

OER/ZTC: A Complete Introduction

James Glapa-Grossklag

Dean, Educational Technology, Learning Resources, and Distance
Learning

COC FLEX 2/3/21



Session Description

This session will introduce you to OER - Open Educational Resources - and ZTC - Zero Textbook Cost classes. You'll learn why faculty engage in OER and ZTC, what forms they take, and how they help to reduce the equity gap.

By the end of this session, participants will be able to:

- Define OER and ZTC
- Describe why faculty engage in OER and ZTC
- How OER and ZTC help to reduce the equity gap



FREE TEXTBOOKS OER YOU KIDDING ME!?

- save money
- access immediately
- customized for your class

www.canyons.edu/OER



by marcodede is under a CC-BY license.

Online Counseling

Counselors are here to help you plan your coursework to reach your academic goals.

- Use MAP to create your comprehensive educational plan
- Complete evaluation of external transcripts
- Explore career and major options
- Build life skills to aid your academic success

**Counseling
Appointment**

Career Counseling

Counselors are ready to help you identify a career that aligns with your interests, values, and abilities.

- In-depth career and major exploration
- Complete and analyze career assessments
- Connect your personality to career options
- Choose your pathway at COC to reach your career goal

**Career
Appointment**

Express Drop-In Counseling

Have a quick question? Get immediate access to a Counselor during normal business hours.

- 5 - 10 minute sessions with a Counselor
- Get help with choosing courses for registration
- Confirm remaining classes to reach your goal
- Complete Academic Renewal, Pass/No-Pass, and Over 18-Unit petitions

**Express Drop-In
Counseling**







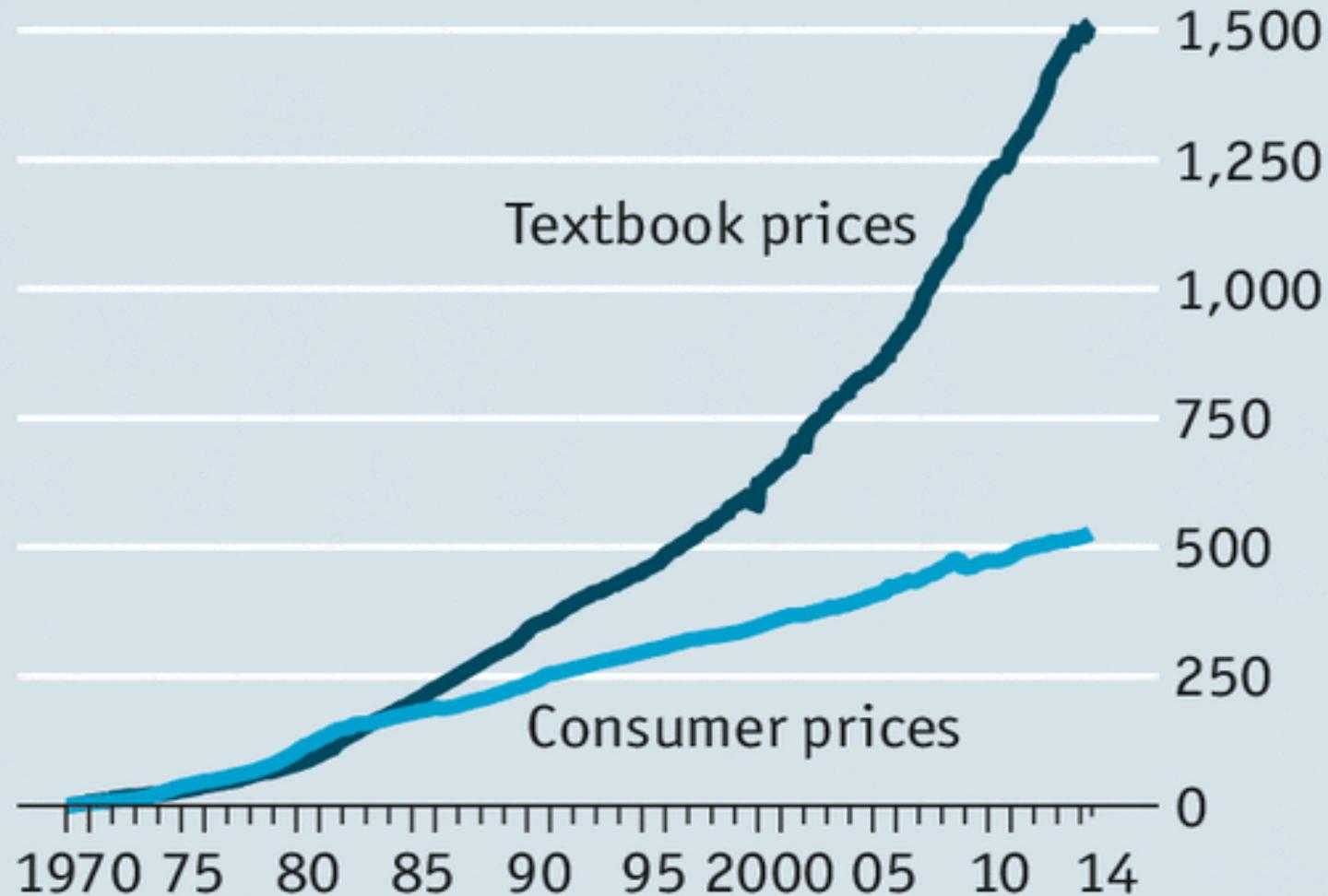
["Wifi \(request\)"](#) by [Keistutis](#) is in the [Public Domain](#)





