OpenStax
Rice University
Access. The future of education.

Nicole Finkbeiner, Director, Institutional Relations
nicolef@rice.edu, @nfinkbeiner, @openstax
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

Business
- Business Statistics
- Introduction to Business
- Business Ethics

Humanities
- U.S. History

*Advanced Placement® versions also available
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
Chapter 1. Introducción

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 (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 microrganismos, los cuales aparecieron miles de millones de años antes
Beyond the textbook

OpenStax Section 3.3 Reading Guide
Effective strategies for encouraging OER from working with over 200+ colleges and universities on their OER initiatives
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
Direct vs. Indirect Tactics

**Proactive and Persistent**

**Direct tactics**
You should be able to track, for each direct strategy:
- Faculty who expressed interest (aka “leads”)
- Faculty who adopted
- New students impacted
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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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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- *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

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