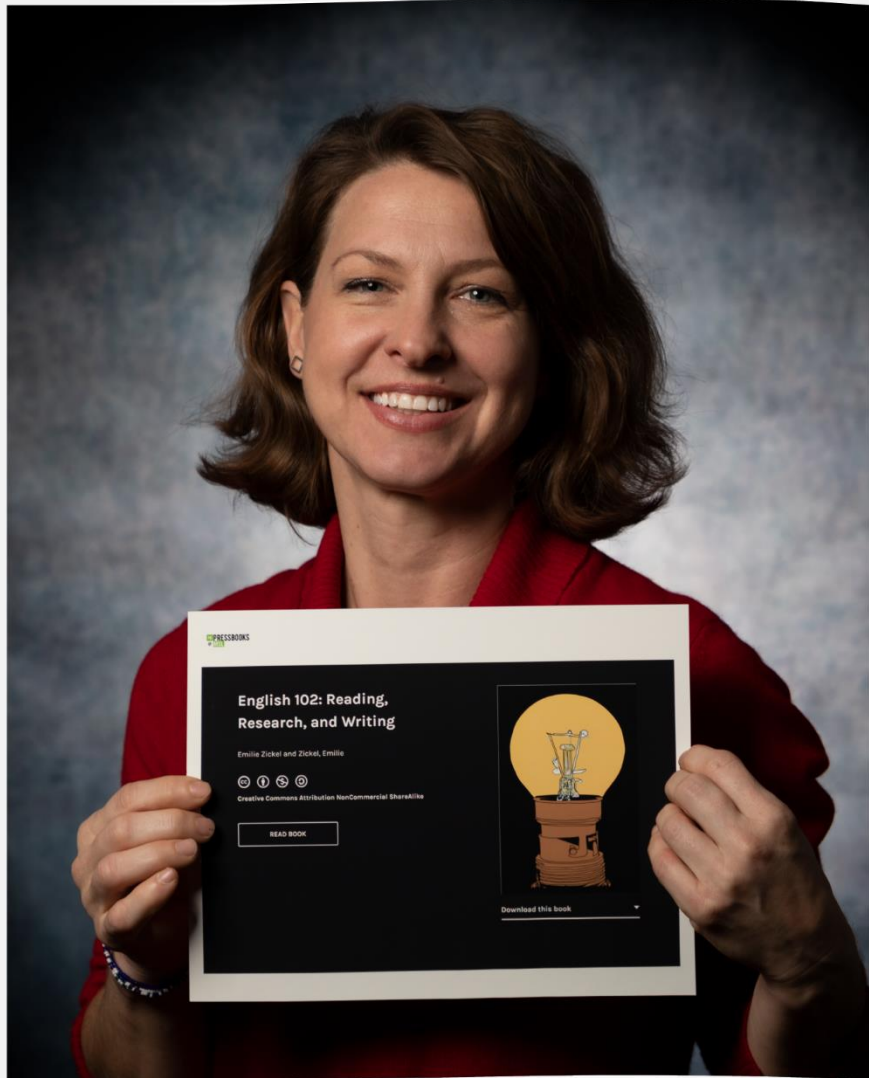
Introduction to Writing in College

Class: ENG 101 & 102:

College Writing I

Number of Students: 25 per class





Emilie Zickel, MA

Assistant College Lecturer

English

Authored:

English 102: Reading, Research & Writing

Class: ENG 102:

College Writing II

Number of Students: 25 per class





**Emilie Zickel, MA &
Melanie Gagich, MA**

English

Authored:

***A Guide to Rhetoric, Genre and
Success in First Year Writing***

Class: ENG 101 & 102:

College Writing I & II

Number of Students: 25 per class



Adrienne Gosselin, PhD

Associate Professor

English

Authored:

Charles Chesnutt in the Classroom

Class: ENG 347 & 207:

African-American Literature

Number of Students: 35 per class



Huiwen Li, EdD

Assistant Director of Educational Programs/Head Teacher, Confucius Institute, Chief Editor of Chinese Language Teaching Methodology & Technology