A textbook case of price-gouging

% increase



Source: Bureau of Labour Statistics [The Economist, 8/16/14 http://econ.st/2CPMkTR](http://econ.st/2CPMkTR)

\$1,600,000,000,000



CALIFORNIA COMMUNITY COLLEGES #REALCOLLEGE SURVEY

- 50% food insecure in the prior 30 days
- 60% housing insecure in the previous year
- 19% homeless in the previous year
- n = 40,000



Pre-Pandemic!

CALIFORNIA COMMUNITY COLLEGES #REALCOLLEGE SURVEY

- 50% food insecure in the prior 30 days
- 60% housing insecure in the previous year
- 19% homeless in the previous year
- n = 40,000

Influences enrollment
70%

Not bought required textbook
57%



Concerned about grades
87%

“I took a lot of time off school JUST BECAUSE I couldn’t afford the textbooks, even after I became a student purchasing the textbook was THE HARDEST PART.”

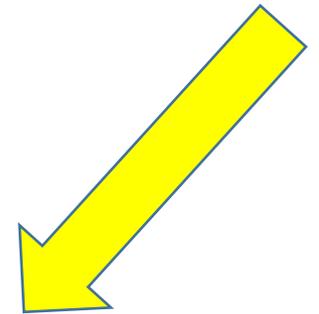
\$3,600,000,000

HE: -13.4% for 2016 (1)

\$3,230,000,000

HE: -11% for 2019 (2)

	OCT 2020	OCT 2019	% CHANGE
ADULT BOOKS	\$610.9	\$554.2	10.2%
CHILDREN'S & YOUNG ADULT BOOKS	\$290.1	\$323.2	-10.2%
RELIGIOUS PRESSES	\$59.6	\$60.2	-1.0%
PROFESSIONAL BOOKS	\$47.0	\$38.5	22.0%
K-12 INSTRUCTIONAL MATERIALS	\$103.9	\$120.8	-14.0%
HIGHER EDUCATIONAL COURSE MATERIALS	\$93.4	\$24.6	280.2%
UNIVERSITY PRESSES	\$4.0	\$4.4	-7.6%
ALL OTHER	\$6.9	\$7.1	-2.6%
TOTAL	\$1,215.8	\$1,133.0	7.3%



