# Entry Poll: Get to know the audience

- Dropdown: What state are you joining us from

- Are you currently using an OpenStax textbook

- What is your role within your organization?

- What is your prediction for the future of open education resources?
  - OER is a fad. I suspect it will be a short lived movement.
  - OER will always be around, but in a small (niche) way.
  - OER is going to grow and upend the traditional publishing landscape.

Free the Future with OpenStax:
Trends, predictions, and the evolving needs of the field

OpenStax + Bay View Analytics

Bay View Analytics®

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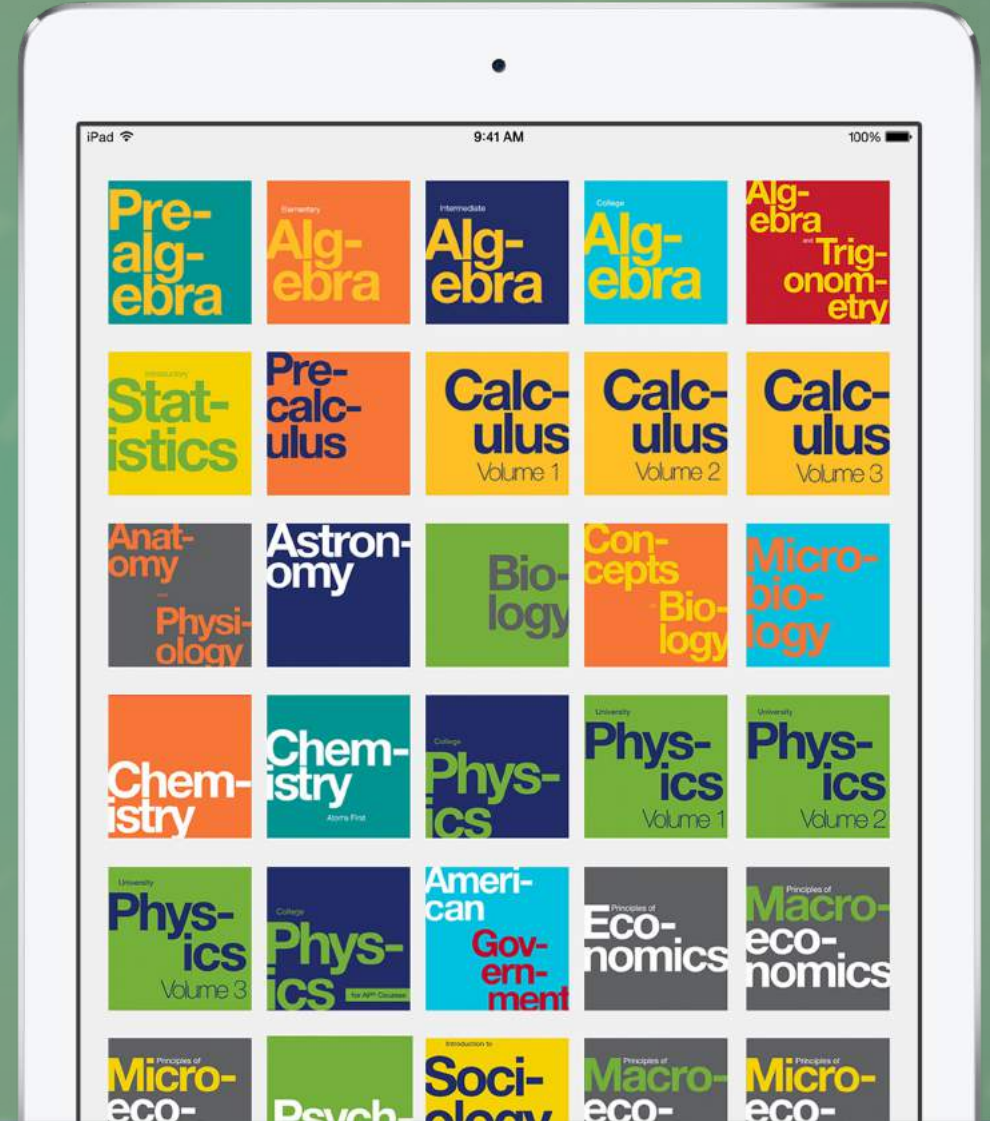
Today's agenda
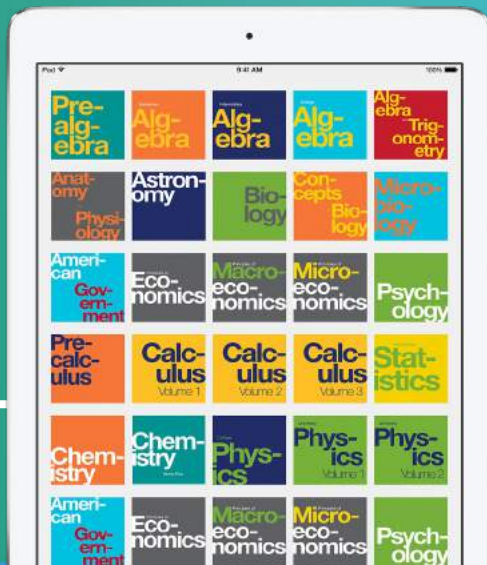
Welcome + introductions

What is OER and how did it come to be?

The growing role of OER in higher education

The future of OER in a pandemic landscape

Closing thoughts + questions

OpenStax

educational
access
and
learning

for everyone

Anthony Palmiotto
Higher Ed Director

What is OpenStax?

