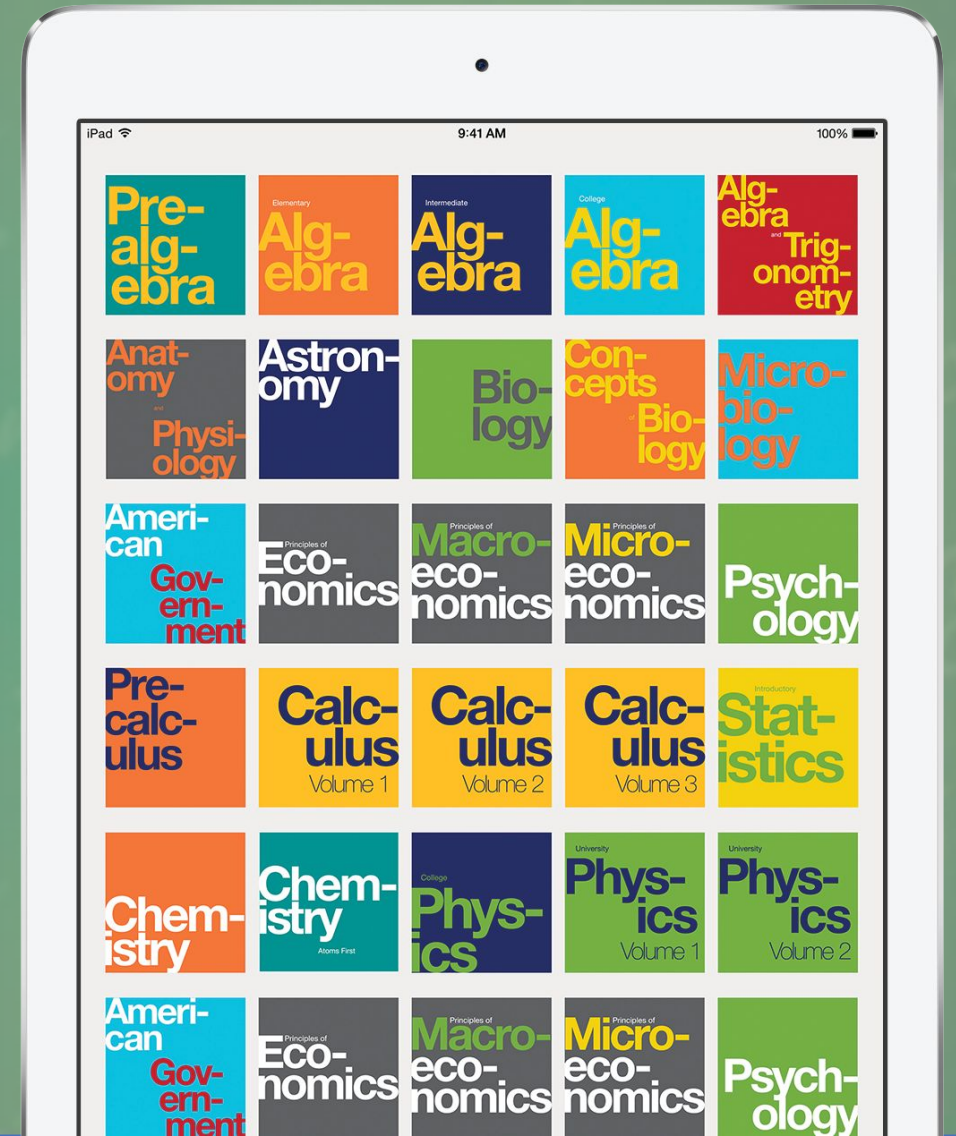


OpenStax Rice University

Access. The future of education.



Nicole Finkbeiner, Director, Institutional
Relations

nicolef@rice.edu [@nfinkbeiner](https://twitter.com/nfinkbeiner) [@openstax](https://twitter.com/openstax)



My story



What is OpenStax?



**Rice
University**

Reports to the
President's office



**501(c)(3)
Nonprofit**

Money invested
back into the
content



**Dr. Richard
Baraniuk**

Founded by a Rice
faculty member



31

books

Published
since 2012

Our nonprofit mission

Increase **access** to high-quality open educational content

Provide students **financial relief**

Increase **academic freedom** and **flexibility** for faculty

Improve **completion rates** and **reduce time to graduation** by reducing financial barriers presented by high-cost materials

Grant funding

- New titles we currently don't have (pay all authors, reviewers, editors, etc.)
- Teaching & learning academic research
- Institutional Partner Program

Laura and John Arnold Foundation
Arthur and Carlyse Ciocca Charitable Foundation
Ann and John Doerr
Bill & Melinda Gates Foundation
Charles Koch Foundation
Girard Foundation
Google Inc.
The William and Flora Hewlett Foundation
The Calvin K. Kazanjian Economics Foundation
The Maxfield Foundation
Michelson 20MM Foundation
The Open Society Foundations
Brian D. Patterson USA-International Foundation
The Bill and Stephanie Sick Foundation

Sustainability funding

- Errata & industry updates to current titles
- New editions & revisions to current titles

Technology partners (homework, courseware, etc.)