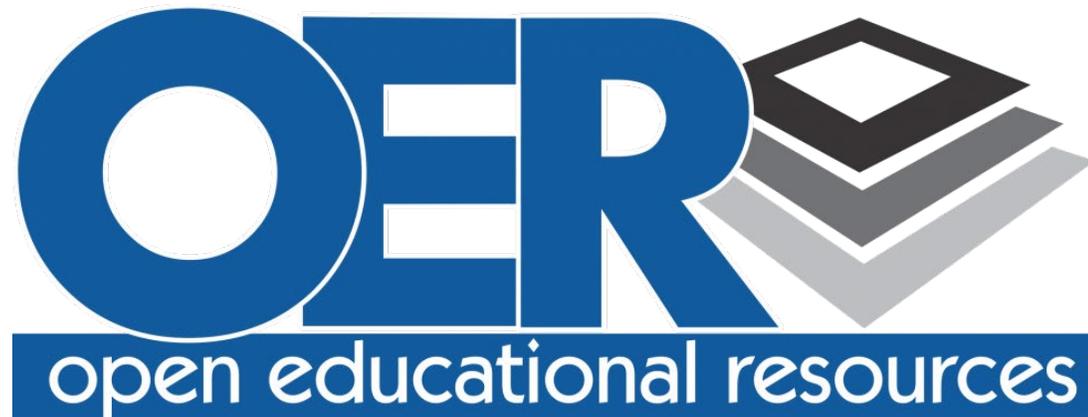
<https://publishers.org/news/ap-october-2020-statshot-report-publishing-industry-up-7-3-for-month-down-1-0-year-to-date/>

“The system sucks. Only people with money can go to college. So poor people stay poor, and rich people get to stay rich. The system is rigged against the poor”



- ✓ Access to materials on first day of class
 - ✓ Free online, low-cost print option
 - ✓ Relevant and current content
 - ✓ Faculty control of content

OERs are freely available learning materials that can be copied, edited and shared to better serve all students