Rice University

Based in Houston, Texas

Philanthropic support

Foundations
Individuals
Mission support

Mission oriented

Transform learning so that education works for every student

45+ books published

Our books have saved students over $1.7 billion

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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.
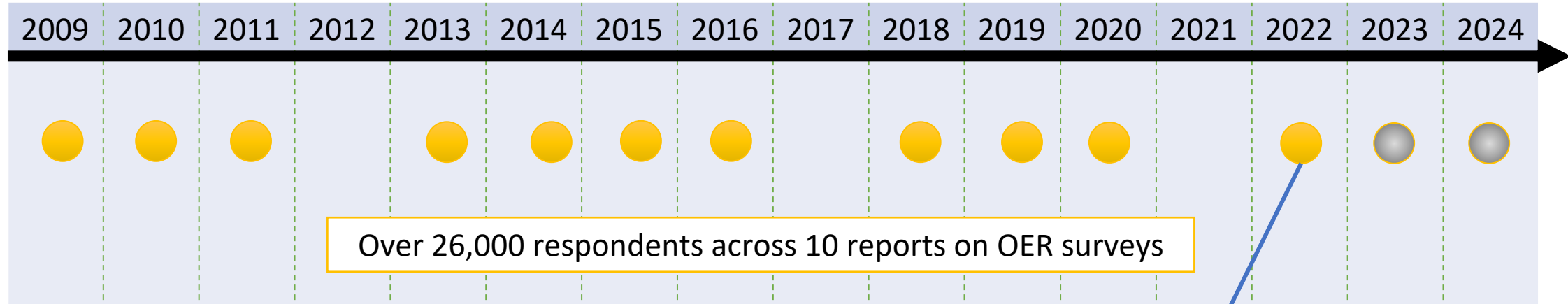
Julia Seaman, Ph.D.
Director of Research

Jeff Seaman, Ph.D.
Director

We Have Conducted Higher Education Surveys for Over a Decade with More Planned

| 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 |

OER Surveys

Over 26,000 respondents across 10 reports on OER surveys

Turning Point for Digital Curricula:
Educational Resources in U.S. Higher Education, 2022
Julia E. Seaman and Jeff Seaman

OPEN

Bay View Analytics®

2021-22 Report published June 2022 with a research brief on OER trends across all surveys

Research Brief:

Open Educational Resources:
Becoming Mainstream

All Reports available at BayViewAnalytics.com

Poll Results

Open Educational Resources are teaching, learning and research <u>materials</u> in any medium – digital or otherwise – that reside in the <u>public domain</u> or have been released under an open license that permits <u>no-cost</u> access, use, adaptation and redistribution by others with <u>no or limited restrictions</u>.

" "

William and Flora Hewlett Foundation

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About OpenStax offerings

Aligned with course sequences and outcomes

Written by experienced and expert faculty

Extensively reviewed by peers and industry

Regular errata and currency updates

Multiple formats and distribution methods

Openly licensed (including components)

Supported by core ancillaries and tech partners

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How does this help students learn?

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Student benefits of OER

Beyond cost savings

Why do students need permanent access to the content?

- Multi-semester courses
- Retaking the course
- Reference for advanced courses
- Studying for higher education entrance exams + certification exams
- Changing careers
- Lifelong learning

Any of the above could mean a student needs to purchase another access code or rent the content again

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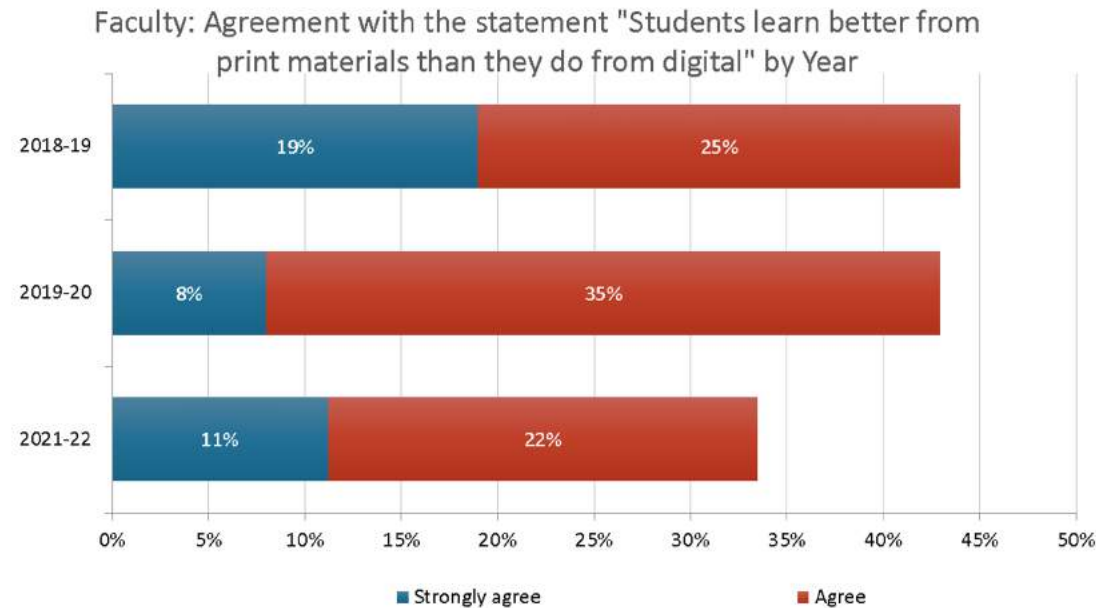# How does this help instructors teach?

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Faculty benefits of OER

Increasing academic freedom

- Every student has **immediate & unlimited access**
- Standard scope & sequence makes it **easy to adopt**
- Variety of technology partners **allows choice**
- Permission-free **use, editing, + adaptation**
- Variety of formats/partners **eliminates one size fits all**
- **Ownership** of the content. Forever
- Ancillaries that can be used at any institution, **minimizing faculty course prep**

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Perspectives on Digital versus Print: Growing acceptance of digital as learning materials

Faculty: Agreement with the statement "Students learn better from print materials than they do from digital" by Year

Year	Strongly agree	Agree
2018-19	19%	25%
2019-20	8%	35%
2021-22	11%	22%

■ Strongly agree ■ Agree

Faculty belief that physical materials are better for learning than digital **is declining**

