

OEWEEK
2024



Open Education Week 2024

March 4 - 8, 2024

Search hub resources



Welcome to OE Week hosted by the THECB Division of Digital Learning!

- Introduce yourself in chat (and let us know if you need tech support)!
- Check out the OE Week hub on OERTX <https://oertx.highered.texas.gov/hubs/OEWEEK>
- Join a group to get the discussion started

Reminders



- Introduce yourself in chat
- Closed captioning is available
- Please keep your microphones muted to avoid background noise
- Post your questions using chat or the Q&A feature
- Session recording will be posted on OERTX after the event

Division of Digital Learning

Established November 2020

Mission - Meet the Team

The mission of the Division of Digital Learning is to provide **leadership and advocacy** for digital learning in higher education and promote, sustain, and advance a **quality digital learner experience** positioning Texas as a world leader and resulting in **globally competitive digitally proficient citizens**.



Assistant Commissioner
Michelle Singh, Ph.D.

Senior Director
Kylah Torre, Ph.D.

Directors
Aleyda Cantu-Lee, Ed.D.
Carrie Gits, MLIS
Gwendolyn Morel, Ph.D.

Program Directors
Maryanne Maddoux, Ph.D.
Elizabeth Tolman, Ph.D.

Administrative Assistant
Amy Zandy

Portfolio Manager
Gaith Hijazin

Division of Digital Learning Goals



Welcome to OERTX Repository

Discover collections of resources. Contribute OER. Collaborate with educators.

What are you looking for?



Subject ▾

Education Level ▾

Standard ▾

Search

Fine tune your search with our advanced search

Discover. Contribute. Collaborate.





Thank you to our hosts and presenters!

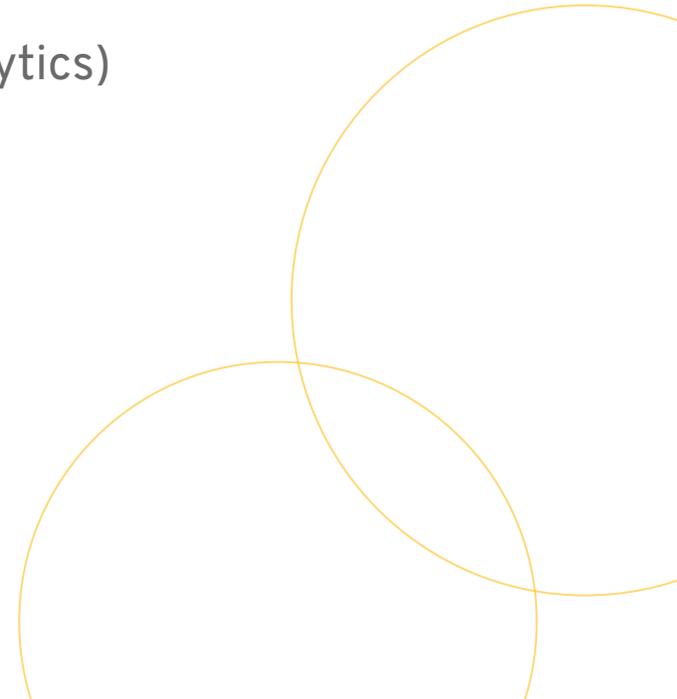
A Pivotal Moment for OER: Using Research to Inform Strategic Direction

Division of Digital Learning, THECB

March 5, 2024

Agenda

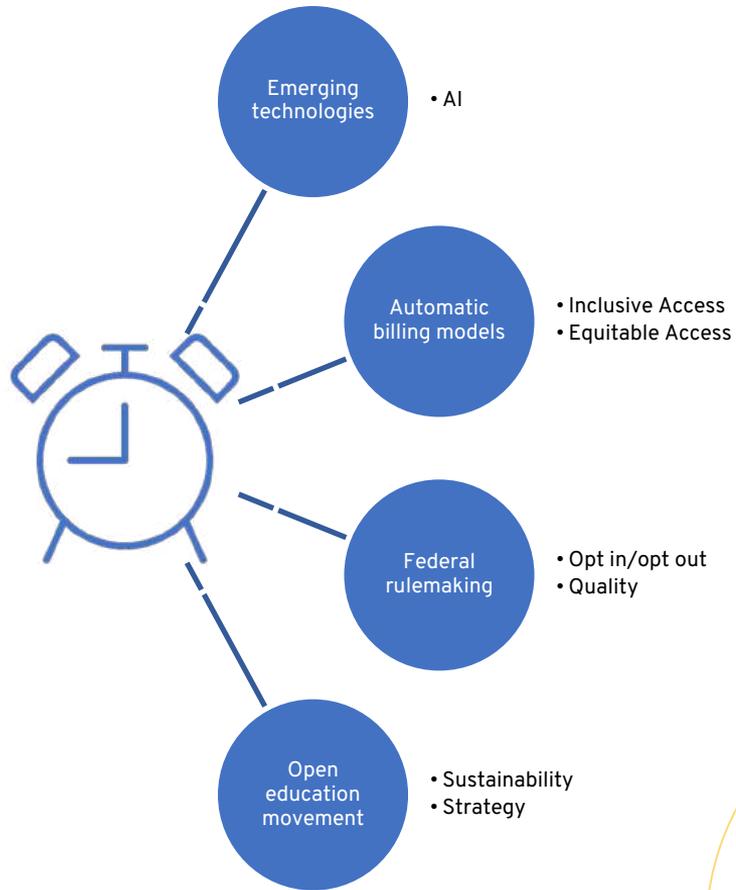
- Welcome
- Framing the Pivotal Moment for OER (THECB)
- Providing the National Context (Bay View Analytics)
- Third Texas OER Landscape Survey (ISKME)
- Conversation with Presenters
- Q&A
- Close