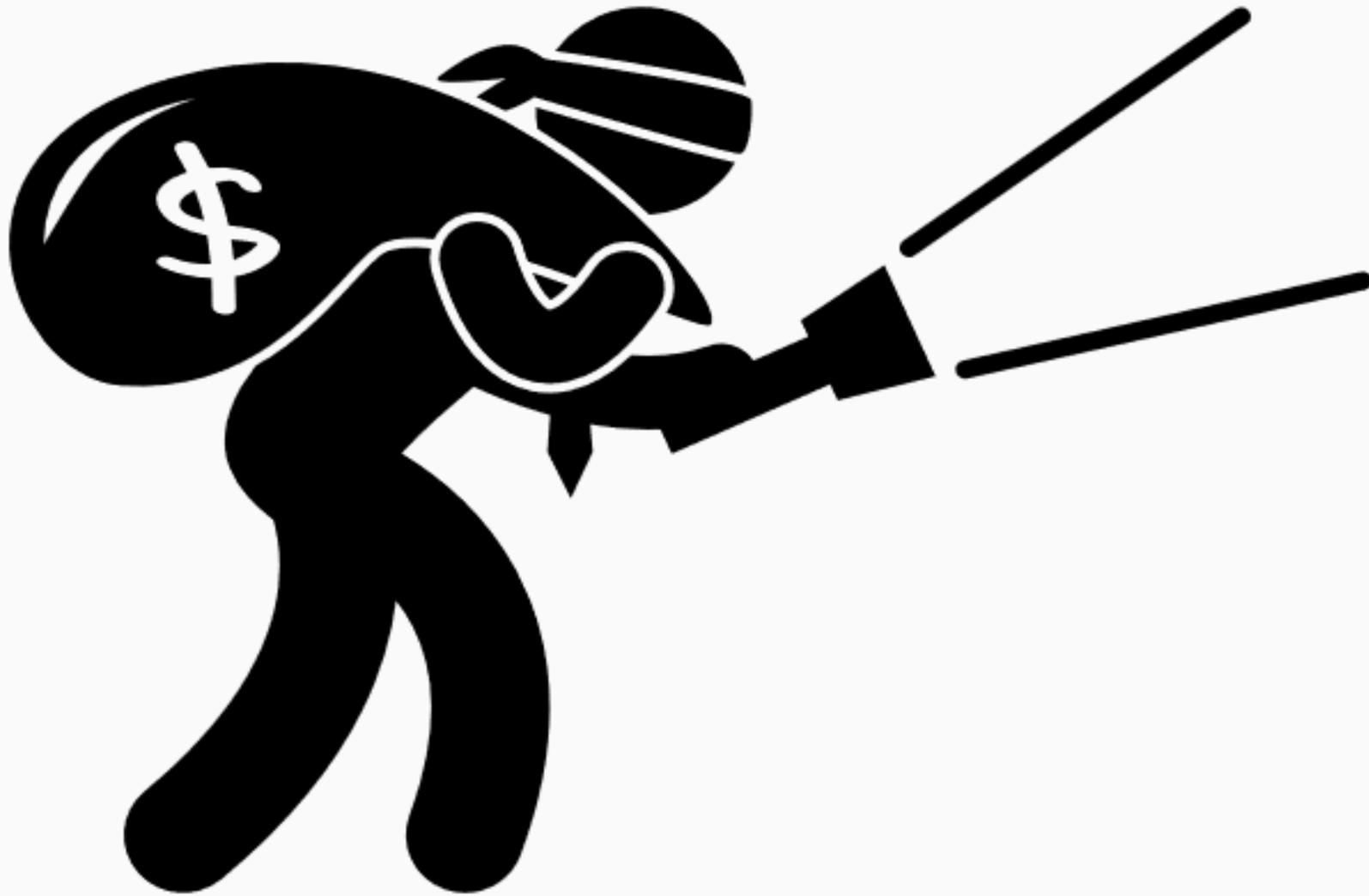
Free of charge

≠

Free of restriction



"Naughty Boy Stealing Things" by [Gan Khoon Lay](#) is licensed under [CC BY 4.0](#)



["stealing money"](#) by [Gan Khoon Lay](#) is licensed under [CC BY 4.0](#)

Copyright

“All Rights Reserved”

Retain.

~~**Reuse.**~~

~~**Remix.**~~

~~**Revise.**~~

~~**Redistribute.**~~

OER

Retain.

Reuse.

Remix.

Revise.

Redistribute.



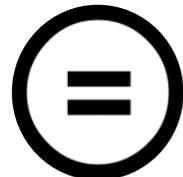
Attribution (**BY**)



Share Alike (**SA**)

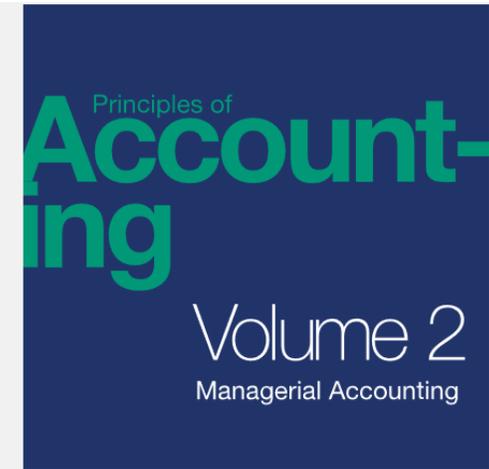
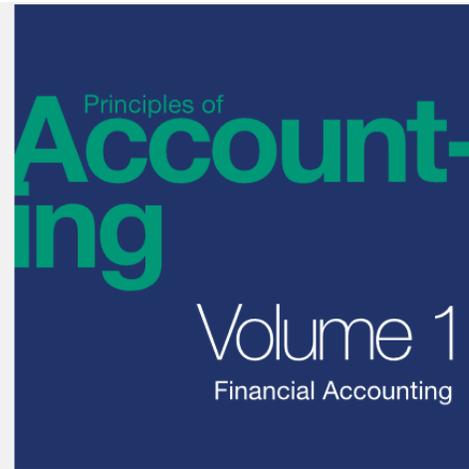


Non-Commercial (**NC**)



No Derivatives (**ND**)