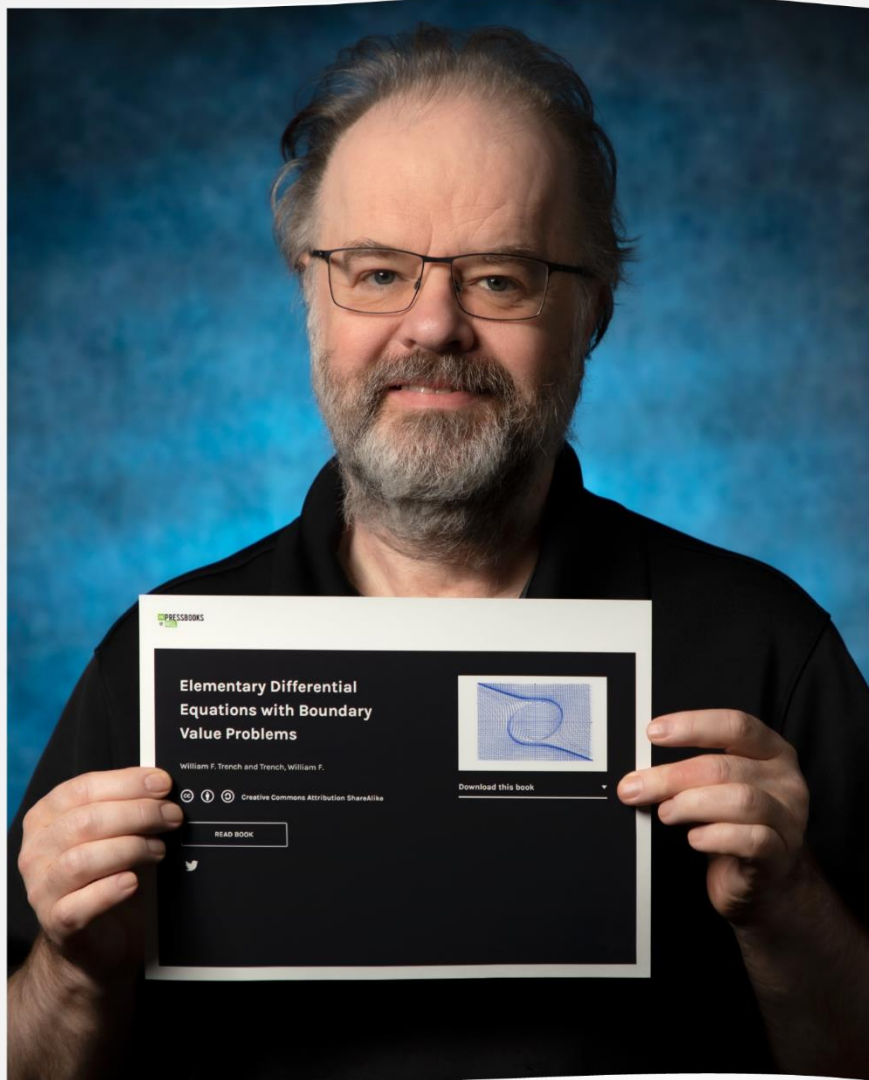
Authored:

Chinese Calligraphy and Culture

Class: Chinese Calligraphy

Number of Students: 20 per class





Felipe Martins, PhD

Associate Professor
Mathematics

Used:

***Elementary Differential Equations
with Boundary Value Problems***

Class: MTH 286: Intro to Differential
Equations

Number of Students: 35 per class



Elementary Differential Equations with Boundary Value Problems



Ieda Rrodrigues, PhD

Associate Professor
Mathematics

Uses:

Single and Multivariable Calculus for
MTH 283: Multivariable Calculus for
Engineers, and ***A First Course In
Linear Algebra*** for MTH 284: Matrices
for Engineers

Number of Students: 40 per class



[Single and Multivariable Calculus](#) and [A First Course In Linear Algebra](#)