COST FACTOR: MAJORITY AGREE THAT COURSE MATERIAL COSTS ARE A PROBLEM ACROSS THE COUNTRY
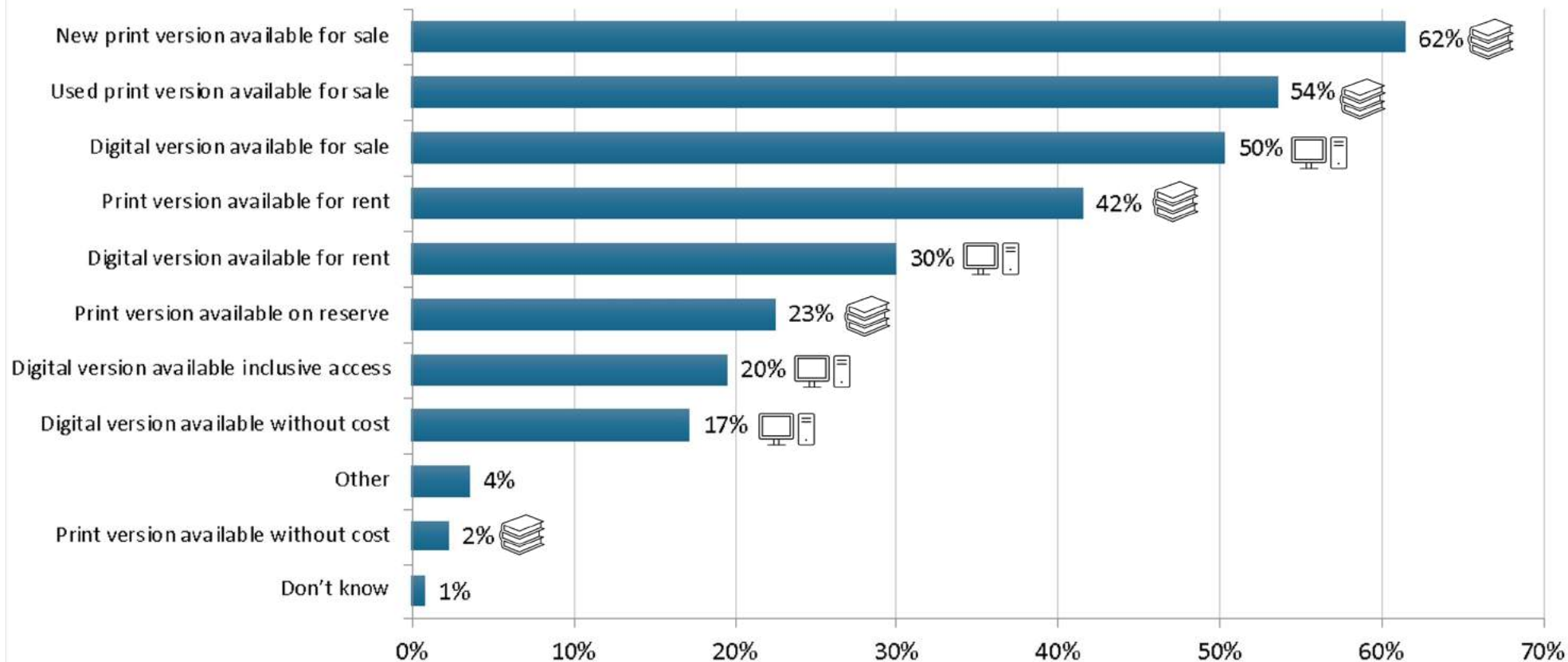

Agreement with the statement "The cost of the course materials is a serious problem for my students."

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Faculty	30%	34%	20%	12%	5%
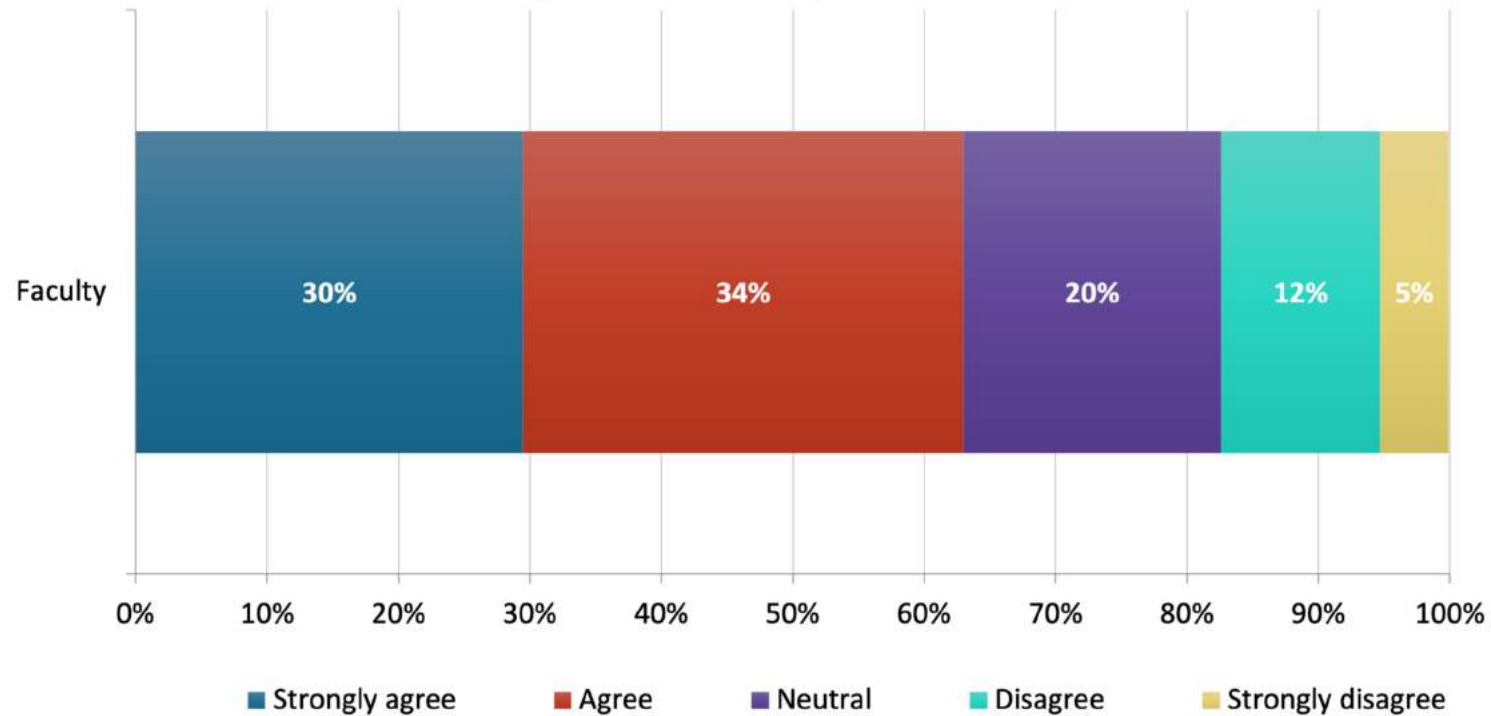
64% of faculty believe cost is a serious problem for students

