Collaborative Approach to the Creation of Open Textbooks: From Fundraising to Publishing

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Collaborative Approach to the Creation of Open Textbooks: From Fundraising to Publishing

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Overview

The presentation will focus on collaborative approaches to open textbook publishing efforts, and provide examples of how to communicate the value of open textbooks to influence varied stakeholders. We will review the process of working with faculty to create their open textbook projects, working with campus experts to support the program participants, and the continued development of open textbooks at PSU.

In addition the following insights and lessons learned will be discussed:

• Developing donor relationships

• Importance of peer-reviewers outside of the university

• Understanding author needs

• Difficulty of estimating cost and time to develop an open textbook

• Pursuing collaborative efforts for the development and publishing of open textbooks

• Supporting updates and editions

How we got started

The Provost's Challenge 2012. Allocated $3 million to fund and support twenty-four innovative faculty-staff activities to accelerate online learning and the use of innovative technology in educational delivery and to improve student success and graduation.

Call for authors sent spring 2014.
- $2,500 per project
- project manager
- copyright/fair use/Creative Commons assistance
- platform to publish open access textbooks.

December 2014 published **5 open textbooks**

Building on the Success

**Completed 3 calls for proposals** for open textbook (2015, 2016 and 2017).

Published 5 new open textbooks in 2016 (bringing the number of open textbooks published by the library to 10).

Published two 2nd editions.

As of March 2017, **12 open textbooks in production**.

Nearly 1,000 students have used PDXOpen textbooks in their classes, and have saved over $100,000 on the cost of their books. (reported winter 2017).