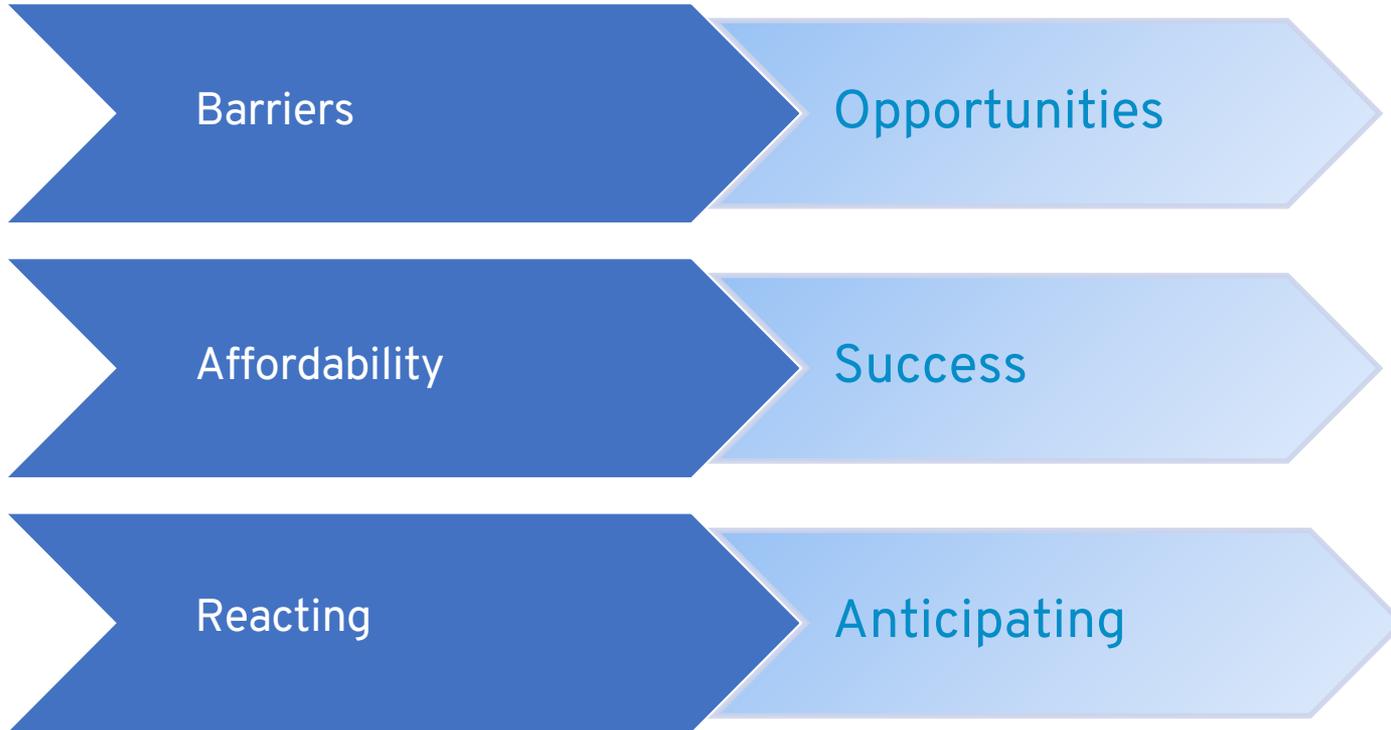
Our Presenters

- Dr. Jeff Seaman - Director, Bay View Analytics
- Dr. Julia Seaman - Director of Research, Bay View Analytics
- Dr. Charles Hatcher - Vice President for Research and Development, ISKME
- Dr. Kylah Torre – Senior Director of Digital Learning, THECB

Why Is This A Pivotal Moment For OER?



Changing the Narrative



From Research to Action



Grants



Professional
Learning
Academies



Community
Events



Resources

Interconnected and Continually Evolving

Translating Research to Action



Research Findings

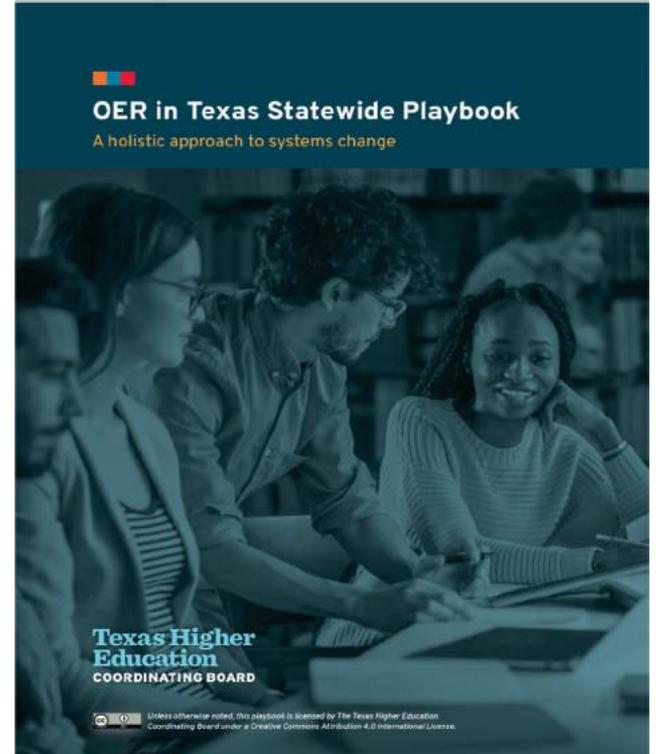
- Institutions leading OER implementation apply a systems-based approach
- Institutions have an interest in putting OER policies, initiatives and programs in place

Action Taken

- OER in Texas Statewide Playbook
- Playbook Academies
- On-Demand Playbook Course

OER in Texas Statewide Playbook

- Support institutions in building capacity and drive systems change around OER
- Input and peer review by members of the Texas OER community



OER in Texas Playbook: Development

Development Spring 2022

- Drafted learning objectives and topics
- Gathered existing adaptable resources for inclusion

Advisory Committee & Peer Review Spring 2022 - Fall 2022

- Convened Playbook Advisory Committee of Texas OER champions
- Conducted one-on-one interviews with Advisory Committee members
- Drafted Playbook collaboratively with Advisory Committee
- Peer review by members of the Texas OER community (identify & address gaps in coverage)
- ISKME & THECB staff revised Playbook based on feedback

OER in Texas Playbook: In Action

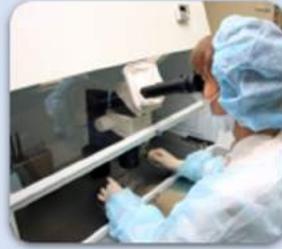
Academy Summer 2023

- Invited participants based on interest and readiness as identified by Regional Needs Analysis
- Institutional teams participated to create a strategic plan for OER work

On-Demand Playbook Course March 2024

- Users articulate institutional OER initiatives goals, success indicators, coalitions, programs & partnerships, and outreach communication plans
- Users can submit their OER Playbook Plans to receive a certificate of completion

Let's take this opportunity to reimagine how WE



EDUCATE

LEARN

DRIVE
CHANGE

INNOVATE

ADVOCATE

LEAD

through open education.