Textbook Formats: Many options for students though print still dominates

Faculty: Primary Textbook Student Availability (select all)

Format	Percentage
New print version available for sale	62%
Used print version available for sale	54%
Digital version available for sale	50%
Print version available for rent	42%
Digital version available for rent	30%
Print version available on reserve	23%
Digital version available inclusive access	20%
Digital version available without cost	17%
Other	4%
Print version available without cost	2%
Don't know	1%

Two-thirds of faculty reported that their textbooks are available in more than one format

Faculty were asked to consider their largest enrollment course when answering
Only asked to 60% of faculty who require textbooks

The growing role of OER in higher education
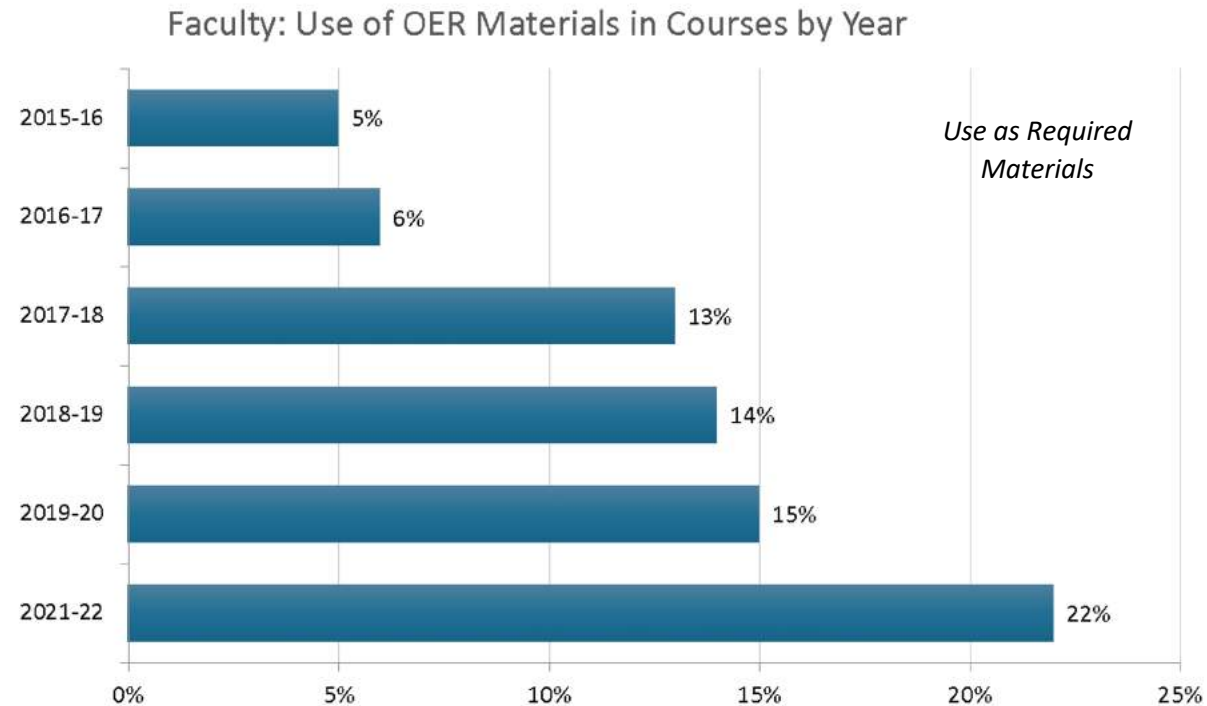
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Poll

- MC: How do you think OER awareness has changed?
  - Very little if any
  - Growth, but only in certain types of institutions or fields of study
  - Growth in all types of institutions and fields of study

OER Awareness: Growing Year over Year

Faculty: OER Awareness (Strict) by Year
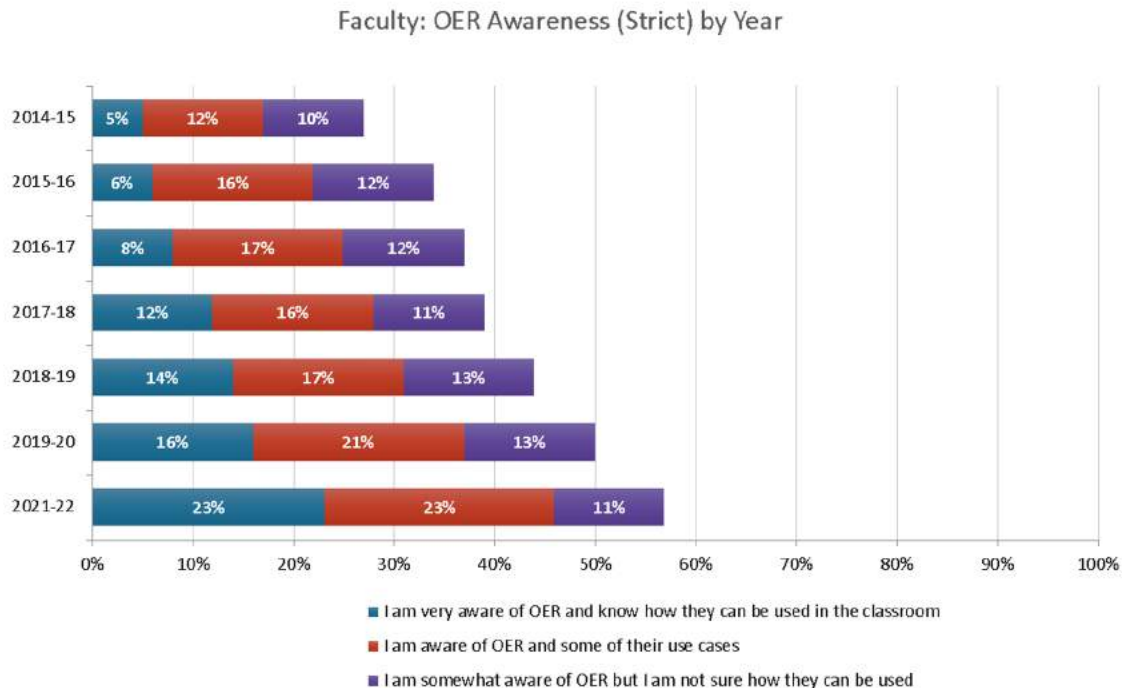
- For the first time in our surveys, **over half of all faculty have some level of awareness of OER**.

