Equity, Pathways, and Open Educational Resources: Implementing California’s Zero-Textbook-Cost Degree Program

Strengthening Student Success Conference
Garden Grove, CA
October 3, 2018
Who We Are

James Glapa-Grossklag
- Dean, Educational Technology, Learning Resources & Distance Learning
- Co-Technical Assistance Provider, CCC ZTCD Program
- @JGlapaGrossklag

Amanda Taintor
- Faculty Coordinator Instructional Design, Distance Education Coordinator, SLO Coordinator
- ZTC Grant Coordinator
- @amanda_taintor

Brian Weston
- Director, Distance & Accelerated Learning
- ZTC Grant Director

Una Daly
- Director, Community College Consortium for Open Educational Resources
- Open Education Consortium
- @cccoer, @unatdaly
Ron Oxford

• Co-Technical Assistance Provider
• ZTCD Program
• West Hills College Lemoore
New Student Appointments
NO PRIOR COLLEGE CREDIT

Sign-up for a WORKSHOP

https://www.canyons.edu/offices/Counseling
The College of the Canyons Library welcomes you!

https://www.canyons.edu/offices/library
A textbook case of price-gouging

% increase

Textbook prices

Consumer prices

Source: Bureau of Labour Statistics

The Economist, 8/16/14  http://econ.st/2CPMkTR
$1,400,000,000,000
• 1/2 take fewer or different classes

• 2/3 choose to not buy textbook

• 9.5/10 concerned about grades

Source: Fixing the Broken Textbook Market, 2014

Survey of 2039 students at 156 campuses across 33 states
Influences enrollment
70%

Not bought required textbook
57%

Concerned about grades
87%

Source: Open Educational Resources Student Survey Spring 2016 Report #303
Zero Textbook Cost 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)
Open Educational Resources

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

- 25 colleges
- 34 degrees and certificates
- 23,373 students
- $42,912,828 savings
Textbook Costs

• Disproportionately impact community college students:
  ➢ 4-year students who use financial aid for textbooks = 28%
  ➢ 2-year students who use financial aid for textbooks = 50%

Source: Covering the Costs, Student PIRGs, 2016
OER Closes Equity Gaps

<table>
<thead>
<tr>
<th>OER vs commercial</th>
<th>Change Grade</th>
<th>Change DFW</th>
</tr>
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<tbody>
<tr>
<td>All Students</td>
<td>+8.6%</td>
<td>-2.68%</td>
</tr>
<tr>
<td>Non-Pell Eligible</td>
<td>+7.4%</td>
<td>-2%</td>
</tr>
<tr>
<td>Pell Eligible</td>
<td>+12.3%</td>
<td>-4.4%</td>
</tr>
<tr>
<td>Non-White</td>
<td>+13%</td>
<td>-5%</td>
</tr>
<tr>
<td>Part-Time</td>
<td>+28%</td>
<td>-10%</td>
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n = 21,822 students

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
Four Semesters of Tidewater Data

<table>
<thead>
<tr>
<th>Face to Face</th>
<th>Online/Hybrid</th>
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<tbody>
<tr>
<td>Control n = 36,223</td>
<td>Control n = 7,000</td>
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<tr>
<td>Treatment n = 1,151</td>
<td>Treatment n = 863</td>
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F2F Course Throughput

Combined the drop, withdrawal, and C or better grade analyses to estimate the differences between the groups in the overall success rate from students’ registration to final grade.

In f2f (Control n = 36,223 Treatment n = 1,151)

▪ 59.8% of students in non-Z courses made it through the successive hurdles of drop, withdrawal and passing the class,
▪ 66.4% of students in the Z courses
▪ Difference of +6.6%
OL/Hy Course Throughput

Combined the drop, withdrawal, and C or better grade analyses to estimate the differences between the groups in the overall success rate from students’ registration to final grade.

In the hybrid/online courses: (Control n = 7,000, Treatment n = 863)
- 54.2% of students who started in non-Z courses successfully made it through the course with a C or better
- 59.8% of students in the Z courses
- Difference of 5.6%
ZTCs and Core Commitments

• Focus on students’ end goals
  – Educational pathways, not individual textbooks
• Always design and decide with the student in mind
  – Students enroll based on textbook costs
• Enable action and thoughtful innovation
  – Collaboration on pathways, across campuses, with industry
• Lead the work of partnering across systems
  – Collaboration with CSUs
ZTCs & Vision for Success

• Increase completion of degrees and certificates
• Decrease the number of units accumulated
• Increase relevancy and currency of career education
• Reduce equity gaps
ZTCs & Student Equity

• Student Equity and Achievement Program
  – Funding for activities and practices to advance system-wide goal to eliminate achievement gaps
  – Funding can be used to support ZTC degrees

• ZTC Degrees can be added to Equity plans
  – Low-income students are an equity group
  – Goals for access, completion
  – Education Code 78220

Source: Mia Keeley, CCCCO
The Opportunity to Learn
Q5 Were you able to afford all of your books needed within the first 3 weeks of class?

