Open SUNY Textbooks

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Today’s presentation...

- Library publishing
  *Why open textbooks?*

- Pilots, prototypes, and proof-of-concept in publishing
  *How do we do this?*

- Open SUNY Textbooks & new roles in library publishing
  *Who does the work?*

- Sustainability and future of Open SUNY Textbooks
  *When & where?*
Scholarly communications systems are in a state of transformation.
Costs of content are escalating and unsustainable, limiting our ability to help students and impact their learning.
Libraries must provide value aligned to the institutional needs, priorities, and mission.
New Library Roles

- Editor
- Instructional Designer
- Digital Curator
- Metadata Specialist
PILOT: Genesee Valley Historical Reprint Series
Expand access & preservation of special collections

Free on Open Monograph Press (.pdf) & POD using Amazon
PILOT: *Original works*
Promoting local authors & special collections

Develop and expand roles for librarians in creation process
PILOT: **Library Publishing Toolkit**  
*Use cases & best practices toolkit*

The Library Publishing Toolkit looks at the broad and varied landscape of library publishing through discussions, case studies, and shared resources. From supporting writers and authors in the public library setting to hosting open access journals and books, this collection examines opportunities for libraries to leverage their position and resources to create and provide access to content.

http://www.publishingtoolkit.org/

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**Proof-of-concept and collection of library best practices**
PILOT: Geneseo Authors
Promoting faculty authors and readers

Chapter Two

Food & Drink 饮食

1. Qin liao na li you mai bing qi lin?
   Qin liao nuo kou zuo zhu, you jia bing qi lin dian.
   请问哪里有卖冰淇淋？
   前面路口左转，有家冰淇淋店。

2. Qin liao ji jia di an guan men?
   Ling chen liang dian.
   请问酒吧几点关门？
   凌晨两点。

Excuse me, where can I buy some ice cream?
Take a left turn at the first corner; there is an ice cream parlor.

Excuse me, what time does the bar close?
Two o'clock in the morning.

Promotion and visibility for faculty scholarship & teaching
Author services

Benefits

To Students
- Engaged learning
- Free or affordable books and textbooks
- Internships and paid positions that develop valuable skills

To Faculty
- Author services that promote their authorship and the institution
- Free or affordable books and textbooks

To Libraries
- Affordable resources
- Valued service
- Revenue potential
Three major goals of project:

1. Reduce the costs of textbooks to students.

2. Create opportunities for teaching and learning.

3. Libraries collaborate and learn how to publish textbooks.
GOAL #1: Reduce costs to students

US GAO 2005 reported that spending on course materials in 2003 totaled: ~ $6.49 billion dollars; today $12B

2013 GAO reported an 82% cost increase for textbooks from 2002-2012

2012 Florida Student Textbook survey
- 64% students didn’t buy textbook, 49% took fewer courses, 45% didn’t register for course, and 27% dropped a course. Survey n=22K+

Cost of textbooks impacts learning

High return on investment

Average Annual Percent Increase of Textbook Price Inflation Compared with Overall Inflation

Between 1988 and 2004, textbook price inflation averaged approximately 6 percent or double the rate of average overall inflation. Textbook price inflation was as high as 9.3 percent in 1990 and as low as 4.2 percent in 1994. In 2002, the price of textbooks grew more than five times greater than inflation.

Note: Represents cumulative cost increase of textbooks as compared to the cumulative cost increase in overall costs.
Source: United States Government Accountability Office

Open SUNY Textbooks
What are some potential cost savings?

<table>
<thead>
<tr>
<th>Open SUNY Textbooks</th>
<th># Course Adoptions (minimal)</th>
<th>Adoptions (likely ~ 2yrs)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Avg. Savings $8,000/semester Based on 2 courses saving $16K SP14</td>
<td>30</td>
<td>960 Estimate of 1/2 campuses select Open SUNY Textbook</td>
</tr>
<tr>
<td>Total Projected Savings / Semester</td>
<td>$240,000</td>
<td>$7,680,000</td>
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</table>
GOAL #2: Create opportunities for teaching and learning.