"The funding and expert advice provided by PSU Library's Open Textbook Initiative allowed me to develop a peer-edited textbook that reflects the latest curricular developments in my discipline **without the excesses** of traditional textbook publishing: **excessive scope, size, and cost**...."
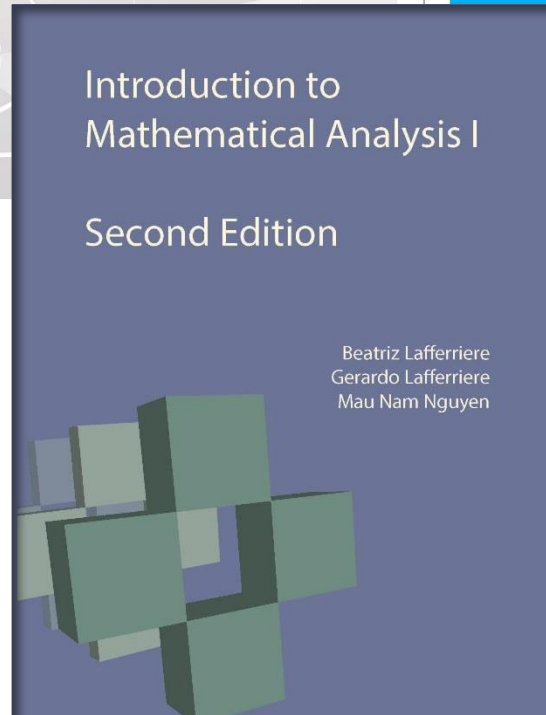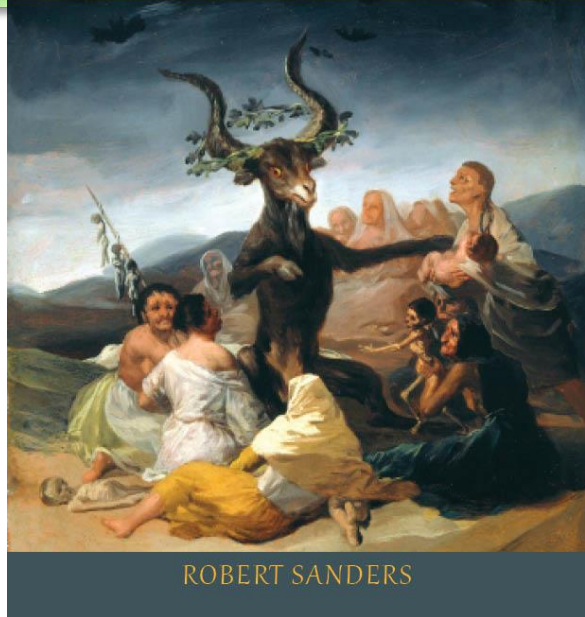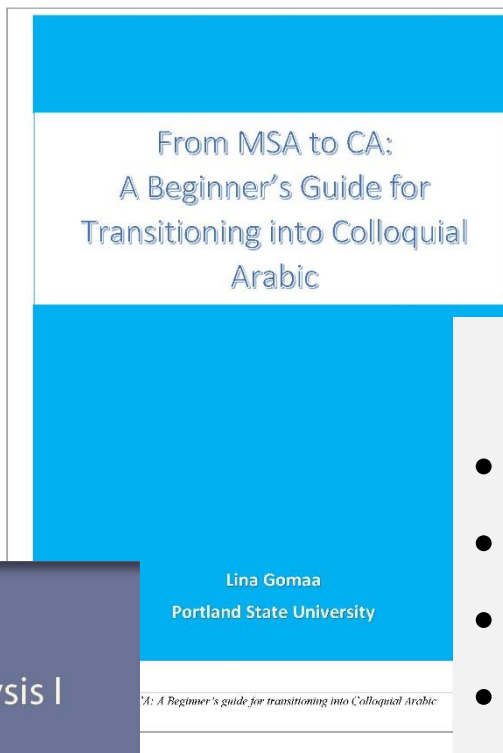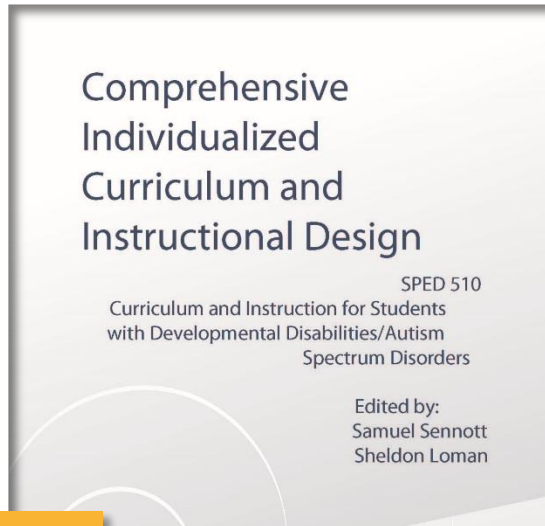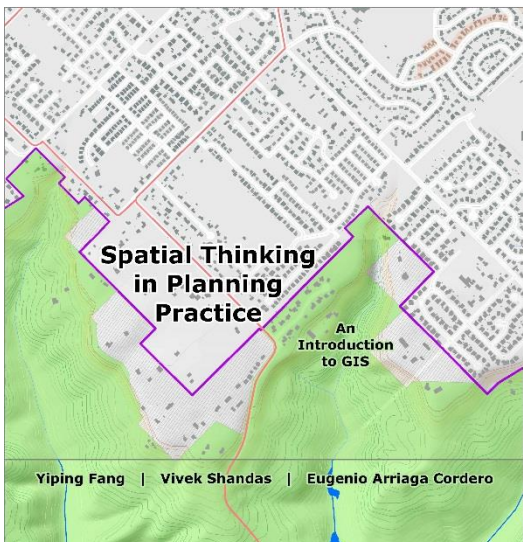
10 Open Textbooks

- 1 in Mathematics (2nd Edition)
- 1 in Spanish (2nd Edition)
- 1 in Arabic
- 1 in Korean
- 2 in Japanese
- 1 in Special Education
- 1 in Gender and Sexuality Studies
- 1 in Intensive English Language
- 1 in GIS – Urban Planning

Collaboration and Partnership - Publishing

Faculty
- Curriculum design
- Inviting authors from other institutions to co-author
- Peer-Review – inviting academics worldwide

Ooligan Press
- Offered workshop to authors on self-publishing academic work
- Guidance on hiring copyeditors, designers and proofreaders
- Hired graduate students to convert PDFs to EPub

"Publishing a book — an Open Textbook, or a traditional one — is not a solitary endeavour."