National Context

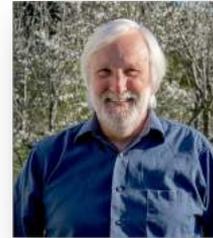
Bay View Analytics

INTRODUCTION TO BAY VIEW ANALYTICS

Bay View Analytics offers a comprehensive suite of consulting services in survey design and statistical research. Our services build on nearly two decades of research and survey design, sampling, and statistical analysis expertise.



Julia Seaman, Ph.D.
*Director of
Research*

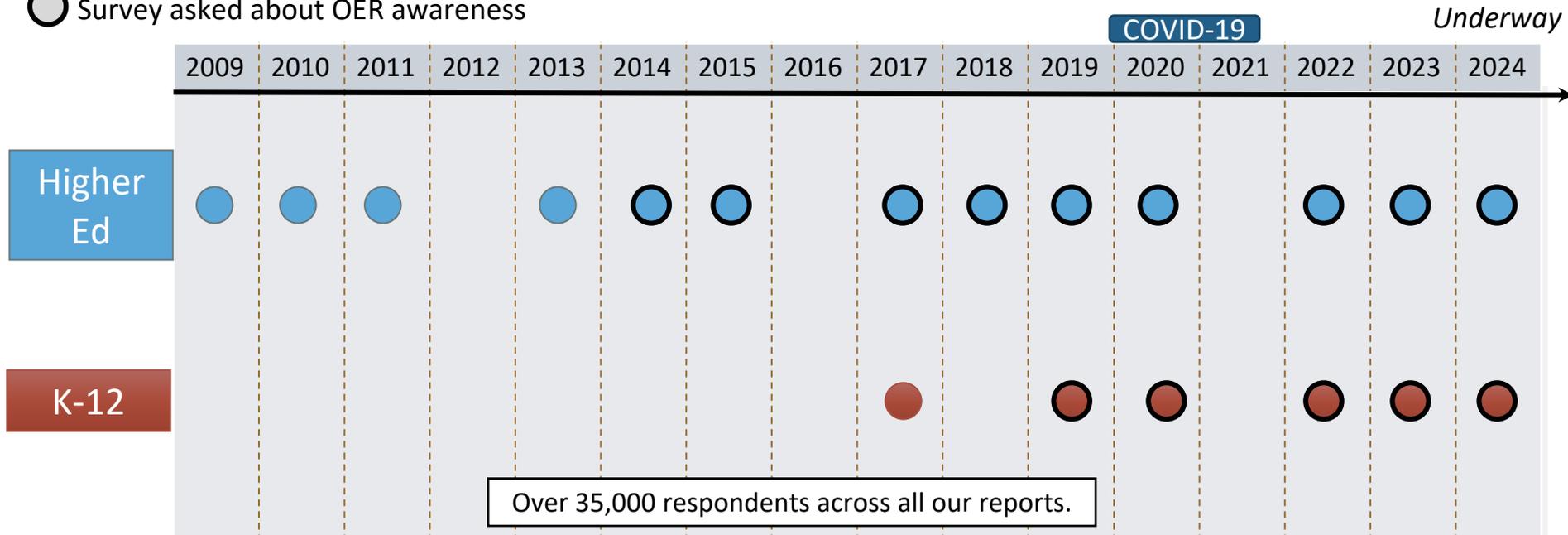


Jeff Seaman,
Ph.D.
Director



OVER A DECADE OF RESEARCH ON OER AWARENESS

○ Survey asked about OER awareness

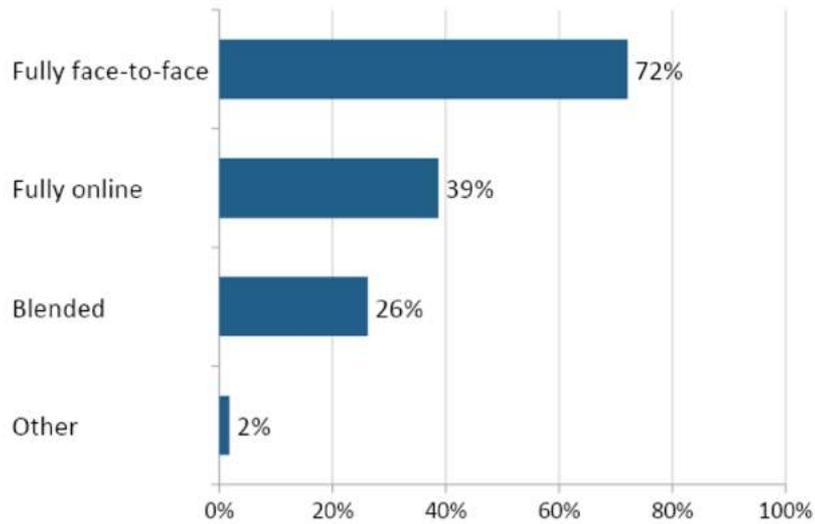


Project supported by



TREND BACK TO IN-PERSON, BUT GROWING DIGITAL-ONLY GROUP OF FACULTY

Faculty: Currently Teaching Course Modality
(Select All)



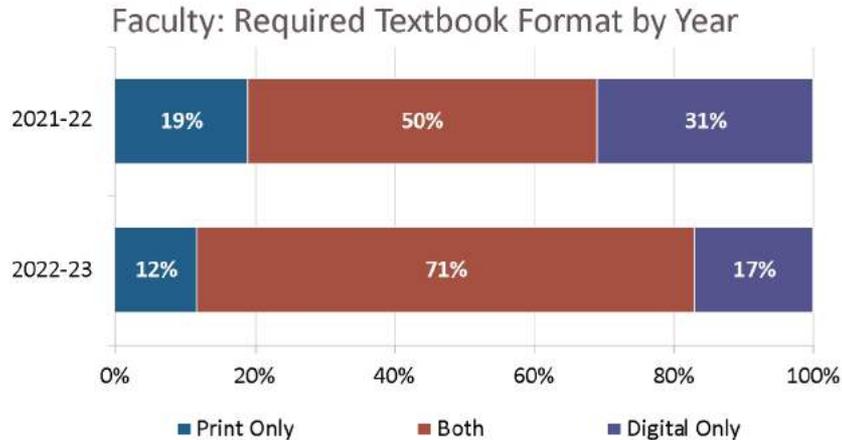
- Most faculty teach just one modality
- New group of digital-only faculty:
 - 12% only teach fully online
 - 12% teach blended or blended and fully online



Texas has similar face-to-face and fully online, but greater blended courses than national.