Online Learning Environment

Shared, reusable digital assets or learning objects
- Text
- Audio
- Video
- Interactive (Quizzes, etc.)
- Learning Analytics

Online & Hybrid Learning
- MOOC
- Learning Management Systems
- Open Textbooks
GOAL #3: Libraries collaborate and learn how to publish textbooks.

1. $20K IITG Grant awarded from SUNY to 5 libraries
   SUNY Geneseo, SUNY Brockport, SUNY ESF, UB, & Upstate Medical.
   SUNY Press consultant on project.

2. Call for authors sent to SUNY Faculty
   Offered $3,000 to Authors

3. In 2 weeks, 38 proposals
   Grant funding limited to 4 titles.
   Libraries add ~$40K to fund 15 Open Textbooks
   Selection by Directors & Librarians

15 Open Textbooks selected
6 published as of today

- 1 in Anthropology
- 1 in Business
- 2 in Computer Sciences
- 2 in Education
- 3 in English
- 2 in Mathematical Sciences
- 1 in Music Education
- 3 in Sciences

Some interactivity; multiple choice, etc.
Editorial workflow managed by libraries

1. **Author** sends Manuscript (Word or LaTeX/PDF)
2. **Peer reviewer** provides author & editor feedback
3. **Author** responds to Reviewer Comments; provides revised manuscript
4. **Copy Editor** works with Word (track changes) or hard copy
5. **Managing Editor** finalizes comments & sends to Author
6. **Author** reviews changes; revises, accepts, declines changes
7. **Text Layout**
   - Managing Editor + Production Editor
8. **Final Proof**
   - Author & Proofreader reviews and approves to publish

Librarians or Freelance find peer reviewers
Librarians or Freelance
Librarians or Freelance
Host: FREE online Open Textbooks as PDF & ePub on Open Monograph Press (PKP)

Discover: Catalog in OCLC WorldCat, Minnesota Open Textbook Catalog & Merlot.

Print: Print on Demand offered to authors via CreateSpace. Pilot 1 & 2 use CC BY NC SA; authors get 100% royalties.

Marketing & Adoption

Role for librarians?

http://opensuny.org

Print On Demand (optional)

PDF

ePub3

Multimedia & Interactivity
Peer review key to adoption

Peer reviewer’s summary included inside textbook
Round II: revised selection & marketing process

Call for Authors Proposals due

Selection Review

Approval or Revise & Resubmit

46 proposals received, funded to publish 15

Selection Process

Abstract Blind Review & Questionnaire sent to faculty in corresponding disciplines & in consultation with librarians at 14 Institutions.

Sample questions:

- Clear Abstract?
- How likely you would select this textbook for a course?
- Strengths of this proposal?
- What courses might this textbook be useful for?
- What are crucial features for this textbook?
- Would you be willing to serve as a peer reviewer?

Results of process

Market Analysis for adoption & a pool of potential peer reviewers for the textbooks.
Possible librarian roles in OST

**Writing Phase:** 3/25/2014 – 1/15/2015

- Author writing
- Services:
  - Librarians, Instructional Designers, Templates, etc.
- Author provides manuscript

**Editing Phase:** 6/1/2014 – 6/1/2015

- Peer Reviews
- Author Revision
- Copy Editing
- Author Revision
- Text Layout & Proofing

**Access & Marketing Phase:** 9/1/2014 – 9/1/2015

- Publish
- Catalog:
  - OCLC, Merlot, Open Textbook Catalog
- Market:
  - Adoption & assessment
Outcomes so far...

Organizational Development
► 9 Participating SUNY Libraries, plus SUNY Press
► Established a recognized brand: Open SUNY Textbooks
► Established role for libraries as publishers, and librarians as editors, and other roles
► Developing curriculum for professional development and certification for librarians as copy editors, proof readers, etc.
► Developing infrastructure; BaseCamp, OMP, etc.
► Lots of interest from faculty across SUNY and beyond, including variety of disciplines, and corporate interest.

Reduced cost to students already shown...