A Collaborative Approach to Making Open Textbooks … Getting Started. Posted on December 9, 2016 by hugh - The Rebus Philosophy
https://about.rebus.community/2016/12/a-collaborative-approach-to-making-open-textbooks-were-just-getting-started/

"I am grateful and proud to be part of its [PDXOpen] mission, knowing that my materials **can be shared** with any teachers and students …."
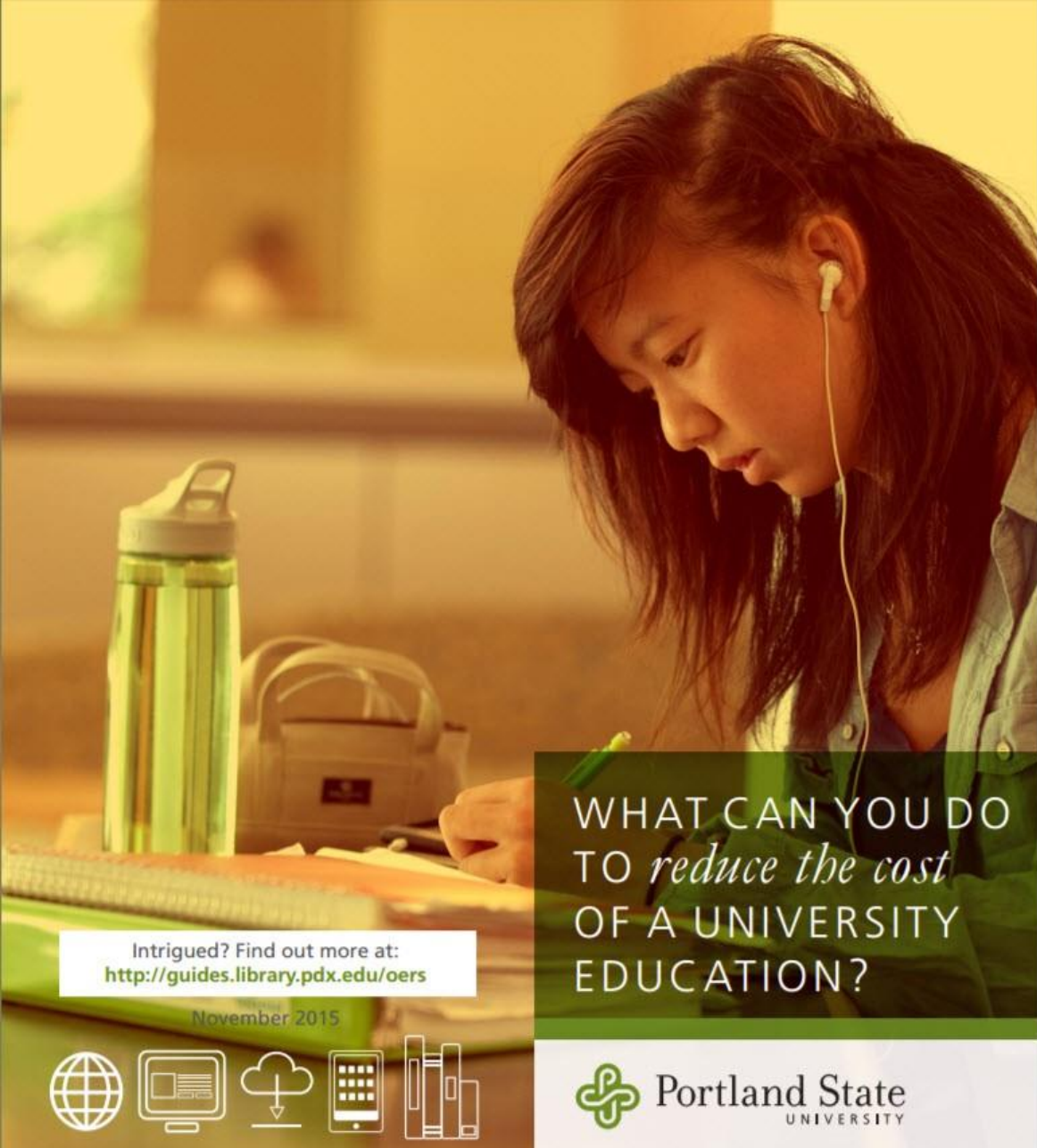
Reduce Student Costs Task Force

http://pdxscholar.library.pdx.edu/oaa_reports/

Sona Andrews' Blog

Sona Karentz Andrews is Provost and Vice President for Academic Affairs at Portland State University