- OER awareness has grown by 7% since 2020.
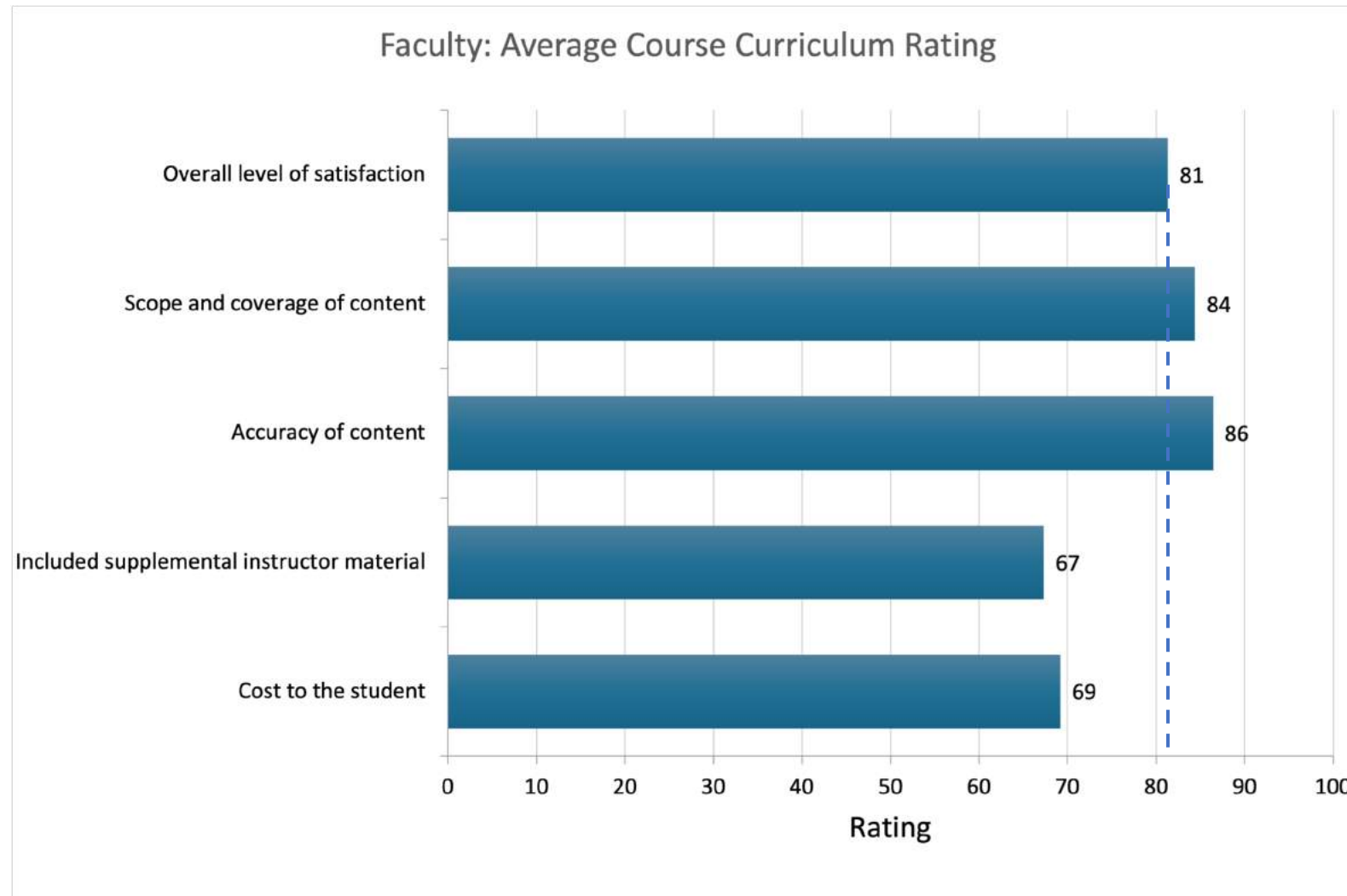
- Since 2014-15, OER awareness has more than doubled.

OER Use Continues to Grow: Almost half of faculty report using OER in their courses

Faculty: Use of OER Materials in Courses by Year

Year	Use as Required Materials
2015-16	5%
2016-17	6%
2017-18	13%
2018-19	14%
2019-20	15%
2021-22	22%

1 in 5 faculty require OER materials for their largest enrollment course, up from 1 in 20 in 2015-16

CURRICULA SATISFACTION: GENERALLY SATISFIED, MORE FOR SCOPE & ACCURACY THAN COST & SUPPLEMENTALS

Faculty: Average Course Curriculum Rating

- Overall level of satisfaction: 81
- Scope and coverage of content: 84
- Accuracy of content: 86
- Included supplemental instructor material: 67
- Cost to the student: 69