Small amount from each print copy sale

No sales reps


No comp copies

No fancy parties or free food

Rice University's Story

I don't have time to build from scratch, I want to start with something complete and high quality that I can then modify if I decide to do so.

“”

A laptop is shown on a desk, with a green overlay covering the entire image. The text 'Quality comparable to commercial texts' is written in white on the left side of the image.

Quality comparable to commercial texts

Standard **scope and sequence**

Expert-written

Extensively **reviewed** by peers and industry

Rigorous **editorial** process

Regular **errata and industry updates**

Our books

Math

Prealgebra
Elementary Algebra
Intermediate Algebra
College Algebra
Algebra & Trigonometry
Precalculus
Calculus
Introductory Statistics

Business

Business Statistics
Introduction to Business
Business Ethics

Science

Anatomy & Physiology
Astronomy
Biology 2e (for majors)*
Concepts of Biology
Microbiology
Chemistry
Chemistry: Atoms First
College Physics*
University Physics I, II, III

Social Sciences

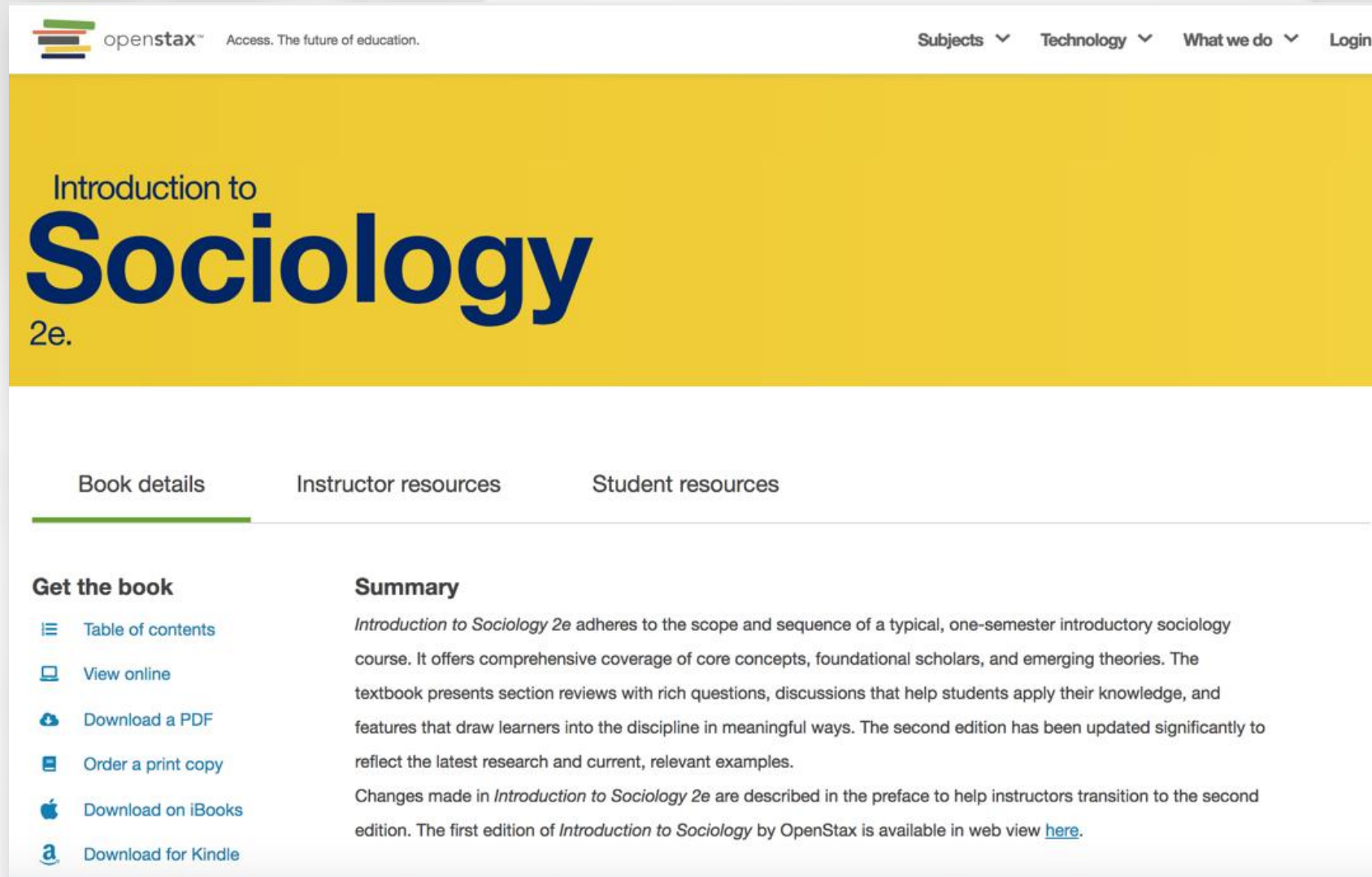
American Government
Principles of Economics 2e
Macroeconomics 2e*
Microeconomics 2e*
Psychology
Introduction to Sociology 2e

