The Affordable Learning Ecosystem at UA
Our Initiative

The University of Akron, in partnership with OhioLINK and the Open Textbook Network, has been working to consolidate efforts around textbook/course materials affordability and open education resource adoption. This effort is directly tied to the success of our students, and involves numerous departments on campus.

uakron.edu/affordablelearning
Affordable Learning Initiative Impact

- Lower out of pocket cost for students
- Increase retention & persistence
- Improve course quality
- Assist with developing distinctive programs
- Build opportunities for recruitment
The Relationship

![Graph showing the relationship between textbook prices and student success](image)

- **Student Success**
- **Cost of Materials**

**Increase in Textbook Prices**

- **1980**
- **1985**
- **1990**
- **1995**
- **2000**
- **2005**
- **2010**
- **2015**

- **Textbooks**
- **CPI**
Video

What are our students saying?
What does the research show?
In your academic career, has the cost of required textbooks caused you to:

<table>
<thead>
<tr>
<th>Year</th>
<th>2012</th>
<th>2016</th>
<th>2018</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>63.6%</td>
<td>66.5%</td>
<td>64.2%</td>
<td>Not purchase the required textbook</td>
</tr>
<tr>
<td></td>
<td>49.2%</td>
<td>47.6%</td>
<td>42.8%</td>
<td>Take fewer courses</td>
</tr>
<tr>
<td></td>
<td>45.1%</td>
<td>45.5%</td>
<td>40.5%</td>
<td>Not register for a specific course</td>
</tr>
<tr>
<td></td>
<td>33.9%</td>
<td>37.6%</td>
<td>35.6%</td>
<td>Earn a poor grade</td>
</tr>
<tr>
<td></td>
<td>26.7%</td>
<td>26.1%</td>
<td>22.9%</td>
<td>Drop a course</td>
</tr>
<tr>
<td></td>
<td>17.0%</td>
<td>19.8%</td>
<td>TBD</td>
<td>Fail a course</td>
</tr>
</tbody>
</table>

2012-2018 Florida Virtual Survey
It’s a value judgement.

Zip Assist works with Salvation Army to provide $15,000 in funding to help students who cannot afford textbooks.
What can we do?

Tuition and Fees
Room and Board
Books and Supplies
Personal Expenses
Transportation
What can we do?

Tuition and Fees
Room and Board
Books and Supplies
Personal Expenses
Transportation
Faculty  Instructional Designers
Librarians  We own this.  Administrators
Bookstores  Publishers
## What does a semester at UA look like?

<table>
<thead>
<tr>
<th>Course</th>
<th>New</th>
<th>Used</th>
<th>University Libraries</th>
<th>Inclusive Access</th>
</tr>
</thead>
<tbody>
<tr>
<td>Intro to Geography</td>
<td>$195</td>
<td>$146.25</td>
<td>$0</td>
<td>Reduced cost</td>
</tr>
<tr>
<td>Intro to Ethics</td>
<td>$84.95</td>
<td>$63.70</td>
<td>$0</td>
<td>Reduced cost</td>
</tr>
<tr>
<td>Intro to Psychology</td>
<td>$104.85</td>
<td>n/a</td>
<td>n/a</td>
<td>Reduced cost</td>
</tr>
<tr>
<td>Humanities in the Western Tradition</td>
<td>$155.25</td>
<td>$116.45</td>
<td>$0</td>
<td>Reduced cost</td>
</tr>
<tr>
<td>Beginning Spanish I</td>
<td>$301.45</td>
<td>n/a</td>
<td>n/a</td>
<td>Reduced cost</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$841.50</strong></td>
<td><strong>$732.70</strong></td>
<td><strong>$406.30</strong></td>
<td>-</td>
</tr>
</tbody>
</table>
University Libraries Collections

- Library Collections = Affordable Learning
- Selection or cancellation of resources in our collection is always data driven and framed around supporting students, programs, and research.
  - New acquisitions are focused toward collecting for affordable learning efforts
  - Contracts and licensing agreements are scrutinized and negotiated to ensure we can leverage resources for course support.
- Example: A&P for Allied Health I and II
- Course packs and other content integrated publisher or bookstore bundles could charge students for content that is already available via UL.
13  Accounting & Finance
57  Business
62  Computer Science & Information Systems
19  Economics
38  Education
21  Engineering
117  Humanities
16  Journalism, Media Studies & Communications
55  Law
81  Mathematics
9  Medicine
55  Natural Sciences
49  Social Sciences
14  Student Success

572  Total Books (a book may be included in multiple subject areas)
# Affordable Learning Initiative Grant

Sponsored by OAA

## Introduction to Geography
- Current Textbook: $195
- Enrollment for 1 year: 225
- Projected Savings: $43,875

## Natural Science: Biology
- Current Textbook: $167
- Enrollment for 1 year: 1,800
- Projected Savings: $300,600

## Management Principles & Concepts
- Current Textbook: $75
- Enrollment for 1 year: 660
- Projected Savings: $49,500

## Humanities in the Western Tradition
- Current Textbook: $170
- Enrollment for 1 year: 1,250
- Projected Savings: $212,500

## Introduction to Social Work
- Current Textbook: $119
- Enrollment for 1 year: 120
- Projected Savings: $14,280

**$620,755 anticipated savings for students in one year.**
How do we support our initiative?
The Traditional Model of Course Design
An Enhanced Model of Course Design

- Instructional Designer
- Copyright Expert
- Subject Librarian
- Faculty Member
- Multimedia Producer
- Accessibility Expert
- Collections Librarian

Flowchart:
1. Idea generation
2. Content development
3. Website creation
4. Multimedia integration
Improving Course Quality

The Open Movement is as much about improving course quality as it is about free materials. Open improves courses...

- Reducing cost
- Increasing student preparedness
- Implementing sound pedagogical instructional design
- Ensuring accessibility
- Empowering faculty
- Enriching content via multiple sources, including library
Impact at the University of Georgia

Change from non-OER to OER

<table>
<thead>
<tr>
<th></th>
<th>Δ Grade</th>
<th>Δ DFW</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-Pell eligible students</td>
<td>+7.4%</td>
<td>-2.05%</td>
</tr>
<tr>
<td>Pell eligible students</td>
<td>+12.3%</td>
<td>-4.43%</td>
</tr>
<tr>
<td>All Students</td>
<td>+8.6%</td>
<td>-2.68%</td>
</tr>
</tbody>
</table>

The Impact of Open Educational Resources on Various Student Success Metrics
Affordable Learning Initiative Impact

- Lower out of pocket cost for students
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We’re here to help
but...we need you as well!

Encourage colleagues to:

- Consider the actual cost of materials
- Adopt open, library, and affordable options for students
- Consider hosting an Open Textbook Workshop for your department
- Start a dialogue with us if you need more information

“Just look at what’s available.”
Questions?