CURRICULA SATISFACTION: HIGHER FOR FACULTY USING OER MATERIALS
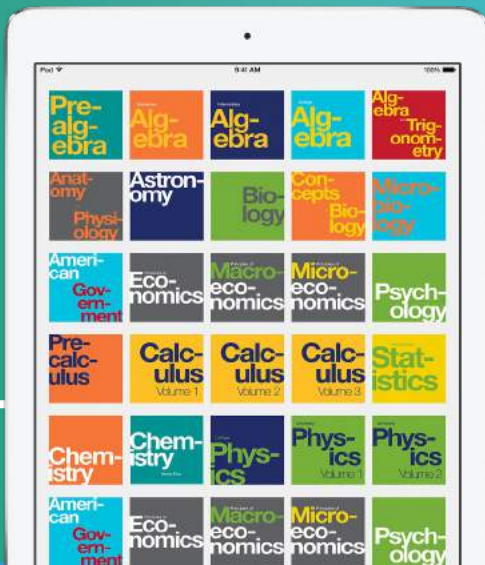

Faculty: Overall Average Course Curriculum Rating by Publisher
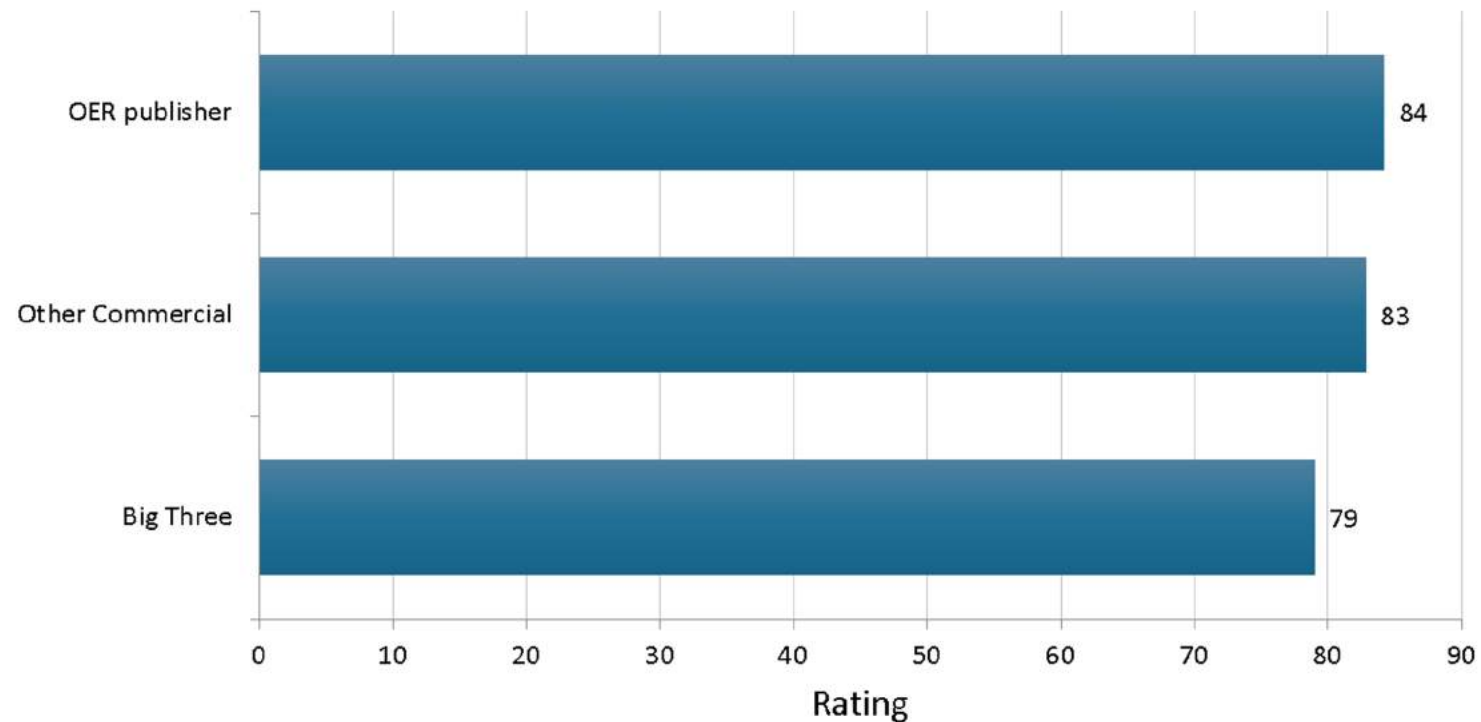
Faculty rated curricula on a 0-100 scale.

Big Three = Cengage, McGraw Hill, and Pearson

More than just a textbook

There's more available from OpenStax!

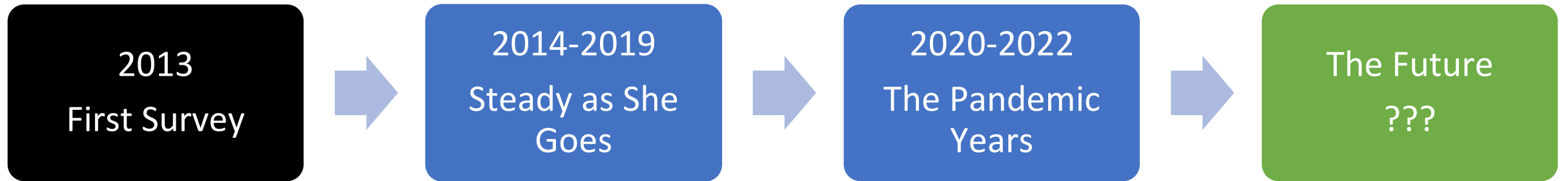Free instructor and student resources
Free webinars
Helpful articles on the OpenStax blog
Support Center
OpenStax Tech Scout

The future of OER in a pandemic landscape

The OER Timeline

| 2013 First Survey | → | 2014-2019 Steady as She Goes | → | 2020-2022 The Pandemic Years | → | The Future ??? |

The Advent of "Inclusive Access"

- Commercial publishers' strategies emphasized quickly moving to digital-first or digital-only distribution.

- Market dynamics suggest an accelerated conversion from print to digital is feasible.

- Subscription arrangements have potential to greatly increase market share across campuses.