Humanities

U.S. History

*Advanced Placement® versions also available

Access & formats students & faculty



The screenshot displays the OpenStax website interface for the textbook 'Introduction to Sociology 2e'. The top navigation bar includes the OpenStax logo, the tagline 'Access. The future of education.', and links for 'Subjects', 'Technology', 'What we do', and 'Login'. The main header area features the title 'Introduction to Sociology 2e.' on a yellow background. Below this, three tabs are visible: 'Book details' (which is active), 'Instructor resources', and 'Student resources'. Under the 'Book details' tab, there is a section titled 'Get the book' with a list of options: 'Table of contents', 'View online', 'Download a PDF', 'Order a print copy', 'Download on iBooks', and 'Download for Kindle'. To the right of this list is a 'Summary' section. The summary text states: 'Introduction to Sociology 2e adheres to the scope and sequence of a typical, one-semester introductory sociology course. It offers comprehensive coverage of core concepts, foundational scholars, and emerging theories. The textbook presents section reviews with rich questions, discussions that help students apply their knowledge, and features that draw learners into the discipline in meaningful ways. The second edition has been updated significantly to reflect the latest research and current, relevant examples. Changes made in *Introduction to Sociology 2e* are described in the preface to help instructors transition to the second edition. The first edition of *Introduction to Sociology* by OpenStax is available in web view [here](#).' The OpenStax logo is also present in the bottom right corner of the page.

openstax™ Access. The future of education.

Subjects Technology What we do Login

Introduction to Sociology 2e.

Book details Instructor resources Student resources

Get the book

- Table of contents
- View online
- Download a PDF
- Order a print copy
- Download on iBooks
- Download for Kindle

Summary

Introduction to Sociology 2e adheres to the scope and sequence of a typical, one-semester introductory sociology course. It offers comprehensive coverage of core concepts, foundational scholars, and emerging theories. The textbook presents section reviews with rich questions, discussions that help students apply their knowledge, and features that draw learners into the discipline in meaningful ways. The second edition has been updated significantly to reflect the latest research and current, relevant examples.

Changes made in *Introduction to Sociology 2e* are described in the preface to help instructors transition to the second edition. The first edition of *Introduction to Sociology* by OpenStax is available in web view [here](#).

Faculty need more than a book

Online homework (from partners)

Online labs (from partners)

PowerPoint slides

Pronunciation guides

Solution Manuals

Test banks

And more (via community resources)

AMBASSADOR
EDUCATION SOLUTIONS

BARNES & NOBLE
education
COURSEWARE

BLENDING EDUCATION

BluPoint

CARNEGIE
LEARNING
LONG + LIVE + MATH

CAROLINA
DISTANCE LEARNING

Chem101

Classavo

CogBooks™

connect for education
www.mywebtext.com

COPIA CLASS

eMATH

EXPERTta

GraphLock

junction™

KNEWTON | alta

L'LRnr

Sapling Learning
macmillan learning

Mc
Graw
Hill
Education

odigia

openstax™
TUTORbeta

panOpen

perlego

Perusall

Realizeit™

RICE | ONLINE
LEARNING

simbio

TOP HAT

VISIBLE BODY®

WebAssign.

WILEY

xyz homework

zyBooks

openstax™

And it's working...

**5,900+
institutions
using
OpenStax
content**

- University of Maryland University College
- Austin Community College
- Harvard University
- California State University System
- Houston Community College
- Stanford University
- Baylor College of Medicine
- Rice University
- Ivy Tech Community College System
- State University of New York
- Maricopa Community College System
- Arizona State University
- Michigan State University
- Purdue University
- University of Georgia

The rate of adoption of OpenStax textbooks among faculty teaching large enrollment courses is now at 16.5%, a rate which rivals that of most commercial textbooks.

“ ”