<table>
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<tr>
<th>TITLES</th>
<th># students</th>
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<tbody>
<tr>
<td>Natural Resources Biometrics</td>
<td>41</td>
</tr>
<tr>
<td>User’s Guide to Planet Earth</td>
<td>144</td>
</tr>
</tbody>
</table>

@ avg. cost of a book $83.59 YBP...

Spring semester students saved: $15,464.15
Interest in Open SUNY Textbooks...

July 1, 2013 – June 11, 2014 Over 15,000 unique viewers

1. Literature, the Humanities, and Humanity, published Oct. 22 2013
4. A Story of Real Analysis, Feb. 18, 2014
5. The Information Literacy User’s Guide, April 4, 2014
Option A
Each library go about publishing independently.

*Problems: scale and financial resources*

Option B
Collaborate & partner to share infrastructure and incentives.

*Opportunities: scale and ability to network resources*
What can sustain the program long-term?

**Possible revenue source #1**
Print –On-Demand with royalty share contracts in place for authors and program

**Possible revenue source #2**
Sell platform convenience in the marketplace – for example, Kindle, Google Books, iTunes ebooks cost $, but the .pdf is free at opensuny.org
One model under consideration – Minerva Books

Customers
- Students
- Readers

Distribution
- Market & Platform

Faculty
- Assigning textbooks

Faculty Authors, Peer Reviewers

Minerva Books

Participating Libraries

Milne Library

Provides access to infrastructure and opportunities for funding
How does this benefit libraries and our institutions?

<table>
<thead>
<tr>
<th>Constituents</th>
<th>Value/Benefit</th>
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<tr>
<td>Libraries</td>
<td>- Free infrastructure to host open and affordable textbooks&lt;br&gt;- Financial incentives for open access publishing&lt;br&gt;- Organization and funding of professional development&lt;br&gt;- Workshops and scholarships for librarians&lt;br&gt;- Aid in creating highly valued role for libraries on campus</td>
</tr>
<tr>
<td>Authors</td>
<td>- Provides incentive and library publishing services&lt;br&gt;- Boosts academic reputation&lt;br&gt;- Academic freedom</td>
</tr>
<tr>
<td>Teaching Faculty</td>
<td>- Accessible high quality content&lt;br&gt;- Low textbook costs encourages students to take class&lt;br&gt;- Improves student-teacher interaction</td>
</tr>
<tr>
<td>Students</td>
<td>- Affordable high quality textbooks&lt;br&gt;- Print and digital option&lt;br&gt;- Student paid internships at participating libraries</td>
</tr>
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</table>
What librarians can do...

Promote adoption of OERs and Open Textbooks; especially Open SUNY Textbooks:
• What examples are you already doing?
• How do we share strategies?

Attend professional development training on library publishing, I2NY or Open SUNY Textbooks:
• Instructional design
• Copyediting
• Proofreading
• Style guides
• Editorial principles
• Developmental editing

Volunteer time for Open SUNY Textbook teams:
• Interested in proofreading or copyediting?
• Want to help market the adoption of open textbooks?
• Know of faculty who are willing to be peer reviewers?

Please contact: pitcher@geneseo.edu
Open SUNY Textbooks Partners

Thanks to the 6 Participating libraries in Round I & 9 libraries in Round II of IITG funding

SUNY College of Environmental Science and Forestry
   SUNY Fredonia
   SUNY Geneseo
SUNY Monroe Community College
   SUNY Morrisville
   SUNY Oswego
   The College at Brockport
   Upstate Medical University
   University at Buffalo

& SUNY Press

With support from 7 other SUNY libraries & growing...
NYS College of Ceramics at Alfred University, Buffalo State College, Delhi, Jefferson Community College, Plattsburgh, Potsdam, Stony Brook University...
Thank you!

Open SUNY Textbooks and library publishing is an opportunity for libraries to curate engagement; connecting authors & readers, readers and researchers, teachers and learners...

Investing our resources in that business is essential to the future of higher education.

Please take the Minerva Books survey: http://tinyurl.com/minervabooks

Questions? Contact information:
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