OpenStax.org



www.canyons.edu/ztc → ZTC Textbooks



MY CANYONS



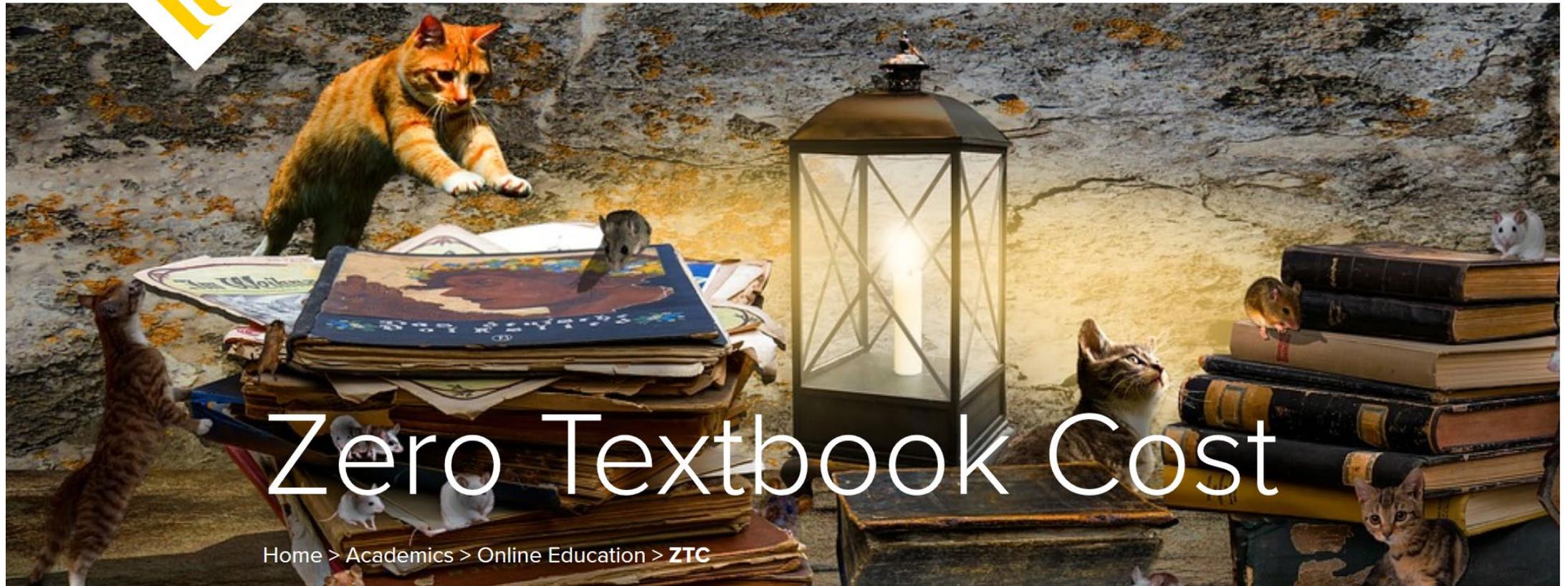
CANVAS

[Ask Canyons](#) [A-Z index](#)

[Students](#)

[Future Students](#)

[Community](#)



Zero Textbook Cost

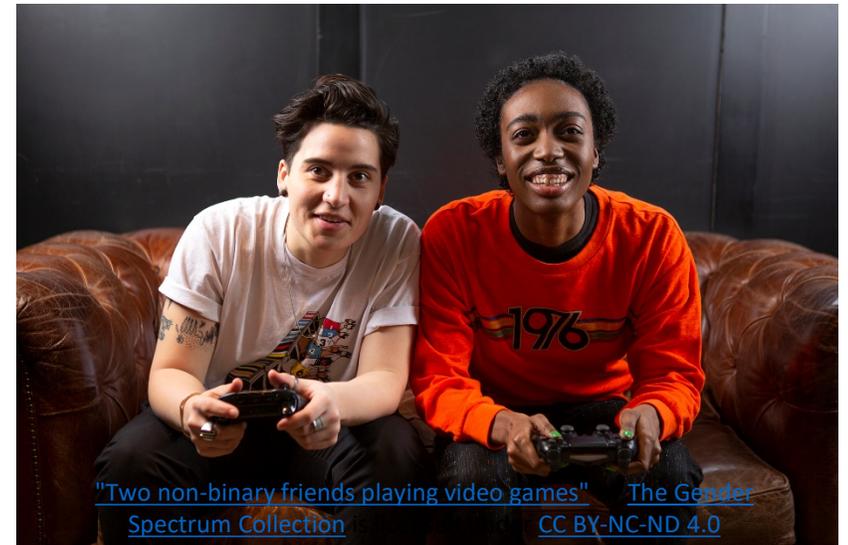
Home > Academics > Online Education > ZTC