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Search Results for: how PSU can reduce

Here is How PSU Can Reduce Textbook Costs

Posted on March 31, 2015 by Sona Andrews

PSU is making college more affordable for students by reducing the cost of textbooks and course materials. A comprehensive report prepared by the PSU Task Force outlines 46 strategies that the University can undertake. The Task Force The 13 member Task Force involved in the launch of the report, "Textbooks and Course Materials: Reducing Student [...]

Campus Collaborators and Stakeholders

Budget Committee

Faculty Senate

University Communications

Development Officers and Advancement

Alumni Association

Provost

President

Deans

Faculty

Students

Library Faculty and Staff

Open Textbook Network

"With the success of these **first five textbooks** and the support of generous donors, Robin and Robert Holmes, the PSU Library is pleased to announce a new round of funding for the development of open access textbooks by PSU faculty."

From Provost Sona Andrews' blog

https://psuprovostblog.com/2015/03/31/here-is-how-psu-can-reduce-textbook-costs/

Open Access Textbooks at Portland State

PSU Alumni Association and Library Aim to Reduce Student Costs and Enhance Learning

Updated January 26, 2017: Thank you to everyone who submitted a proposal for an open access textbook. The deadline for submissions now has passed.

With generous support from the Portland State University Alumni Association, the Portland State University Library is pleased to announce a new round of funding that will expand its open textbook initiative, PDXOpen. As a result, PSU faculty have financial support to create at least 5 new open textbooks. Ultimately, open textbooks reduce costs for students and enhance student learning.

PDXOpen textbooks have saved PSU students $85,094 as of Fall 2016. Since the program began in 2013, PSU faculty have published 10 open textbooks. Support from the PSU Alumni Association allows the Library to work with PSU faculty and provide a platform to make open textbooks accessible to students.

> *"This project allowed me to help in tailoring a book for the very specific needs of my PSU students of Arabic... without the hurdles of cost or lack of resources availability."*
> *– Lina Gomaa, Instructor of Arabic and PDXOpen author*

How Has the Funding Worked

- Winter 2014 - Pilot Project funded by the Provost's Challenge reTHINK PSU project, resulted in the publication of five open access textbooks

- Spring 2015 - 2nd Round – funded by Robin and Robert Holmes, library donor funds, and the Intensive English Language Program (IELP), resulted in publication of five open access textbooks

- Fall 2015 - Funding to join Open Textbook Network, Provost

- Fall 2015 – 1st Open textbook Adoption Workshop – OTN

Funding; Continued

- 2015\2016 Established the Open Textbook and Course Materials Initiative PSU Foundation Fund

- Spring 2016 - 3rd Round – funded by Donor funds. Open textbooks will be published by October 2017

- Fall 2016 - Funding for Open Textbook Adoption workshop, College of Liberal Arts and Sciences, Dean funding

- Winter 2016 - 4th Round – funded by Alumni Association. Open Textbooks will be published by Winter 2017 / 2018

Lessons Learned

Publishing

Importance of Peer-Reviewers

Project Manager and established timeline

Managing author's expectations

Providing workshops on copyright and self-publishing

Student involvement

Open to the world, quality is very important

Clear on services offered

Fundraising and Support

Affordability resonates

Identify your stakeholders

Identify and use your "champions"

Include alumni and donors

Use collaborative efforts (i.e., Open Textbook Network)

Use your campus experts

"The open access textbook publishing project has **been a challenge**. I **completely underestimated** the amount of time and energy required to produce a textbook of substance. …. The support from the Open Access team at the library has been beneficial and made me aware of resources that I did not know about previously. …. seeing the project take shape and transform into something beyond the original concept is really exciting."

Questions?