Shelley Rose, PhD

Associate Professor
History

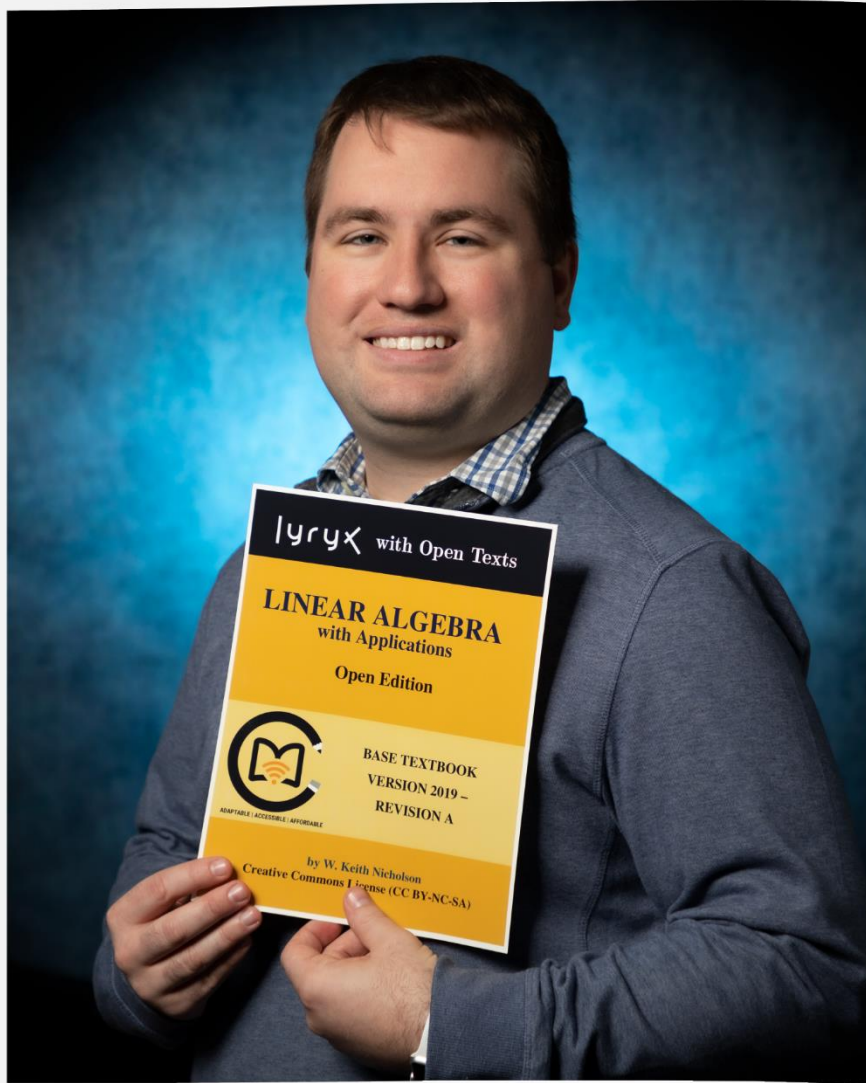
Authored:

Modern World History

Class: HIS 104: Modern World History

Number of Students: 50 per class





Shawn Ryan, PhD

Assistant Professor
Mathematics

Used:

Linear Algebra with Applications

Class: MTH 288: Linear Algebra

Number of Students: 37 per class





Adam Sonstegard, PhD

Professor

English

Uses:

*Project Gutenberg, Internet Archive,
ProQuest American Periodicals,
Hathi Trust*

Class: Looks for OER for every course
he teaches. Example is from ENG
345: Studies in American Literature
Number of Students: 26 per class



[Project Gutenberg](#), [Hathi Trust](#), [Internet Archive](#), [ProQuest American Periodicals](#)



Candice Vander-Weerd, PhD

Assistant College Lecturer

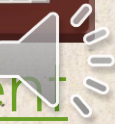
Business

Uses Open Stax:

Principles of Management

Class: MGT 301

Number of Students: 40 per class



Other faculty developing or using OER not pictured

- **Jeanne Grosetti** – ART 281: Intro to Asian Art. Authoring *Engaging with the Visual Arts of Asia*
- **Stephanie Hinnershitz** – HIS 323: US History, 1945 to 1989. Authoring *Turbulent Times: America from 1945 to 1989*
- **Elia Lafelice** - Italian 101 & 102 – Title to be determined
- **Zachary Suetta** – GAD 515: Communications for Managers – Title to be determined