Inclusive Access

Subscription-based marketing where students pay a fee (usually included in tuition or fees) for access to a suite of online digital resources.
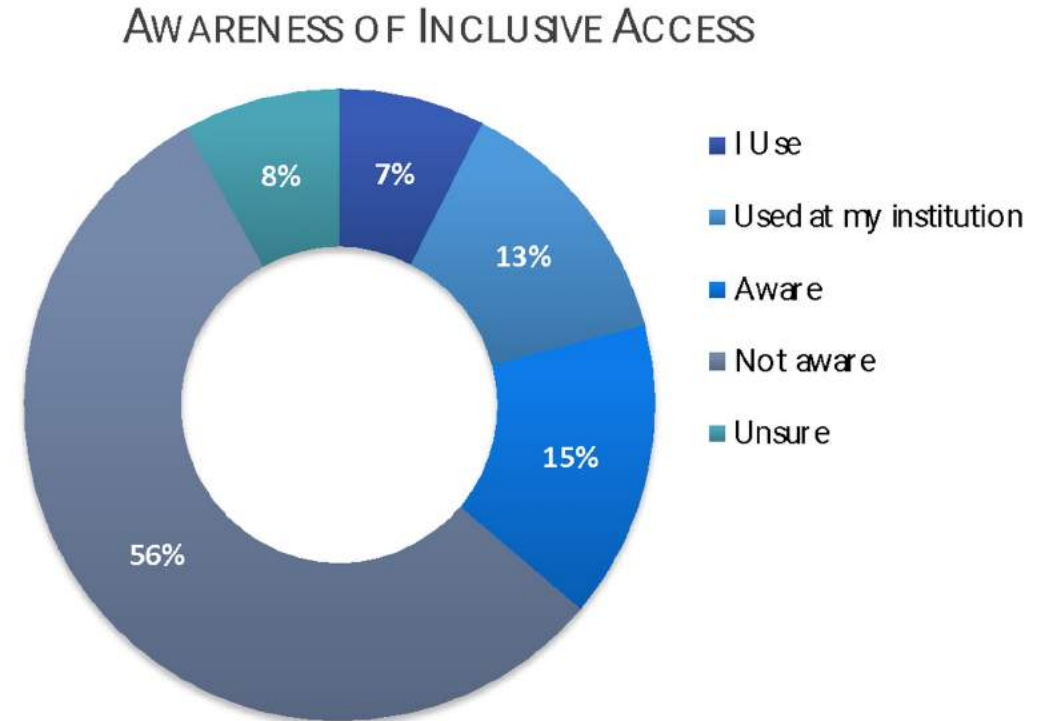
Net impact is the potential for commercial publisher to block competitors like OER on campuses.

Inclusive Access Awareness Increased Much Faster than OER

In only a few years, Inclusive Access reached the level of faculty awareness that took OER 15+/- years.

Inclusive Access addresses critical faculty issues:
- Cost and Access
- "Students don't think they need it"
- Publisher resentment

Awareness of Inclusive Access

- I Use — 7%
- Used at my institution — 13%
- Aware — 15%
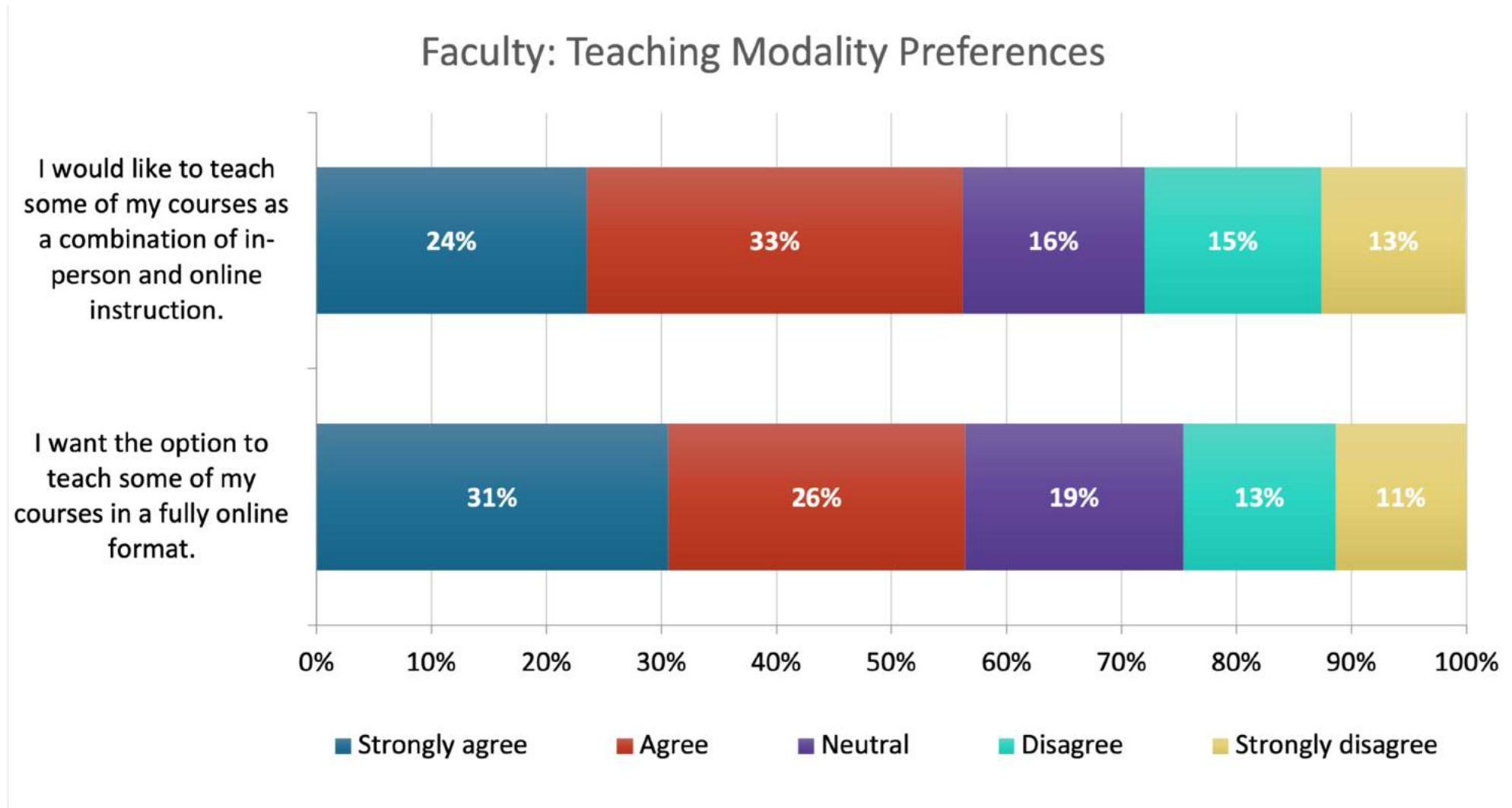- Not aware — 56%
- Unsure — 8%