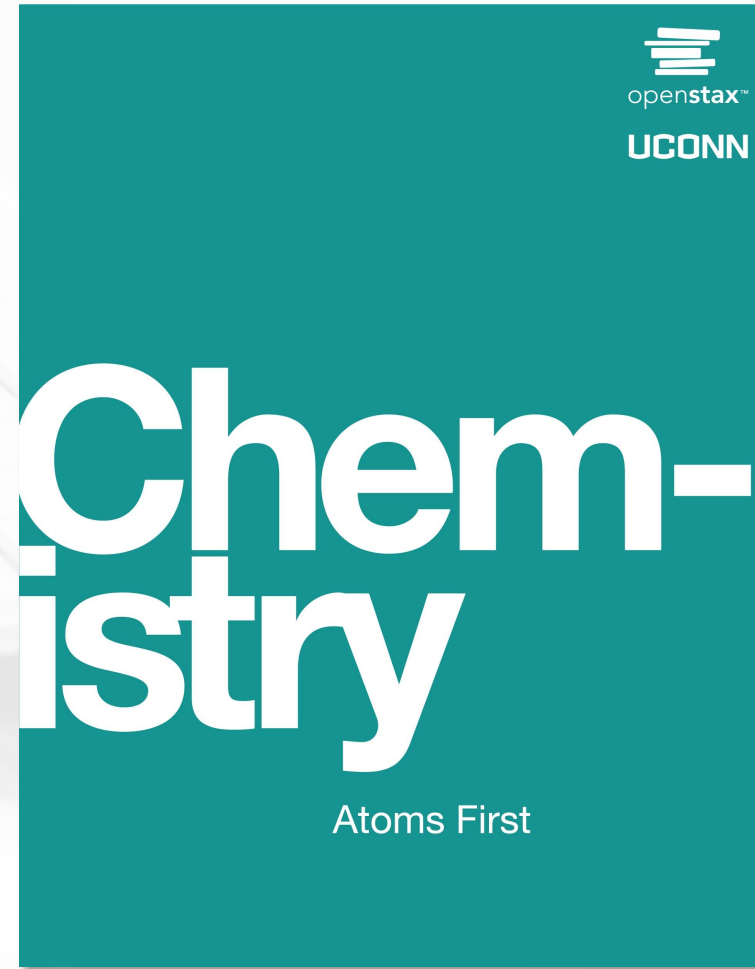
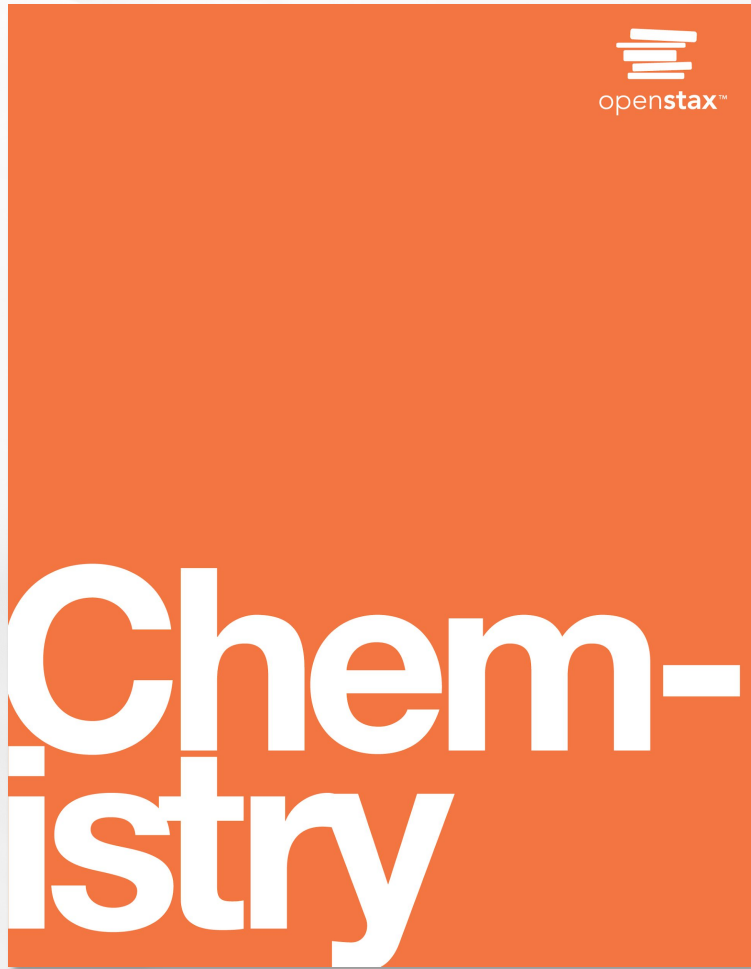
Babson College survey, August 2017

**48% of colleges and universities
in the U.S. are using OpenStax
books this year**

“ ”

\$576 million saved

Adaptation



Localization

Conceptos de Biología

Derived from Concepts of Biology by OpenStax

Book by: OpenStax Biología Español

[f](#) [t](#) [g+](#) [in](#)

[Contents +](#) [Back](#) [Next](#)

Chapter 1. Introducción

Derived from Introduction by OpenStax

[Get This Book!](#)

Page by: OpenStax




Figure 1. Imagen de la NASA compuesta por diferentes vistas satelitales de la Tierra. Para reconstruir la imagen total de la Tierra, los científicos de la NASA combinaron observaciones de diferentes partes del planeta. (créditos: modificado del trabajo de NASA)

La Tierra vista desde el espacio ([Figure](#)) nos ofrece algunas pistas acerca de la diversidad de las formas de vida que la habitan. Se cree que los primeros pobladores de la Tierra fueron los microorganismos, los cuales aparecieron miles de millones de años antes

Beyond the textbook

YouTube

Search

100 Chapter 3 | Two-Dimensional Kinematics

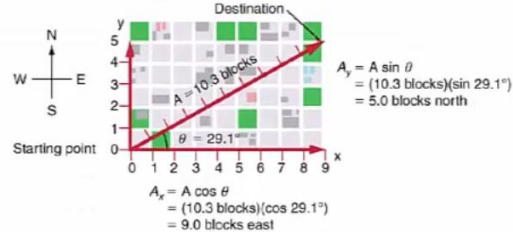


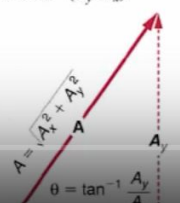
Figure 3.28 We can use the relationships $A_x = A \cos \theta$ and $A_y = A \sin \theta$ to determine the magnitude of the horizontal and vertical component vectors in this example.

