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.

“”
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

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 for students & faculty

Introduction to Sociology 2e.

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)
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
Chapter 1. Introducción

 Derived from Introduction 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. (Crédito: modificado del trabajo de NASA)

La Tierra vista desde el espacio (Figura) 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
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
Direct vs. Indirect Tactics

Direct tactics
Should result in one or more faculty members saying:
• Yes
• No
• I’m interested, tell me more
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)

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<thead>
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<td>4) Engage faculty who have adopted OER and ask them to introduce you to colleagues who may also consider OER</td>
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### 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
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- 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)
"Zone of Adoption"

OER Textbook Display, LibGuides, Website, Committee Meetings, Course Schedule Listings, Library Reserves, On-Campus Advertisements
OER Textbook Display, LibGuides, Website, Committee Meetings, Course Schedule Listings, Library Reserves, On-Campus Advertisements

Student Success conf.

OER Workshops
OER Textbook Display, LibGuides, Website, Committee Meetings, Course Schedule Listings, Library Reserves, On-Campus Advertisements
“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.
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
Thank you

For more information visit OpenStax.org