Affordability Gratitude Campaign



openeducationweek.org
#oeweek

Join

the global
event

Celebrating Faculty members that have adopted/adapted open educational resources



- Library goody bags
- Door hangers for their office door
- Library's social media

Twitter: @SchwartzLibrary

Facebook: MichaelSchwartzLibrary



Affordability Gratitude Campaign

 openeducationweek.org
#oeweek **Join**
the global event

Celebrating Faculty members that have adopted/adapted open educational resources




Thank you Professor Ryan for saving your students over \$22,000/year

SGA Representatives, Jake and Atia (L) with Shawn Ryan (R)

 openeducationweek.org
#oeweek **Join**
the global event

Celebrating Faculty members that have adopted/adapted open educational resources



Thank you Professor Lewis for saving your students over \$10,000/year


Mandi Goodsett, Open Educational Resources Librarian (L) with Browne Lewis (R)

 openeducationweek.org
#oeweek **Join**
the global event


Celebrating Faculty members that have adopted/adapted open educational resources



Thank you Professor Gagich for being an affordability advocate

 openeducationweek.org
#oeweek **Join**
the global event

Celebrating Faculty members that have adopted/adapted open educational resources



Thank you Professor Nagy for saving your students over \$15,000/year

Mandi Goodsett, Open Educational Resources Librarian (L) with Beth Nagy (R)

Affordability Gratitude Campaign

Thank you messages from the students

THANK YOU
from your students
for being an **AFFORDABILITY ADVOCATE!**

Your choice to select affordable textbooks and course materials made a difference for us. Thanks for caring.

Free reading = less stress

Thank you! My book collection appreciates it!

Free books are the new wave! \$


Thank you for working to make college more affordable. *Jane B.*


Thank you so much! It is very helpful! I appreciate it so much!


I appreciate your consideration so much!

Thank you for having our online textbook!

I appreciate you!

Thank you for being so considerate & understanding! You rock! 

Thank you so much! I now have extra money! 

Thank you for giving myself & thousands of other students the opportunity to save & make a difference! 

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AFFORDABLE LEARNING
@Cleveland State University

Empowering Students. Creating Knowledge. Engaging Communities. Shaping Our World.



THANK YOU
from your students
for being an **AFFORDABILITY ADVOCATE!**

Your choice to select affordable textbooks and course materials made a difference for us. Thanks for caring.

Thank you for using a FREE BOOK! MY pockets appreciate it! 


Thank you for helping me save money and being more accommodating

MEANS A LOT SINCE MONEY IS ALWAYS TIGHT.

Thank you for all the money you're saving students!

We appreciate you! I would like to thank your colleagues!

Thank you SOOO MUCH!!!!!! This has changed my life!