Then $A = 10.3$ blocks and $\theta = 29.1^\circ$, so that

$$A_x = A \cos \theta = (10.3 \text{ blocks})(\cos 29.1^\circ) = 9.0 \text{ blocks} \quad (3.8)$$
$$A_y = A \sin \theta = (10.3 \text{ blocks})(\sin 29.1^\circ) = 5.0 \text{ blocks.} \quad (3.9)$$

Calculating a Resultant Vector

If the perpendicular components A_x and A_y of a vector A are known, then A can also be found analytically. To find the magnitude A and direction θ of a vector from its perpendicular components A_x and A_y , we use the following relationships:

$$A = \sqrt{A_x^2 + A_y^2} \quad (3.10)$$
$$\theta = \tan^{-1}(A_y / A_x). \quad (3.11)$$


OpenStax Section 3.3 Reading Guide

Effective strategies for encouraging OER

from working with over 200+ colleges and universities on their OER initiatives

We = not me
(identify a leader)

A leader who is

- Respected by faculty
- Viewed as a peer by faculty
- Can dedicate 10+ hours per week to the initiative

The most effective leaders of OER efforts are teaching faculty members, and often co-chaired by library or teaching & learning.

Institution-Wide Initiative

- Administrators
- Librarians
- Instructional Support
- At least one Senior Administrator who is willing to regularly promote the initiative
- Bookstore
- Disability Services
- Students

Proactive and Persistent

Direct vs. Indirect Tactics

Direct tactics

Should result in one or more faculty members saying:

- Yes
- No
- I'm interested, tell me more

Proactive and Persistent

Direct vs. Indirect Tactics

Direct tactics

You should be able to track, for each direct strategy:

- Faculty who expressed interest (aka “leads”)
- Faculty who adopted
- New students impacted

Proactive and Persistent

Direct vs. Indirect Tactics

Indirect tactics

“If you build it, they might find it”

Does not result in you getting a yes, no, or I’m interested from faculty

Helpful, but should not be your main focus

Top Tactics to Increase Adoptions (number of new students impacted)

2-year colleges	4-year colleges
1) OER grant program	1) OER grant program
2) Presentations during department meetings	2) One-on-one meetings with faculty to ask them to adopt.
3) Presentations during all faculty meetings. Passing around a sign-up sheet	3) OER training workshops
4) One-on-one meetings with faculty to ask them to adopt.	4) Engage faculty who have adopted OER and ask them to introduce you to colleagues who may also consider OER

Research notes:

- Thank you to Debshila Basu Mallick, PhD, Cognitive Science Postdoctoral Associate at Rice University, OpenStax, for the analysis
- n = 11 colleges and universities who participated in the OpenStax Institutional Partner Program during the 2017-2018 year.
- Top tactics determined by new students impacted per year (confound: favors larger institutions) by each tactic

Top Tactics to Increase Adoptions (number of new adoptions)

2-year colleges	4-year colleges
1) Presentations during all faculty meetings. Passing around a sign-up sheet	1) OER grant program
2) One-on-one meetings with faculty to ask them to adopt.	2) One-on-one meetings with faculty to ask them to adopt.
3) Presentations during department meetings*	3) OER on-demand, self-paced training for faculty with stipends**
4) OER Grant Program*	4) Engage faculty who have adopted OER and ask them to introduce you to colleagues who may also consider OER