GROWTH IN OPTIONS FOR TEXTBOOKS



- Textbooks are the most commonly used curricula material (77%)
- Faculty most likely to offer both print and digital formats
 - 88% offer a digital textbook



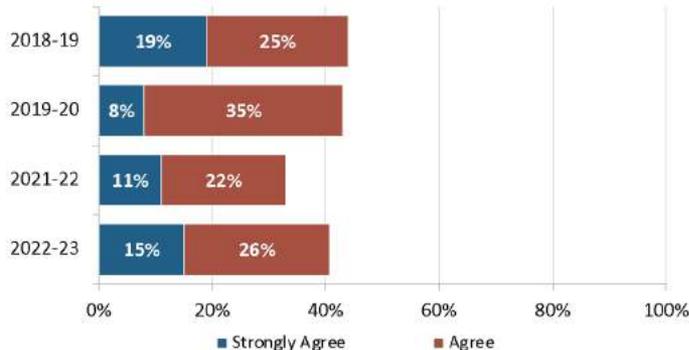
Texas faculty report required formats at almost identical levels



SLOW SHIFT TO FACULTY PREFERENCES FOR DIGITAL

- The rise of digital material use has not corresponded to a similar acceptance of digital
- 2022-23 saw a post-pandemic rebound

Faculty: "Students learn better from print materials than they do from digital" by Year



Digital Pros



Flexibility

Accessible from
anywhere

Easily updated

Digital Cons



Hard to find high quality

Accessibility without

Internet



Texas faculty report almost identical levels of agreements



THE CONTRADICTING STATE OF HIGHER EDUCATION?

In-person instruction is returning, but...

There is a small and growing number of online-only instructors

There is an increasing use in digital textbooks, but...

Faculty do not prefer these tools for teaching

Digital tools are gaining adoption in courses, but...

These tools are digital replacements for physical options, not novel implementations



OER AWARENESS, OER USE, AND OPENSTAX



SURVEY QUESTIONS & DEFINITIONS

Over our reports, similar questions were asked year to year to allow trends to be examined.

Definitions used in surveys

Open Educational Resources (OER): *OER is defined as "teaching, learning, and research resources that reside in the public domain or have been released under an intellectual property license that permits their free use and re-purposing by others." Unlike traditionally copyrighted material, these resources are available for "open" use, which means users can edit, modify, customize, and share them.*

Licensing Types

Public Domain: *A designation for content that is not protected by any copyright law or other restriction and may be freely copied, shared, altered, and republished by anyone.*

Creative Commons (CC): *Open license that gives everyone from individual authors to governments and institutions a simple, standardized way to grant copyright permissions to their creative work, provided by Creative Commons.*



HOW TO MEASURE OER AWARENESS?

How aware are you of Open Educational Resources (OER)? OER is defined as "teaching, learning, and research resources that reside in the public domain or have been released under an intellectual property license that permits their free use and re-purposing by others." Unlike traditionally copyrighted material, these resources are available for "open" use, which means users can edit, modify, customize, and share them.

- I am not aware of OER
- I have heard of OER, but don't know much about them
- I am somewhat aware of OER but I am not sure how they can be used
- I am aware of OER and some of their use cases
- I am very aware of OER and know how they can be used in the classroom



HOW TO MEASURE OER AWARENESS?

How aware are you of Open Educational Resources (OER)? OER is defined as "teaching, learning, and research resources that reside in the public domain or are licensed under an intellectual property license that permits unrestricted use and repurposing by others." Unlike copyrighted material, these resources are available to anyone, which means users can edit, modify, or create new content from them.



I am not aware of OER

I have heard of OER, but don't know much about them

I am somewhat aware of OER and know how they can be used

I am aware of OER and some of their uses

I am very aware of OER and know how they can be used in the classroom

But can we trust faculty answers about OER?



WE NEED A BETTER MEASURE OF OER AWARENESS



Creative Commons Awareness

+



OER Awareness

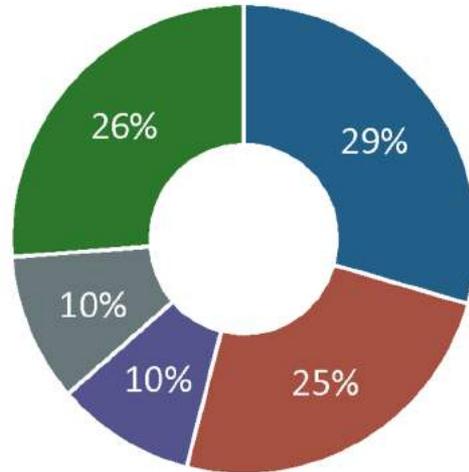
= “Strict” OER Awareness

This measure removes the number stating they are aware of OER but not aware of CC. We have high confidence in the remaining OER aware respondents are really aware of OER.



2 IN 3 FACULTY ARE AWARE OF OER

Faculty: OER Awareness (Strict)



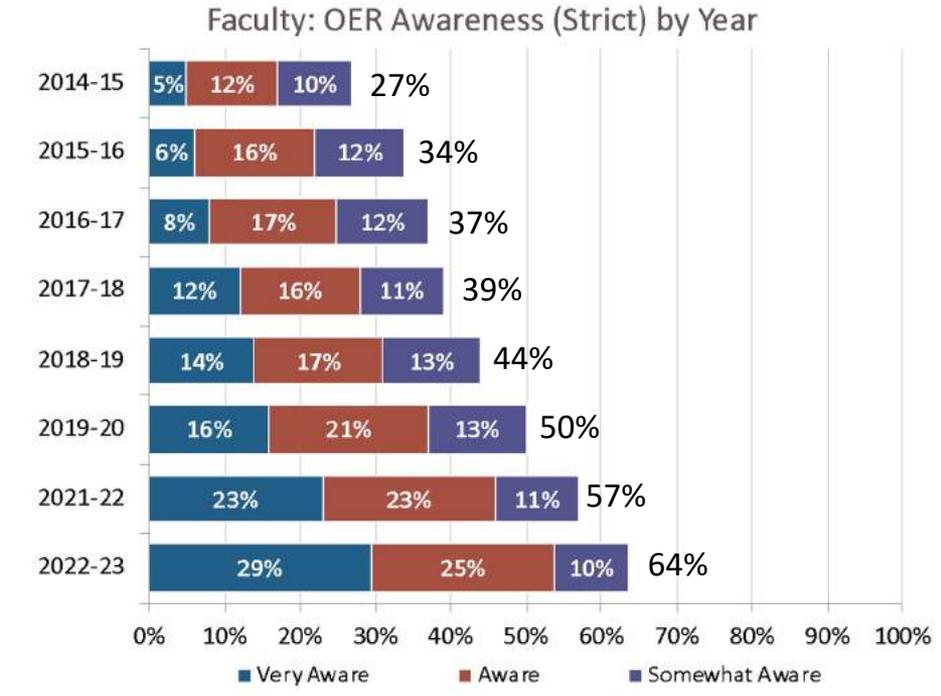
- I am very aware of OER and know how they can be used in the classroom
- I am aware of OER and some of their use cases
- I am somewhat aware of OER but I am not sure how they can be used
- I have heard of OER, but don't know much about them
- I am not aware of OER