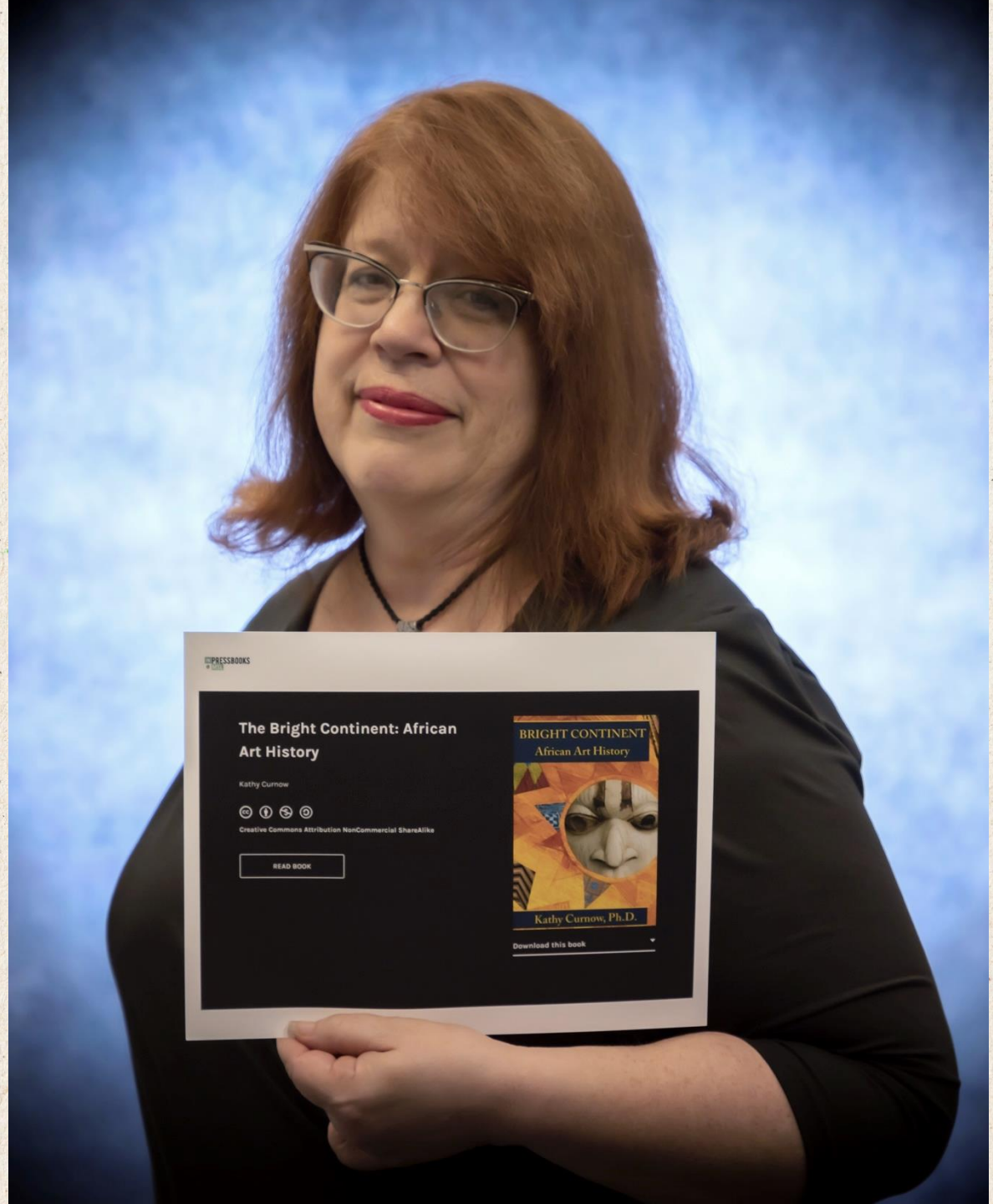
MUCH APPRECIATED 

AFFORDABLE LEARNING
@Cleveland State University

Empowering Students. Creating Knowledge. Engaging Communities. Shaping Our World.

Kathy Curnow, PhD
Textbook Hero
Award Winner for
2020!

Congratulations
to this year's
Textbook Hero
Award, selected
by SGA



Affordable Learning at CSU Video



To apply for a Textbook Affordability Grant at CSU

- Interested in adopting or adapting an OER? **Apply for a small textbook affordability grant by May 15th!**
- [Textbook Affordability Grant Overview \(PDF\)](https://library.csuohio.edu/affordable-learning/docs/grant-overview-sp20.pdf) see:
<https://library.csuohio.edu/affordable-learning/docs/grant-overview-sp20.pdf>
- [Textbook Affordability Grant Application](https://forms.office.com/Pages/ResponsePage.aspx?id=mufz1z2UzkquqyCQMIB1CDMU7Rj7HIVPiwCNzL9d-1IUOFBCRzIYRkDIRFA1UEk3UEJJCOTdRRVZWMC4u) see:
<https://forms.office.com/Pages/ResponsePage.aspx?id=mufz1z2UzkquqyCQMIB1CDMU7Rj7HIVPiwCNzL9d-1IUOFBCRzIYRkDIRFA1UEk3UEJJCOTdRRVZWMC4u>
- For more information, visit the [CSU Affordable Learning Website](https://library.csuohio.edu/affordable-learning/) at <https://library.csuohio.edu/affordable-learning/>