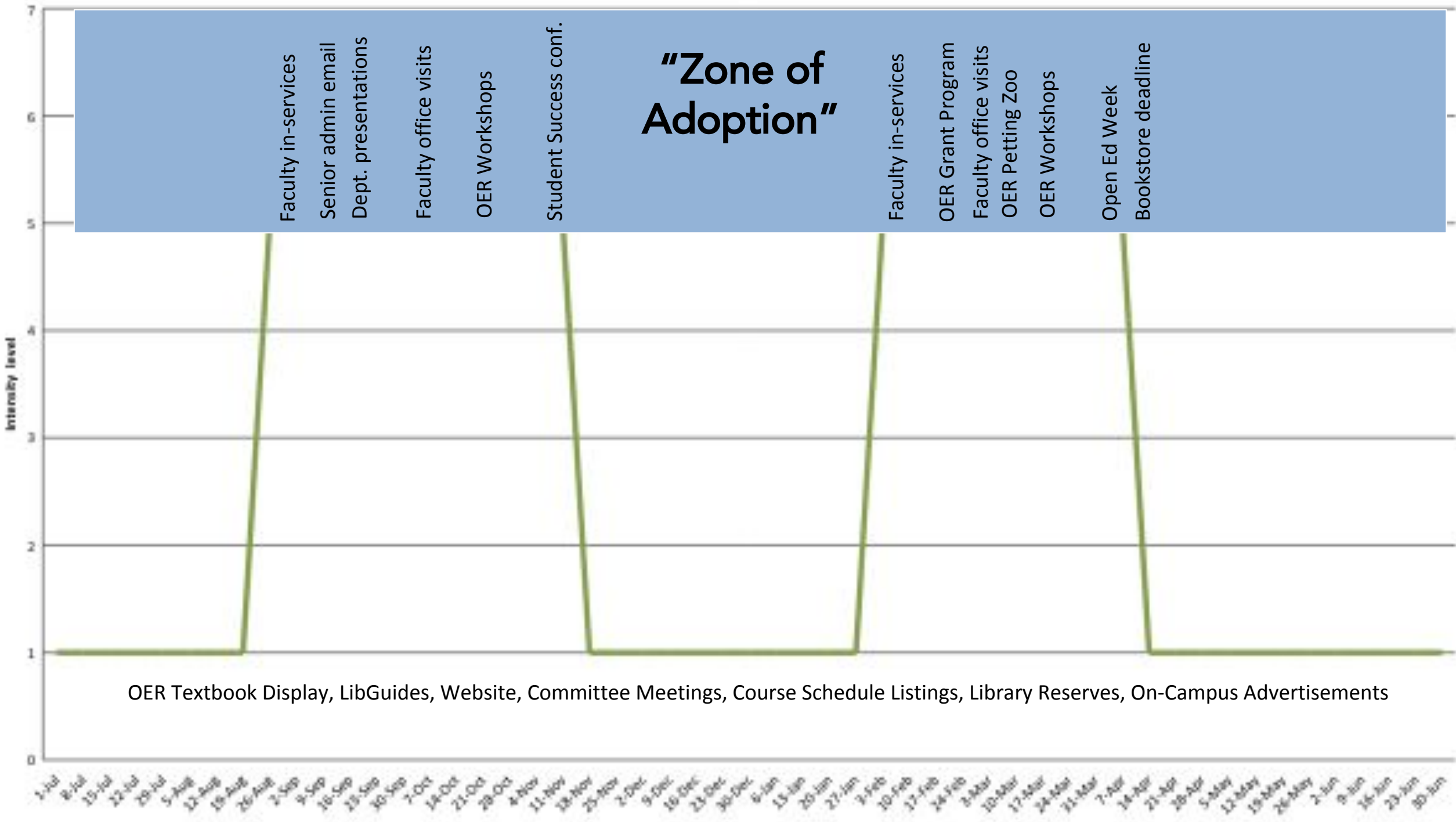
Research notes:

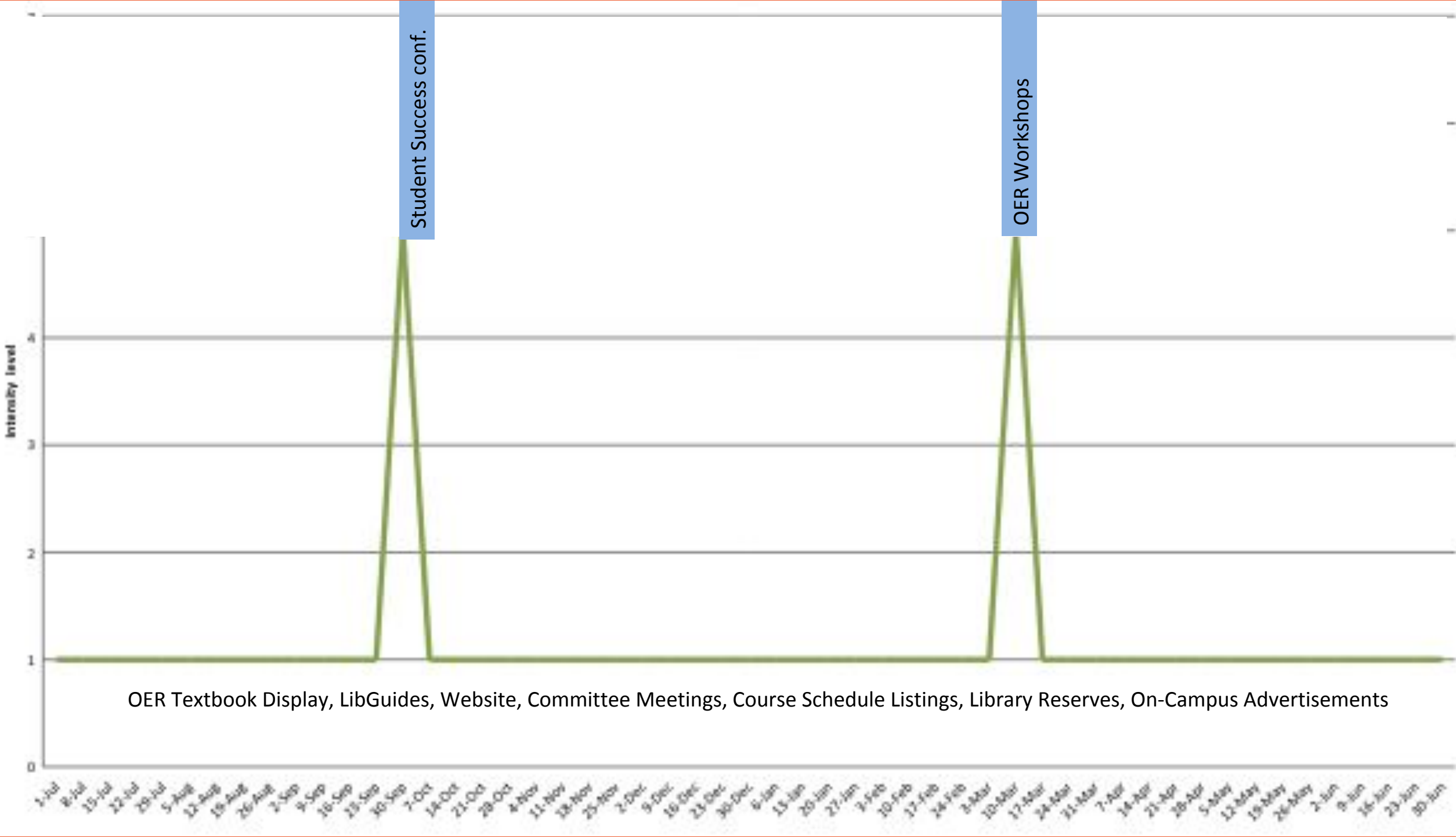
- Thank you to Debshila Basu Mallick, PhD, Cognitive Science Postdoctoral Associate at Rice University, OpenStax, for the analysis
- n = 11 colleges and universities who participated in the OpenStax Institutional Partner Program during the 2017-2018 year.
- Top tactics determined by new faculty adoptions (confound: favors larger institutions) by each tactic
- *The number of adoptions drops significantly between tactic 2 and tactic 3 for 2-year colleges
- **Only completed by one university