Images that look like our students (openly licensed)

- [Allgo: Free Plus-Size Stock Photos](#)
- [The Gender Spectrum Collection](#)
- [Nappy: Beautiful Photos of Black and Brown People, for free](#)
- [WOCinTech: Women of Color in Tech](#)
- More at: [Looking for Images that Reflect Diversity, Equity, and Inclusion? Ask the Community](#) (CCCOER blogs)



"wocintech (microsoft) - 53" by [WOCinTech Chat](#) is licensed under [CC BY 2.0](#)



"Two non-binary friends playing video games" [The Gender Spectrum Collection](#)
CC BY-NC-ND 4.0

- . Adopt

- . Adapt

- . Author

“How Do I Find OER?” Handout

Access the handout here:

bit.ly/OERSearching

Or contact:

OER@canyons.edu

“How Do I Select OER?” Handout

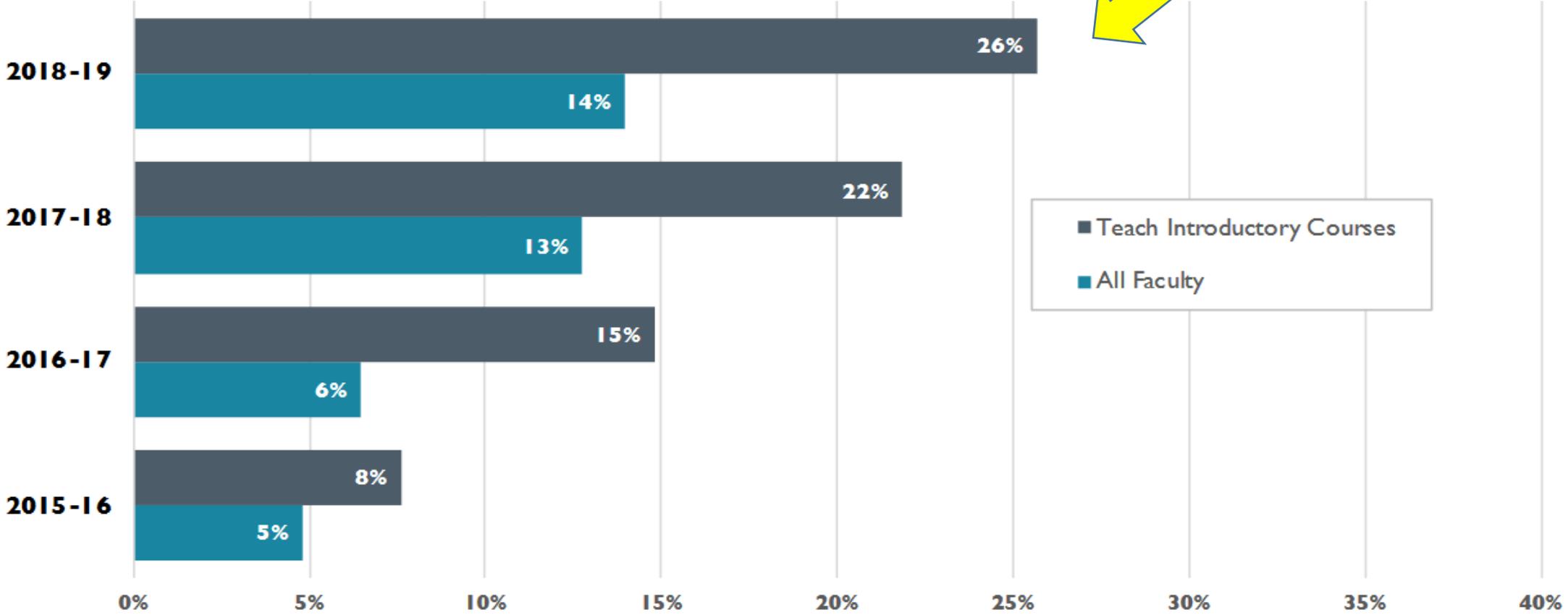
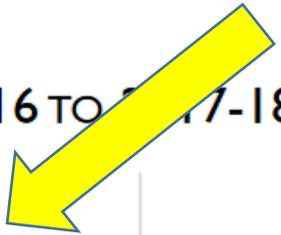
What criteria do you consider for ***any*** instructional material?