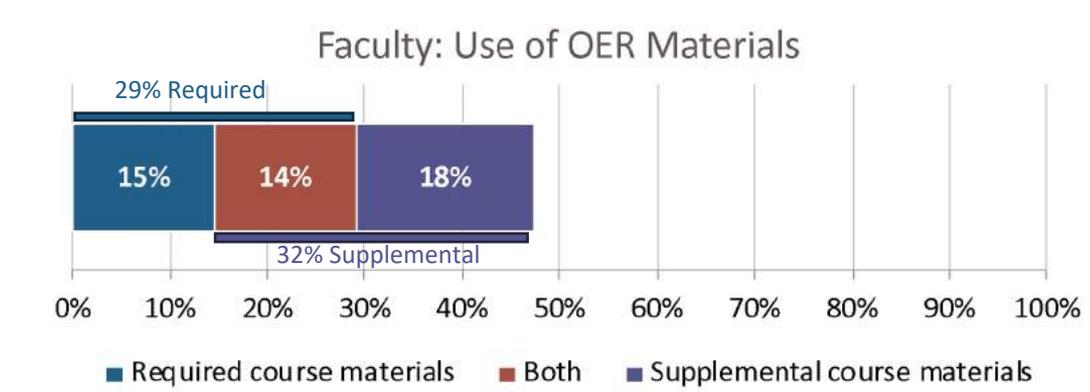
Texas faculty report slightly lower levels of awareness: 54% combined “somewhat aware”, “aware”, and “very aware”.



HIGHEST AND DEEPEST AWARENESS MEASURED



HALF OF ALL FACULTY USE OER



 Texas faculty report similar level of supplemental use (32%) but lower level of required use (23%).

Similar level of use as required (29%) and supplemental material (32%)

Note:

- 1) This is for a **faculty member, not course**. Use is across all faculty courses. For example, faculty can respond “yes” if they use OER in one course out of five or in all five.
- 2) OER materials can be anything; they aren’t limited to textbooks.



WHAT IS THE FUTURE OF OER?

Higher Education

- Can OER Awareness continue to grow?
- How will increasing OER use change how faculty teach?
- What will commercial publishers do to combat the rise of OER?



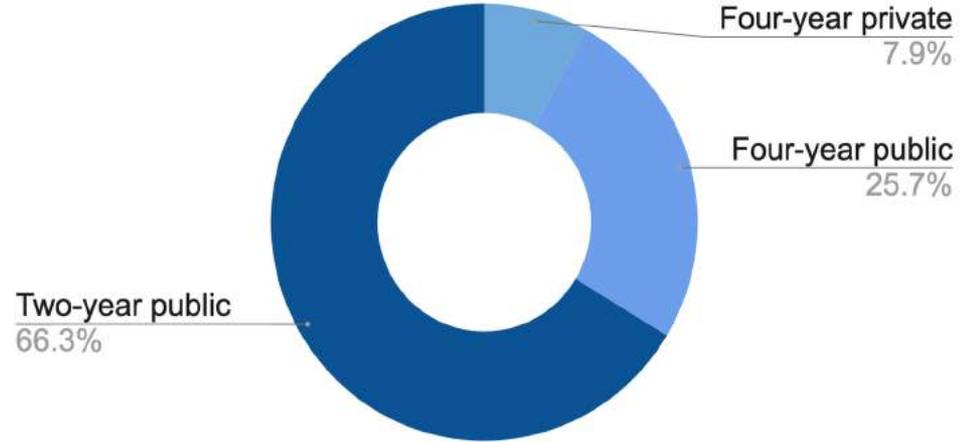
Texas Context

ISKME

From Affordability to Strategic Success: The Progression of OER in Texas Higher Education

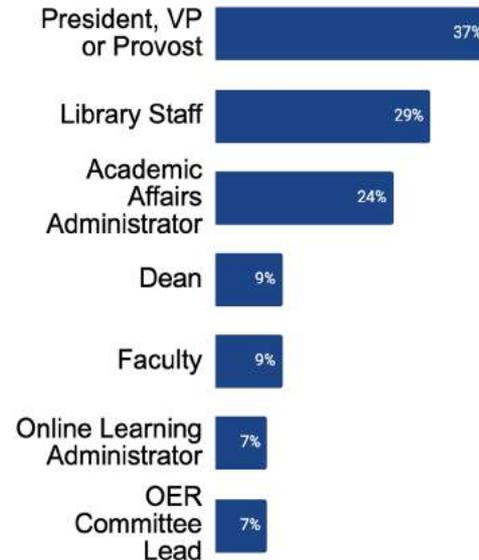
78 institutions across
the Texas higher
education system...