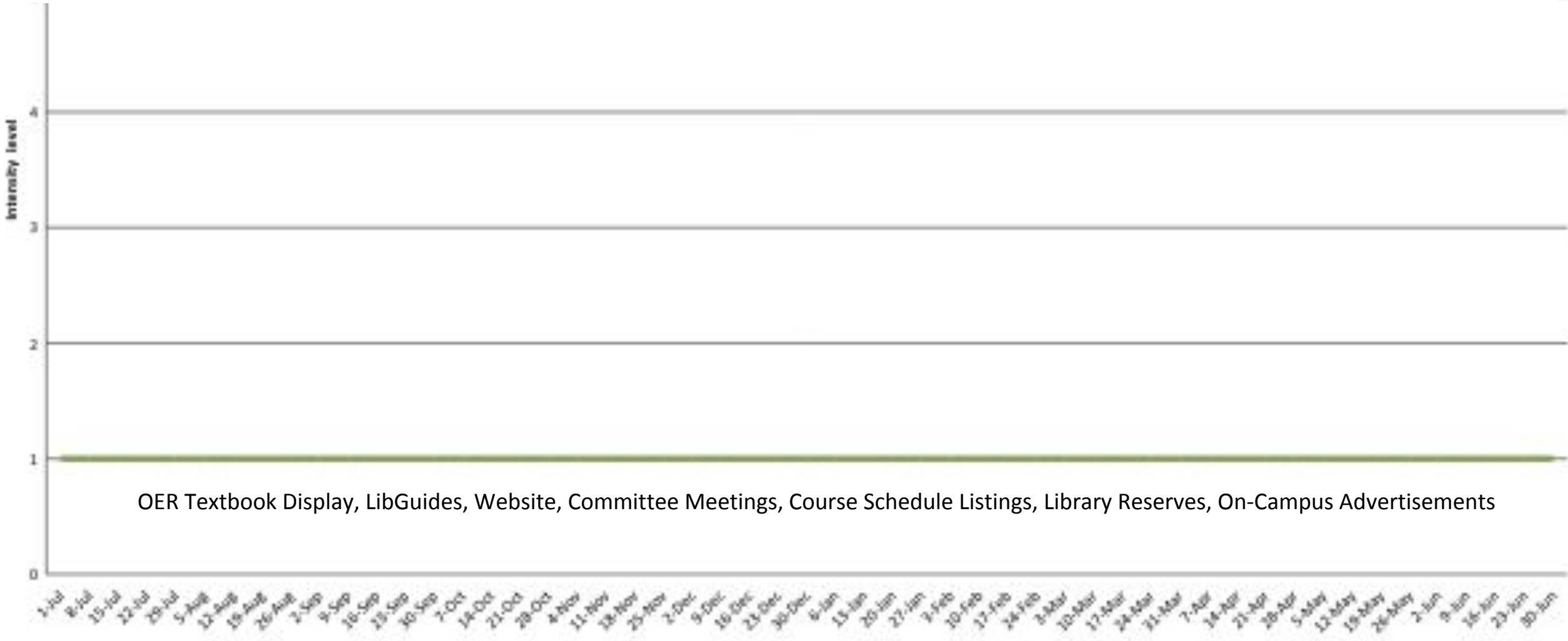
**Complete at least
8 direct tactics
within one year
(August – April)**



"8 Ball" by Jarno, via
OpenClipArt.org







“An effective goal focuses on results, not activity”

Stephen R. Covey
7 Habits of Highly Effective People

Measure outcomes, not actions

Outcomes

- # of faculty using OER
- # of students impacted by OER
- \$ amount of savings to students (\$79.37 average)
- Student success (grades, completion, etc.)