Evaluating OER Rubric

<https://tinyurl.com/ztcRubric>

Faculty Say

USED OER IN ANY COURSE AS REQUIRED MATERIAL: 2015-16 TO 2018-19



OER Closes Equity Gaps: National Study

OER vs commercial	Change Grade	Change DFW
All Students	+8.6	-2.68%
Non-Pell Eligible	+7.4%	-2%
Pell Eligible	+12.3%	-4.4%
Non-White	+13%	-5%
Part-Time	+28%	-10%

n = 21,822 students

Source: AAC&U, University of Georgia
The Impact of Open Educational Resources on Various Student Success Metrics,
in *International Journal of Teaching and Learning in Higher Education*, 2018

Zero Textbook Cost (ZTC) Degrees



... community college associate degrees or career technical education certificates earned entirely by completing courses that eliminate conventional textbook costs by using alternative instructional materials and methodologies, including open educational resources ...

CA Education Code Section 78052(a)

ZTC Grantee Success Data

- Grades for Pell Recipients: +7.6%
- Grades of A: +7.3%
- Grades of D: -15.6%
- Grades of F: -11.2%
- 179,050 letter-graded outcomes
- ZTC courses = 37,475 (21%)
- Non-ZTC courses = 141,575 (79%)



ZTC @ COC

- ✓ Communication Studies
- ✓ Counseling
- ✓ Early Childhood Education
- ✓ Land Surveying
- ✓ Sociology
- ✓ Water Systems Technology

Free Classes

ZTC Classes

Honors Classes

[What is ZTC?](#)



openCI



Channel Islands
CALIFORNIA STATE UNIVERSITY



CSU's 1st Z-MAJORS

Three **zero-textbook-cost majors** where students can avoid buying a single book



300+ SECTIONS

Nearly **350 sections** redesigned as no-cost spanning **20 programs**

100% QUALITY

100% of faculty rated the no/low-cost materials as "equal to" or "better than" previous materials



30% of FACULTY

150 of CI's 490 Professors & Lecturers have become **openCI Ambassadors**



\$2,127,336 in SAVINGS

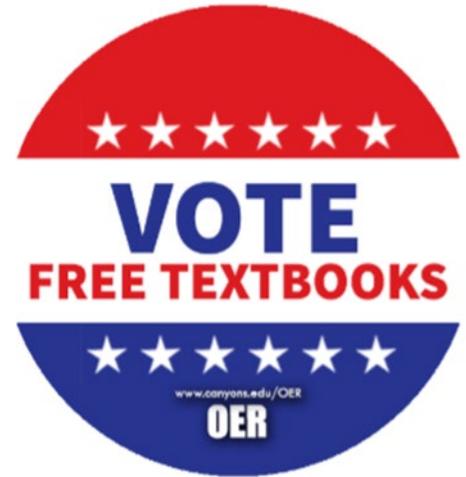
That's a huge number per capita, as compared to larger CSUs. With nearly 50% of CSU students facing food insecurity & over 10% facing homelessness, this also means CI's students have more money for **basic needs!**