Respondents by institution type
(N=78)



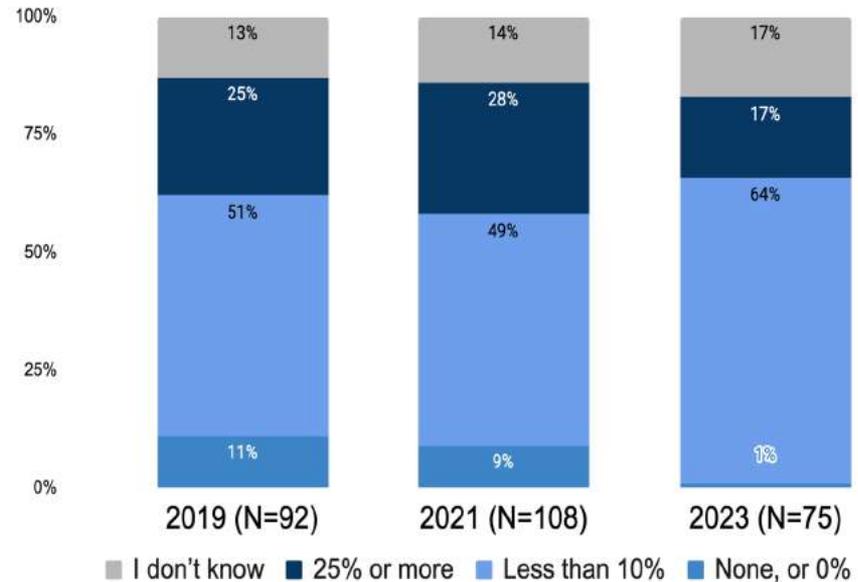
...disseminated to
OER-knowledgeable
campus
representatives

Respondents by self-reported
role* (N=76)



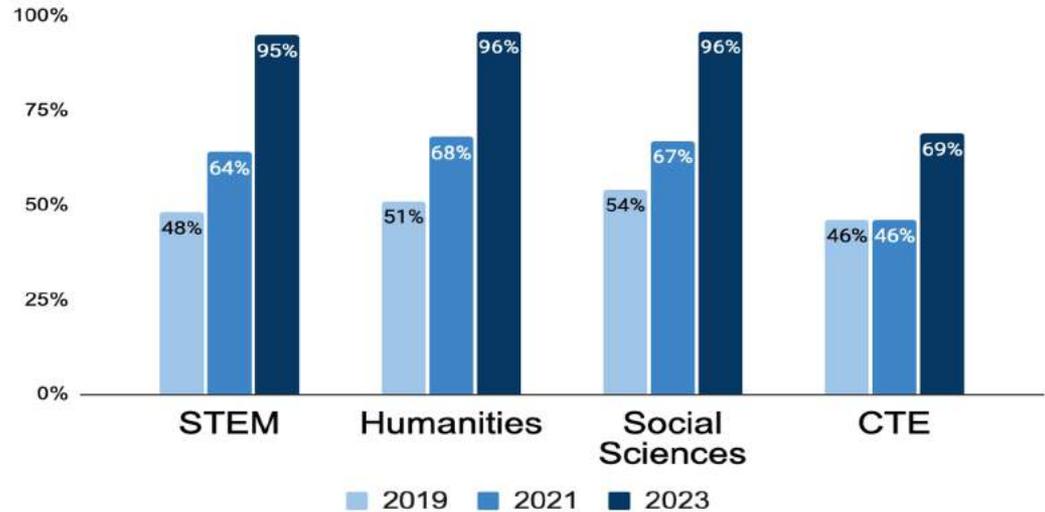
OER has now been adopted on virtually every campus in Texas

Percentage of institutions that use OER as supplement to commercial materials in undergraduate courses, 2019, 2021, 2023



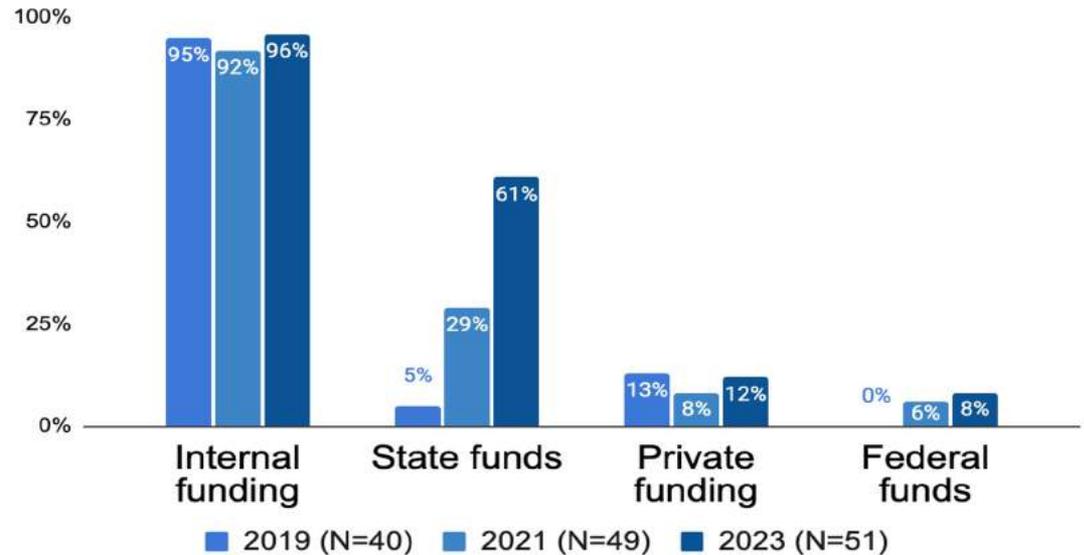
The adoption of fully OER-based undergraduate courses is increasing across all disciplines

Percentage of institutions offering at least one fully OER-based undergraduate course by discipline, 2019, 2021, 2023



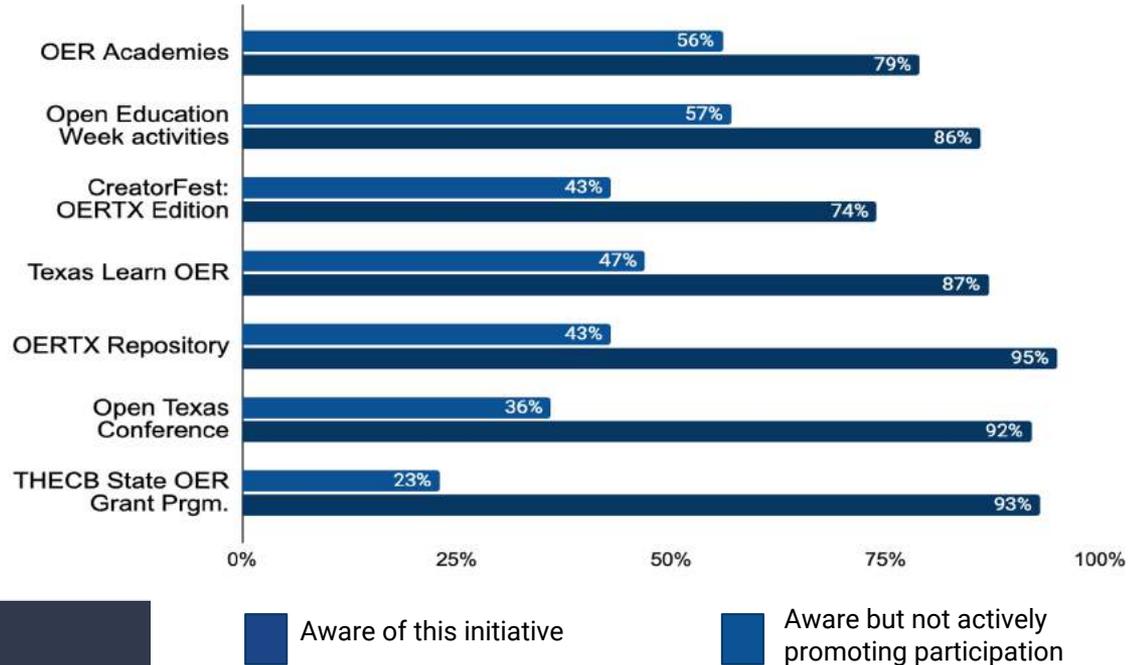
State grants have seen a significant increase...

