



# Quick Tips for Easy OER Transition

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# Topics for Today:



## Easy OER Transition

1. Affordability

2. Market Trends

3. OER Usage

4. Challenges and Solutions

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**Inspiring Experiences  
that drive  
Student Success**



It's all about *Students*

# Defining OER



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

(Source: William and Flora Hewlett Foundation)

# Zero Cost $\neq$ OER



## What is not OER?

The following “free” examples are not considered OER:

- Library resources still bound by copyright
- TED Talks (as they have a no derivative license)
- ‘OER-based’ resources that are mixed with copyrighted resources
- Items found online on the web

**\* OER is FREE + permissions**

*“How does OER  
influence  
student choices?”*

**65%** of students said that they had decided against buying a textbook because it was too expensive.



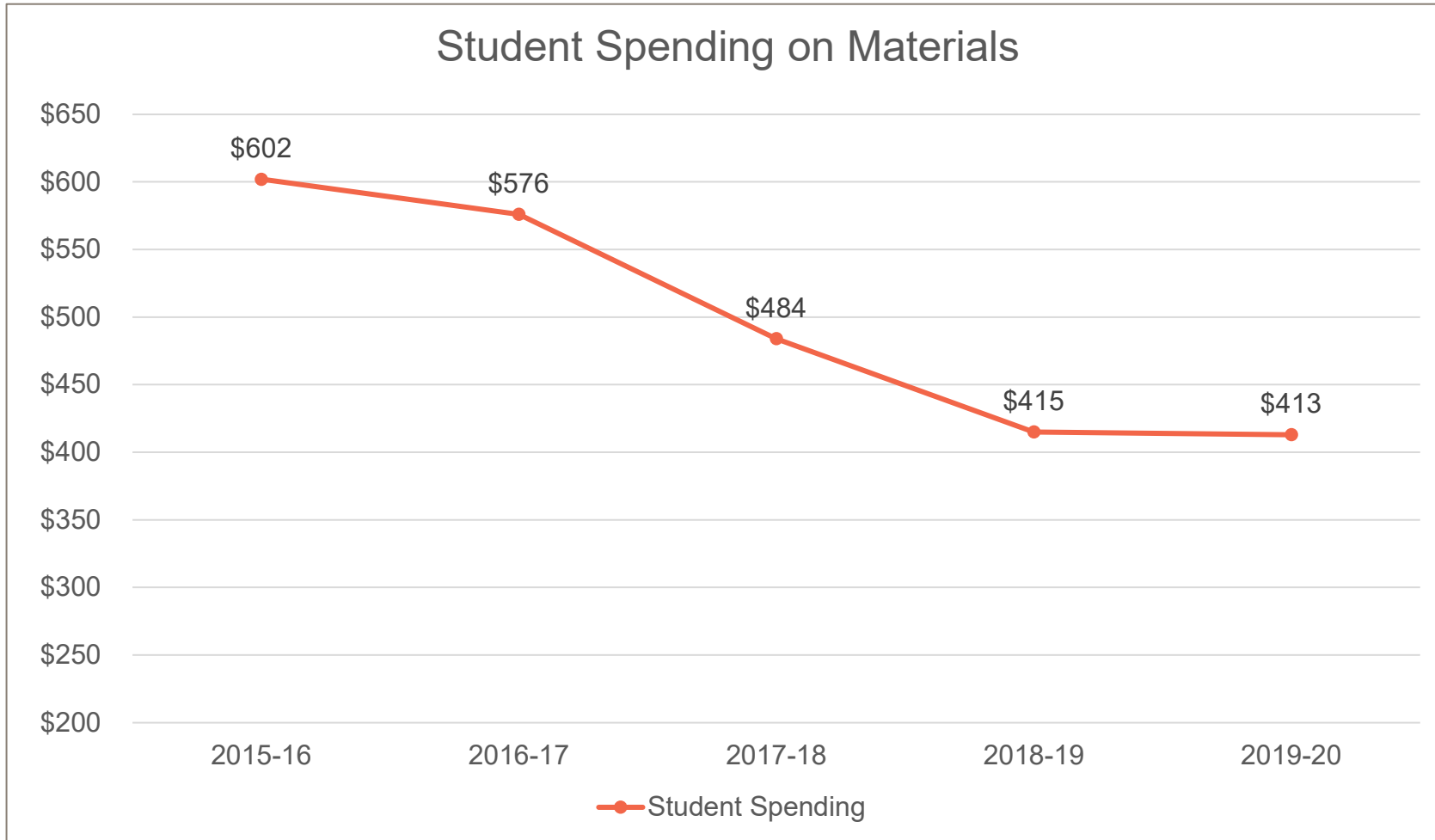
*Students enrolled in courses where OER materials were used took more courses in the semester if they used OER and the following semester after the use of OER.*