- **ARTICULATION. Will courses using OER in the CA Community Colleges transfer to the CSU?** The articulation statement from the CSU and UC (2017) is as follows:
 - It is fine to use assembled materials or Open Educational Resources, so long as they're stable and publicly available as published textbooks (and not a list of links).
 - All CSU and UC campus departments consider the content of textbooks when reviewing articulation proposals from the CCCs. The use of online texts is reviewed by campuses on a case-by-case basis for articulation with CCCs.
 - There are multiple CCC courses that use online texts that are approved for CSU- and UC-transferability, and for articulation with CSU and UC campuses.
 - Some CSU and UC campus departments use online texts themselves.

Source: <https://als.csuprojects.org/faq>

So what can you do?

- ✓ *Listen to students*
- ✓ *Choose wisely*
- ✓ *Create consciously*
- ✓ *Learn more*

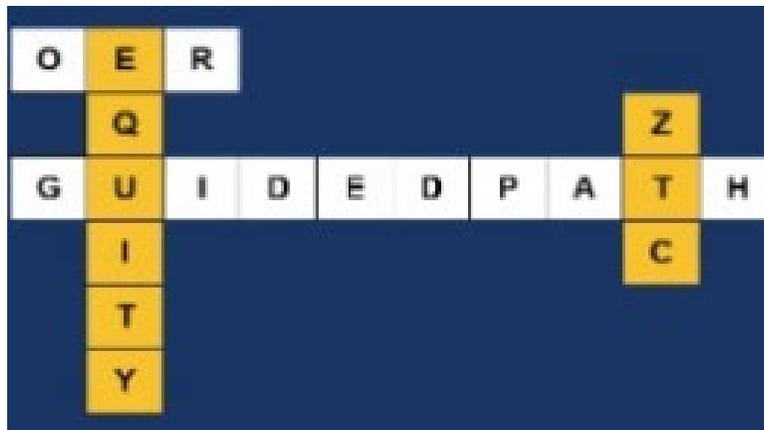


“Zero Textbook Cost Pathways: OER & Equity”

Canvas Course

Facilitated and self-paced versions available in Canvas Commons

Search Canvas Commons for “ZTC Equity”



**OPEN COURSE
Award for Excellence
2019**



**Zero Textbook Cost
Pathways:
OER & Equity**

CCC ZTC DEGREE PROGRAM

ASCCC OER Initiative



<https://asccc-oeri.org/>

Student Stories

[View all](#)

Equity & Openness

[View all](#)

Case Studies

[View all](#)



College of the Canyons grad continues OER advocacy at 4-year college



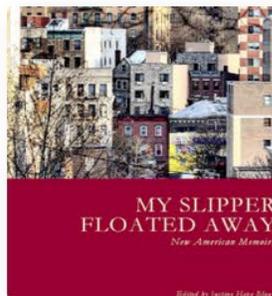
A Question of Labor: Reconsidering OER and Inequality



Student-Ready ZTC Pathways: It Takes a Village



Westhills College Lemoore OER Student Advocate



My Slipper Floated Away: Showing Students Their Stories Matter



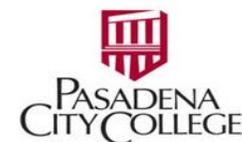
Creating an OER Culture on Campus



Grossmont College's OER Internship Program



Hurry Up and Slow Down



Success through Cross-Campus Collaboration

CCCOER.ORG

OER @ COC

- Search for OER
- Re-mix content
- Proofread and format materials
- Edit for accessibility
- Ensure proper licensing

- OER@Canyons.edu
- www.canyons.edu/ztc



Check for Understanding

By the end of this session, participants will be able to:

- Define OER and ZTC
- Describe why faculty engage in OER and ZTC
- How OER and ZTC help to reduce the equity gap





FREE TEXTBOOKS OER YOU KIDDING ME!?

- save money
- access immediately
- customized for your class

www.canyons.edu/OER



by marcodede is under a CC-BY license.