Answered: 734  Skipped: 0

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<th>ANSWER CHOICES</th>
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<tr>
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<td>34.47%</td>
</tr>
<tr>
<td>No</td>
<td>65.53%</td>
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<tr>
<td>TOTAL</td>
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“I always have an anxiety attack the first week of class because I know the process I have to go through to buy my books. I borrow money, work late to pick up extra hours to afford my books, try to buy used throughout the internet (most don't carry version required by class), or obtain a short term high interest loan to afford the books.”
“I am a single mom who works and goes to school full time. All the money I make go towards bill .......I'm going into the 4th week of classes and still cannot afford to buy all my text books”
“My textbooks alone costed $700 + this semester. Seeing the prices of the textbooks made my heart sink because it's something that I couldn't afford. I need the class...”
“I still need my book right now I want to cry”
Q6 Have you ever dropped a course because you could not afford to purchase the textbook(s)?

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<td>38.42%</td>
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<tr>
<td>No</td>
<td>61.58%</td>
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Q5 Were you able to afford all of your books needed within the first 3 weeks of class?

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“...it becomes a very heavy weight while trying to support my family so it’s almost like I have to *ration myself in taking the courses I need* towards my degree. I've often dropped courses simply because I couldn’t afford the books or any alternatives to them. Like this semester Fall 2017, I love my classes and there content but I have to drop one class because I really can’t afford the books for anymore classes than the ones I have already. ...”
“Many students have dropped out of college because they couldn't afford due to financial issues. Please fix this problem, every student deserves a chance to get their education.”
“The prices are becoming out of control more and more each year. I am a returning student after being out of school for a few years and I did have to drop a class because I couldn’t afford the costs, even with financial aide”
“The cost of the new textbook caused me to overdraft my credit card $140 dollars...”
“I couldn’t go last semester because my money didn’t come in, and I couldn't’ find any money to borrow. So I missed an entire semester. The system sucks. Only people with money can to to college. So poor people stay poor, and rich people get to stay rich. They system is rigged against the poor”
“most times we are just trying to stay afloat and if that means taking the class without the text book and doing poorly ...then that what will do. I remember i didn't have the money to purchase a book for a class so i ended up taking the class anyway. ..... i passed with a C and i did everything i could to pass without the text book so i think this is a much better way to just provide the information needed and it's upon the students to their job and read...”
Q8 Have you avoided carrying full load (12 units or more) per semester because the cost of books?

Answered: 734  Skipped: 0

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<tr>
<td>Yes</td>
<td>48.91%</td>
</tr>
<tr>
<td>No</td>
<td>51.09%</td>
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“I had to rent my textbook. Thank goodness it was available or else I would not have been able to attend college. “
“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”
“I do not receive financial aid, and I don't have parents/family to help me. I live alone and have to pay for classes and also books. This semesters books I had to charge them to a credit card which led me to think, *is this really worth it?*”
Challenges and Benefits
Amanda Taintor & Brian Weston
Management

- Faculty and Experts
- Resources
- Project
Availability
Benefits

Today is gonna be a good day
Equity/ Social Justice

- Cost
- Completion
- Localized
Open Collaboration

- United approach
- Consistency
- Shared knowledge
Academic Freedom
“The material is condensed rather than filler, most courses i've taken the chapters have fifty pages and it is hard to sort through all the information. “

“The textbook got straight to the point the provided content that related to the course material and objectives. “

“The material provided was valuable and useful and I felt like I didn't have to play mind games to understand it. “
“I felt like I was getting a valuable quality course of content.....that were literally handed right to us”

“in this way we actually focused on the real important parts we need to learn instead of reading a lot of things we did not really need to learn like other classes.”

“we used the chapters we needed for the course without having to purchase the whole book and waste most of it with things we were not going to cover”
ALL WE HAVE IS WORDS
ALL WE HAVE IS WORLDS
Launching an OER/ZTC Initiative

Una Daly
CCCOER Director
Strengthening Student Success Conference
Oct 3, 2018

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Mission

• Expand awareness & access to high-quality OER
• Support faculty choice & development
• Improve student success
Stakeholders

• Faculty
• Library
• Curriculum/Instructional Design
• Student Services
• Administrators
• Students
• Institutional Research
• Bookstore
• Board of Trustees
• Community Members/Foundation
Catalyst to a ZTC Degree Pathway

• Faculty
  • Independently moved to OER, establishing proof of concept

• Administrators
  • Recognized OER fit with strategic goals; recruit faculty and arrange for training

• Service units: Library, Centers for Teaching & Learning, Distance Ed
  • Introduce OER to campus through workshops or course development

Faculty Driven Effort

• Survey to find out who is already involved

• Promote discipline groups
  • Academic Senate committee

• Share equity data from student surveys

• Statewide Academic Senate OER committee
Librarians & Instructional Design

• Experts in search and copyright

• Understand student materials

• Professional development
  • Find OER
  • Accessibility
  • Licensing
  • Tools

Image: wikimediacommons
Administrative Leads ...

- Coordinate across disciplines
- Contribute to policy discussions
  - Articulation
  - Bookstore
- Aligning with strategic goals
  - Student Equity & Achievement
  - Guided Pathway
Student Services

• Communicating ZTC options to students
  • Website
  • Counseling/Advisement

• Join the ZTC leadership team
  • Student panels

• New student/family orientation

• Career Technical Education outreach events
Student Success

- Students feel supported when they don’t have to buy expensive textbooks or access codes.
- Pathways gives students a focus/goal.
- Encourage advocacy
- Open Pedagogy values students' skills and life experiences
Creating a Culture of Open

• Promote open practices
  • Transparency and Sharing

• Attend free CA ZTC Degree summit

• Openly license your work

• JOIN the CCCOER Community

CC BY-SA HonestReporting.com, flickr/freepress
Thank you for joining us!!