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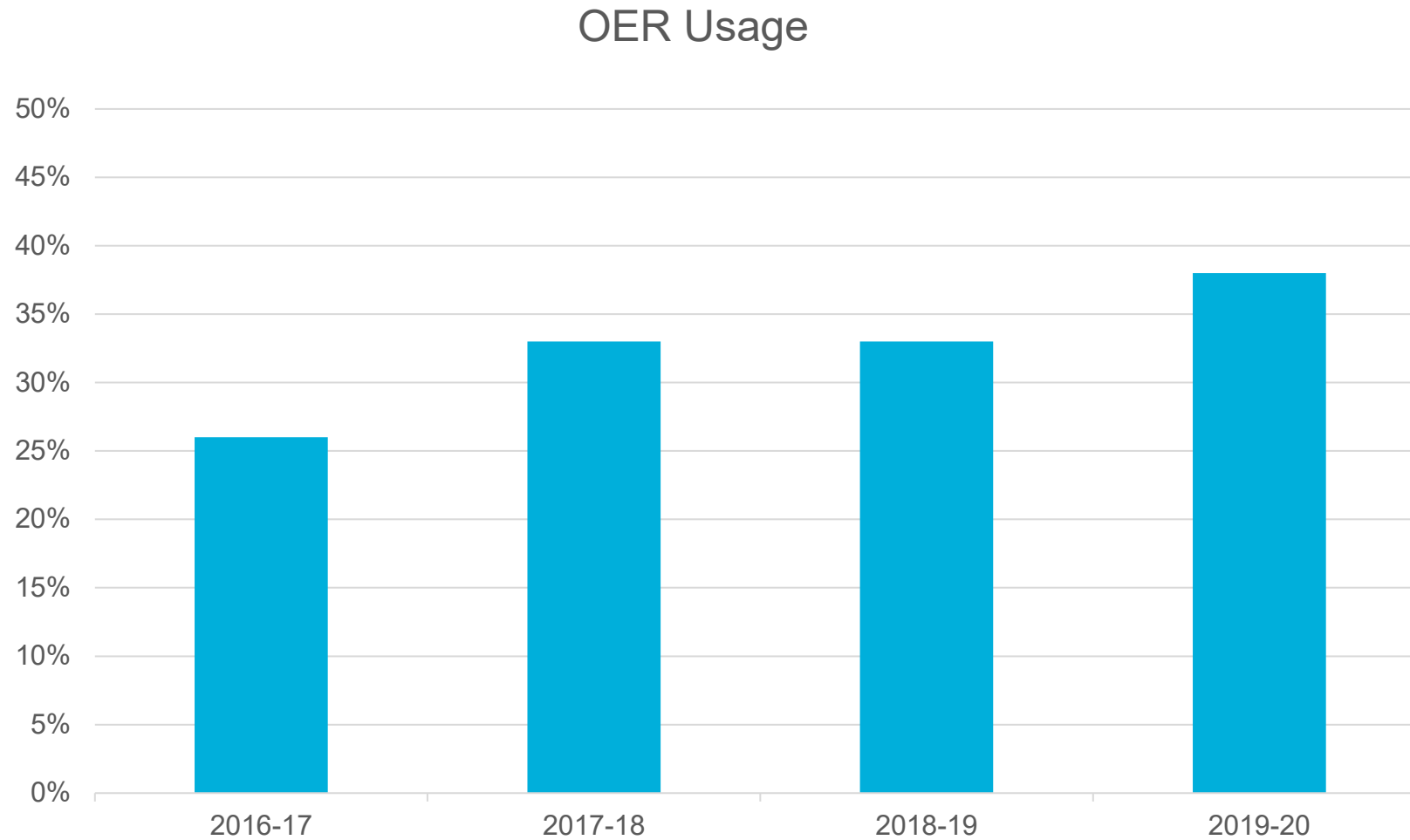
(Source: The Effects of Open Educational Resource Adoption on Measures of Post-Secondary Student Success; Thomas Robinson, BYU)



# Student spending on materials



# OER usage continues to increase



Source: NACS Faculty Watch Survey 2020

More than half (59%) of educators expect  
**OER usage to increase**  
in the coming year

Source: 2021 Industry Dive / Studio ID Survey of Faculty

# How do faculty choose OER content?

- **Write** their own – with or without grant \$\$
- **Search** for a quality OER text already written
- **Customize** existing OER content they have found
- **Aggregate** OER content from various sources



## Most important to faculty when considering OER?

- Affordability (57%)
- Quality (51%)
- Increased Engagement (50%)
- Enhanced Outcomes (39%)

**There are challenges with OER adoption:**

**Time to transition**

**Can't find quality content**

**Can't find relevant content**

# Quick Tips for easy transition to OER:



- ✓ Reputation
- ✓ Customization
- ✓ Enhancement
- ✓ Support



# Find Reputable Content Providers



- How are they funded?
- Are they committed to peer review?
- Are they affiliated with a reputable institution?
- Check for 3<sup>rd</sup> party reviews and endorsements

# Think about Customization



## Customize OER books

- Cut, add, delete
- Re-arrange
- Include videos and hyperlinks

## Aggregate OER content from various sources

- Unique courses, upper-level, specialized courses
- Specific methodology for course
- Personal preference
- No comprehensive textbooks available

***Pro Tip:  
Many custom  
publishers will  
do this work  
for you***

# Enhancement can streamline transition



Courseware  
can  
streamline  
the workload

## Factors to consider when selecting courseware:

- Cost
- Flexibility / Customization
- Level of supplemental content
- Support - implementation and on-going
- Integration with existing campus systems (LMS)
- Supplemental print

## Support: Find the right partner

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=  
Easy  
Transition

- **Content Editors** with knowledge of quality materials
  - Align with syllabus and teaching goals
  - Meet targeted student pricing
  - Aggregate and package content (print or digital)
- **Full service publishing** – customized or aggregated content
- **Digital delivery** integrated with any eBook or LMS platform
- **Low-cost print**
- **Partnership with bookstore** for delivery and financial aid
- **FlexEd courseware + support**

## Complete Courseware - Premium content, affordable price

- Based on free OER content (including OpenStax)
- Can be customized
- Easy to use interface
- Integrates with any LMS system
- Guides students through the course with individualized self-assessments, reminders and study guides
- XanEdu support – customization, implementation, on-going

*90% of students using FlexEd successfully complete their course*

*Thank you!*



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