OER funding sources, 2019, 2021, 2023



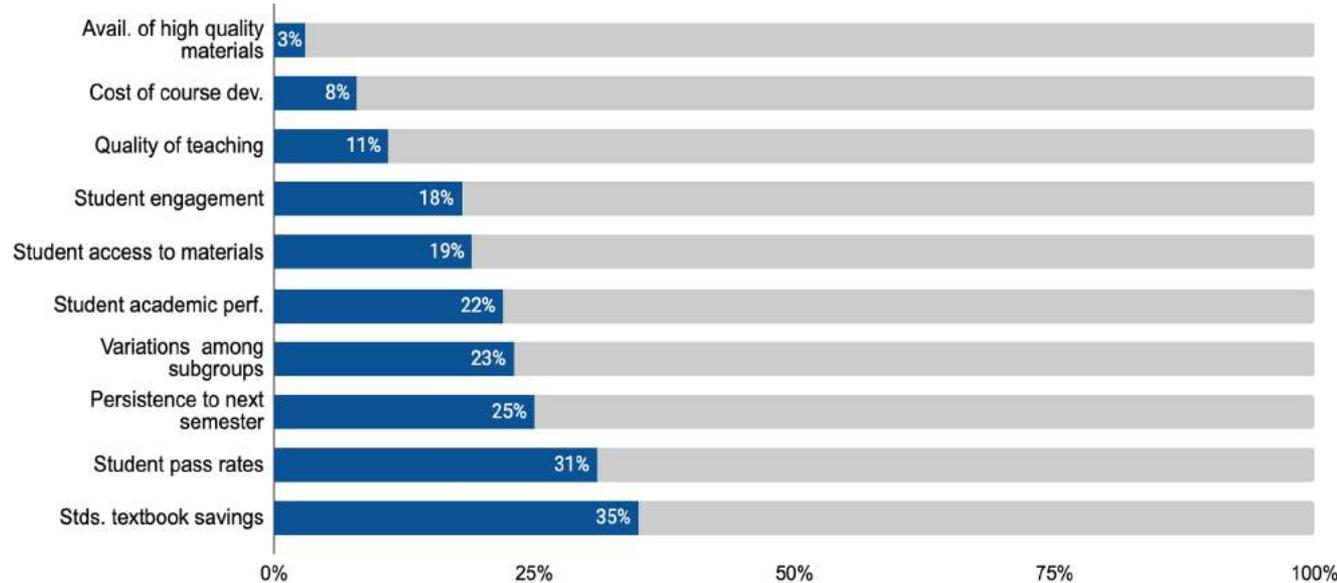
...yet institutions
have yet to fully
take advantage of
statewide
initiatives

Awareness and promotion of statewide initiatives, 2023 (n=77)



Data collection on the impact of OER is gaining momentum

Percentage of institutions collecting OER impact data, 2023



Collect these OER impact data

Do not collect these data

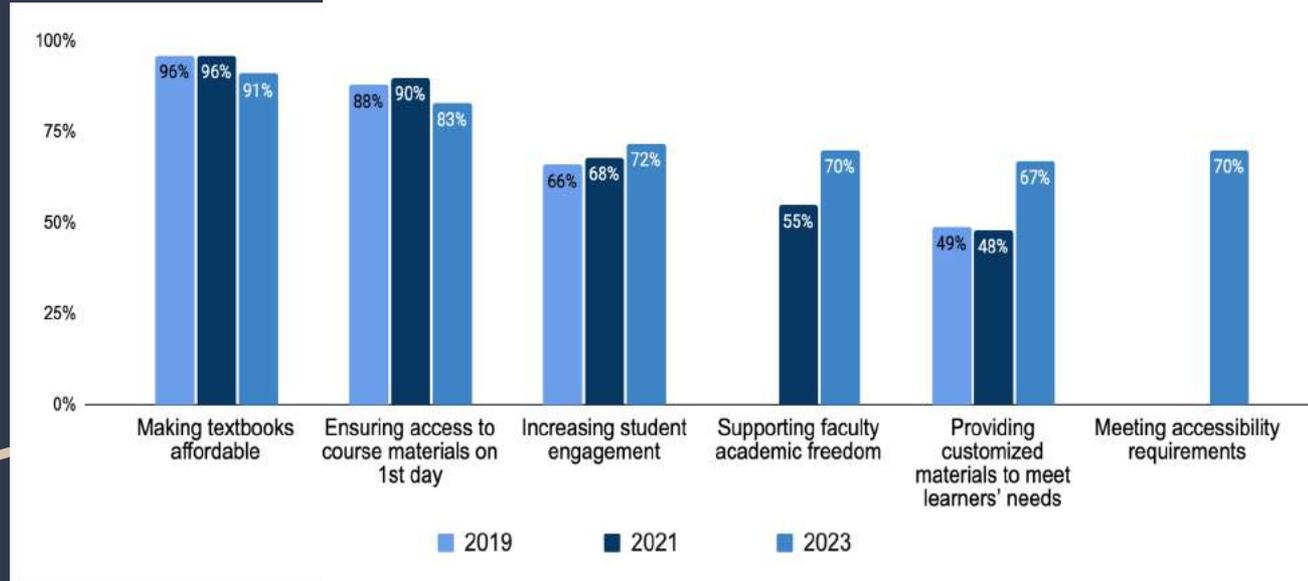
Institutions are
making their own
case for OER and
honing their
messages

“Longitudinal estimates of the impact of student cost savings for 2017-2022 was \$2.09 million. This covers the total time we’ve been teaching one or more OER courses.”