COVID-19 Forced Teaching to Change; The Changes will Continue

Will your future teaching techniques change as a result of your teaching experiences during the pandemic?

- Substantially different
- Moderate change
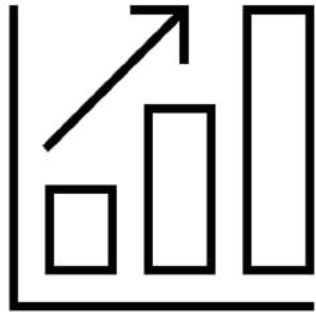- Small changes
- No change
- Don't know

12%
49%
30%
7%
2%
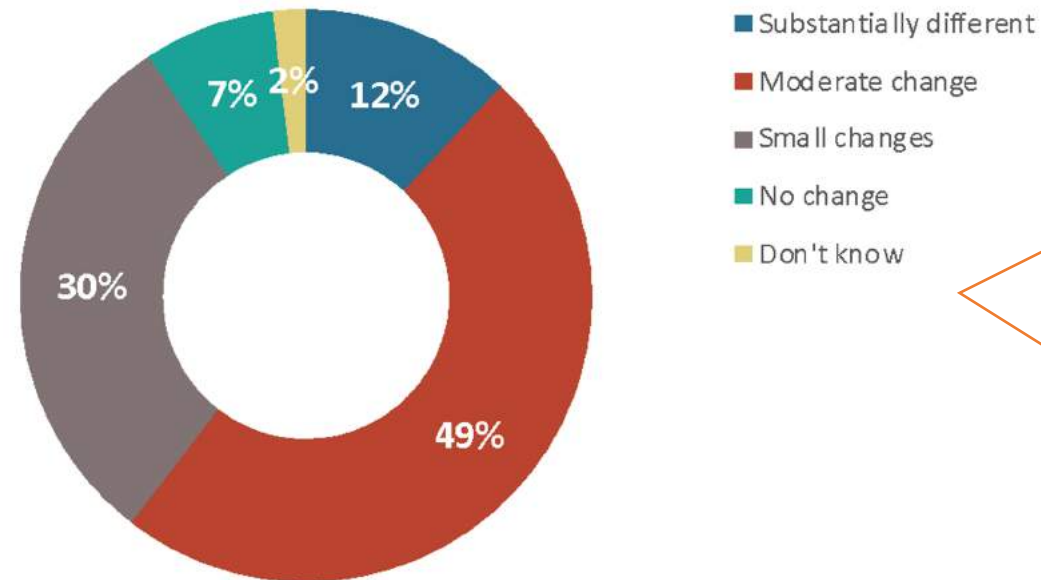
Less than 10% of faculty state there will be no change to their teaching techniques from the pandemic

Teaching Modalities: Majority of faculty in the country want an option to teach online

Faculty: Teaching Modality Preferences

I would like to teach some of my courses as a combination of in-person and online instruction.
- Strongly agree: 24%
- Agree: 33%
- Neutral: 16%
- Disagree: 15%
- Strongly disagree: 13%

I want the option to teach some of my courses in a fully online format.
- Strongly agree: 31%
- Agree: 26%
- Neutral: 19%
- Disagree: 13%
- Strongly disagree: 11%

Legend: ■ Strongly agree ■ Agree ■ Neutral ■ Disagree ■ Strongly disagree

What is next for OER awareness and use?
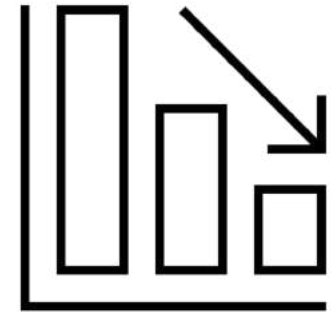
GROWTH   STAGNATION   DECREASE

TEACHING (AND INSTITUTIONS) HAVE CHANGED

- Faculty are using **new teaching techniques and more digital resources**; many will continue post-pandemic.

- Many curriculum **decisions were put on hold** and will be reviewed over the next few years.

- Almost all publishers now offer full suite of **digital curriculum materials**.

- Many initiatives and institutions **introduced faculty to alternative digital options, including OER**.

Current Predictions for OER

Overwhelmingly digital future

- Strong faculty and student preference
- Publishers going digital-only or digital-first
- Print remains, among some disciplines (e.g., literature)

Inclusive Access is the new norm

- Strong foothold
- Best long-term model for publishers
- Institutional level decision

OER continues its slow growth

- Still only one viable provider (OpenStax)
- Most faculty remain unaware

Unless…

Our partnership

OpenStax partners with a variety of companies and organizations nationwide.

These Allies offer low cost, high value options to support instructors and students who use OpenStax resources.

Our ecosystem continues to grow. You can search for resources from our Allies on Openstax.org.

> (Go to Partner Learning Platforms.)

Exit Poll

- SA: What do you need from OpenStax to best serve you in the future?

Q+A

We are trying to enable anyone in the world to be their own educational DJ, creating educational materials, sharing them with the world, constantly innovating on them.

""

Richard Baraniuk

Founder and Director, OpenStax

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Thank you!
Please stay in touch…

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