Actions

- Holding a meeting
- Having a workshop
- Having a display

If a direct action isn't resulting
in new interest or adoptions,
stop and refocus on actions
that are working

OpenStax Institutional Partner Program

Year-long intensive program with the goal of increasing OER use at each institution while protecting academic freedom.

Applications are competitive. 40+ institutions apply for the 9-12 slots each year

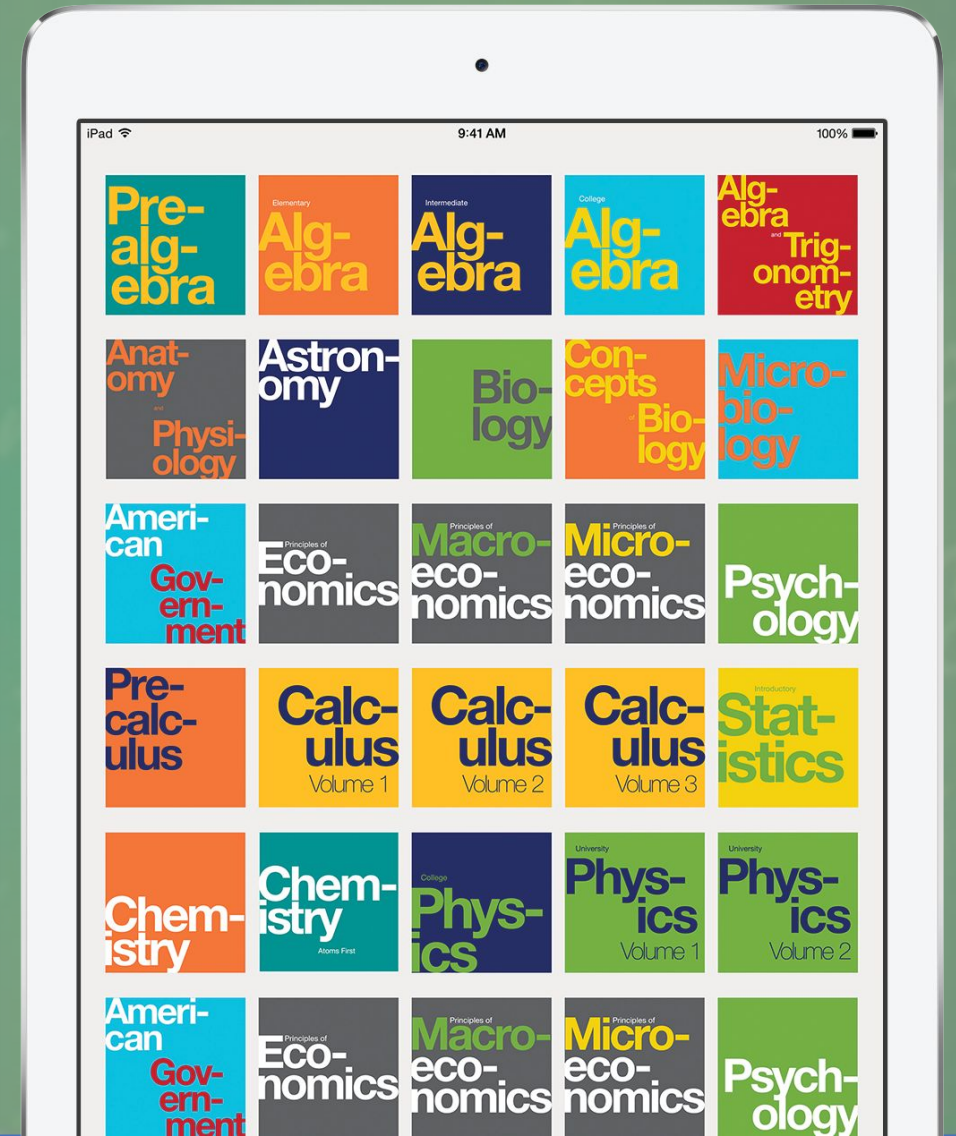
Free to institutions, thanks to a William and Flora Hewlett Foundation grant

The average number of students impacted by OER increases 150% at an institution who completes the program.

For more information: nicolef@rice.edu  openstax™

Thank you

For more information
visit [OpenStax.org](https://openstax.org)



Nicole Finkbeiner, Director, Institutional
Relations

nicolef@rice.edu [@nfinkbeiner](https://twitter.com/nfinkbeiner) [@openstax](https://twitter.com/openstax)