—*Academic Affairs
Administrator*

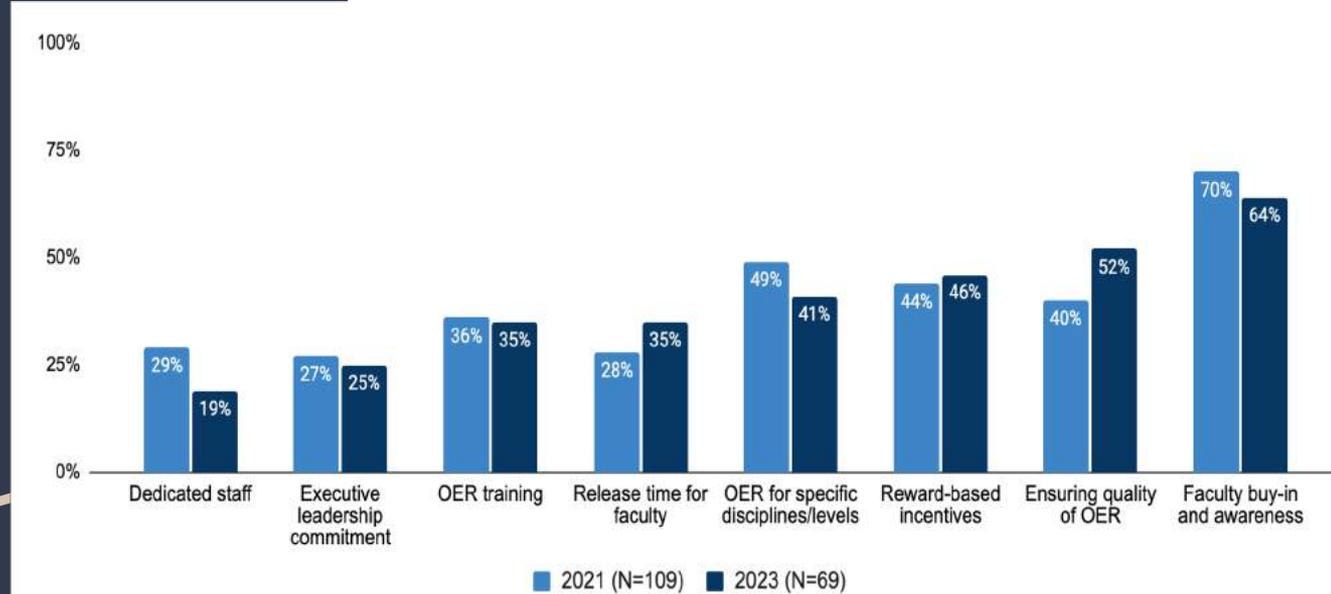
Institutions demonstrate a growing acknowledgement of OER's potential to enhance pedagogical practices

Goals for OER use, 2019, 2021, 2023



The need for ensuring that OER is high quality has increased

Supports needed to increase OER adoption and use at institutions, 2021 and 2023



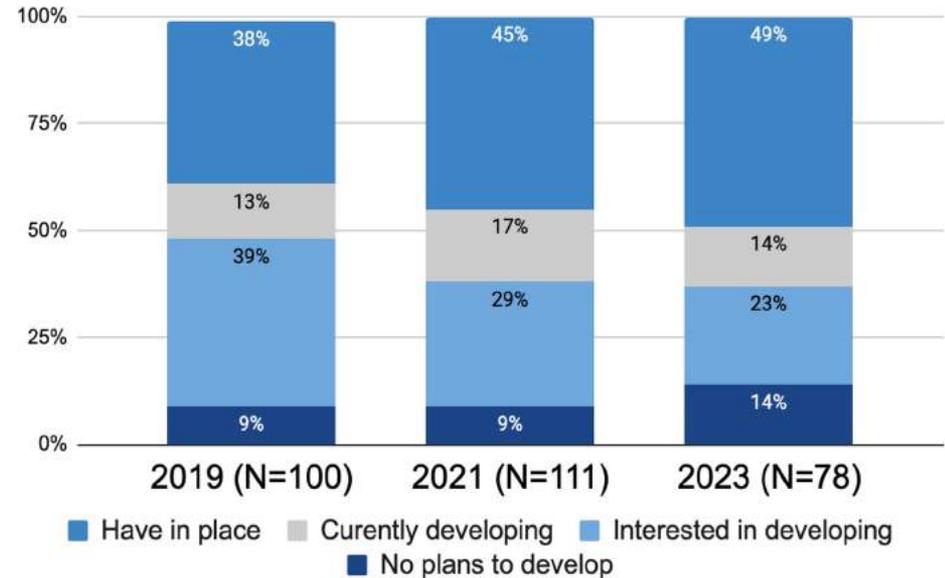
57% of institutions
have adopted an
automatic textbook
billing model

“Some areas are probably slower to consider OER because of the automatic billing model...”

“(Automatic billing) has probably stifled OER adoption in some courses where faculty want ancillaries that are readily available with inclusive access textbooks.”

Policy implementation at the institutional level has “paused”

Institutions with policies and/or programs in place to support OER, 2019, 2021, 2023



High level summary:
what the data are
telling us:

OER is now UBIQUITOUS on Texas
Campuses

Strenuous OER CASE-MAKING
efforts are ongoing

Statewide efforts are CRUCIAL,
and UNDER-UTILIZED

OER's potential to IMPROVE
PEDAGOGY is emerging

Institutional policy is EBBING

Conversation & Questions

THECB Events

Open Education Week



March 4 - 8

Tuesday, March 5, 2024, 3 p.m. – 4 p.m. CST

- **A Pivotal Moment for OER: Using Research to Inform Strategic Direction**

Wednesday, March 6, 2024, 10 a.m. – 11 a.m. CST

- **Collaboration is Key: Building the OER Nursing Essentials (ONE) Project**

Thursday, March 7, 2024, 3 p.m. - 4 p.m. CST

- **Leveraging Grant Funding: Faculty Experiences in Developing & Implementing OER**

<https://oertx.highered.texas.gov/hubs/OEWEEK>

Save the Date!

Open Texas 2024 will be September
25-27, 2024.

The Open Texas conference will once again convene librarians, faculty, administrators, and other open education practitioners, researchers, and advocates in Texas and beyond.

The 2024 conference will be held fully online and free to attend.

Call for proposals coming soon!

Visit [Open Texas 2024](#) for more details.

