

# Jump-Starting an OER Awareness Campaign

**For Students By Students**

OERizona Conference

02.27.25

INTRO

GOALS

PROJECTS

OBSTACLES

FINDINGS

TAKEAWAYS

THANK YOU!

# Background

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# Introduction

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**ELISE LEMONNIER**



**EMMA DAY**

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# Goals

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1. Provide the student perspective in OER initiatives
2. Spark conversation among students and educators
3. Master Pressbooks and produce our own OER
4. Collaborate with different departments to create OER via Pressbooks and Canvas
5. Collect quantitative and qualitative data about course materials from students

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# Learning about OER

# The Playbook



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# The Playbook

The Shift To Open Playbook

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▼ The Plays

Conclusion

A Playbook for Student Success

Welcome!


About the The Shift to Open Playbook


Welcome to **The Shift to Open Playbook**! This Playbook provides a roadmap and resources for learning about and engaging with Open Educational Resources (OERs) and Open Pedagogy.

**Shifting to Open**, refers to the implementation of free educational materials, that enable reuse, revise, remix, redistribute and retain rights through Creative Commons licensing. OERs can be textbooks, syllabi, learning activities, assessments, images, case studies, websites, etc.

Open also includes the topic of **Open Pedagogy**, a set of practices that engage students in open content creation, reusable assignments, and focuses on making learning accessible to all.

There are many different ways to engage students in the classroom and impact student success, this is just one strategy.





As you begin to learn about Open Education, OERs, and Open Pedagogy it may seem a little overwhelming. So, this Playbook is here to help navigate the complexity of Open, and contains information on:

- The 'why' and 'to what' of OERs
- Benefits and challenges of using OERs in your teaching
- Guidance in the form of **Plays** to help you find, use, create, and publish OERs for use in your courses.
- An online self-directed tutorial about OERs and how to use OERs in your teaching
- A curated collection of OERs by discipline and topic

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Plays build on each other, to help scaffold a deeper understanding of OERs and the skills and tools needed to access, create, evaluate and implement a Shift to Open and help students achieve student success!

Each Play will have 2 section:

1. Exploring - that contains information and links to help you explore the Play topic; and

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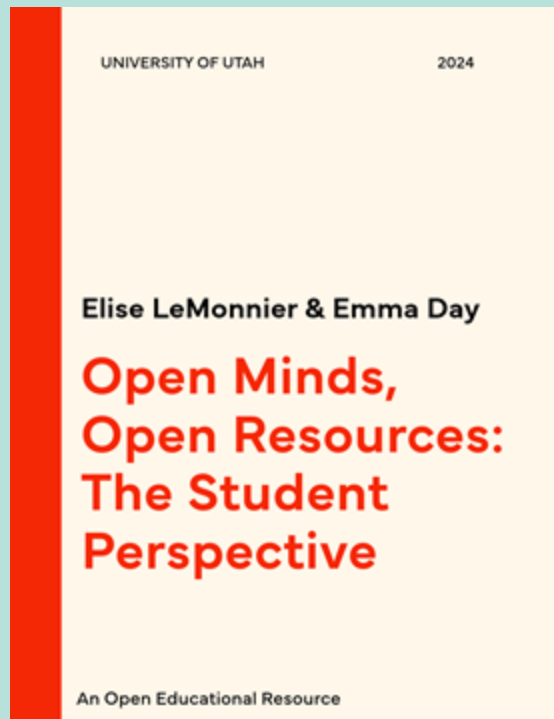
GOALS

# Our Pressbook

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## Chapters:

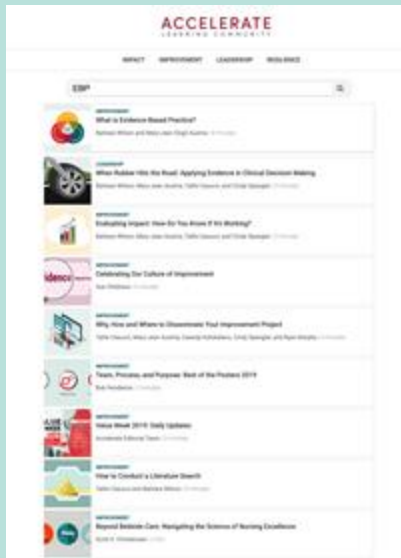
- Ten Tips for Implementing OER
- It's Not Just About the Money
- The Inclusive Access Debate
- What We Would Tell Students
- AI and OER





# Collaboration

- Donna: QCF and Research
- Medical School: What is Evidence Based Practice?
- Business Librarian: Business Research Report



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# University Initiatives

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# Obstacles

- University-owned bookstore and Instant Access
- Need to understand the politics
- Change our rhetoric and verbiage
- Adapt approach to focus on students



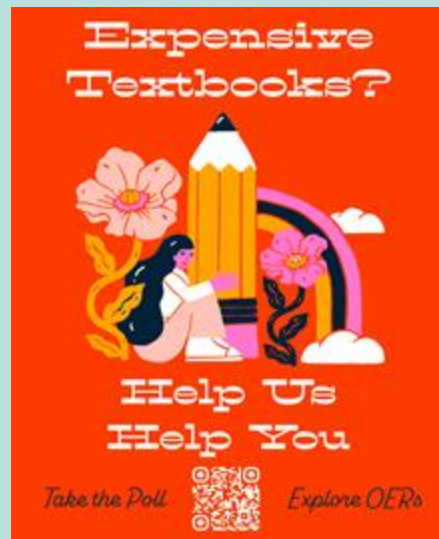
Before



After

# Marketing

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# Polling

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## The Textbook Conversation

This poll is designed by students for students. We are working with librarians to collect data about textbooks, affordability, and accessibility – and we want to hear from you! Our goal is to advocate and provide more affordable options (like Open Educational Resources/OERs) for students purchasing course materials and textbooks.

By taking this poll, we can use your responses to inspire these changes. The push for affordable books starts with students! Mention Free Textbooks (OERs) in your course evaluations so the university actually starts listening!!

Have the Library purchase your textbooks: <https://lib.utah.edu/services/suggest-a-purchase.php>

Our Favorite FREE Textbook ( OER ) Libraries: <https://taplink.cc/oerlibraries>

# Tabling



- Connected with students
- Talked to 150 students
- Collected data
- Responses from nearly 50 students!

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Scan to  
Join the  
Conversation!

Want the Library to buy  
your textbooks  
for next semester?!



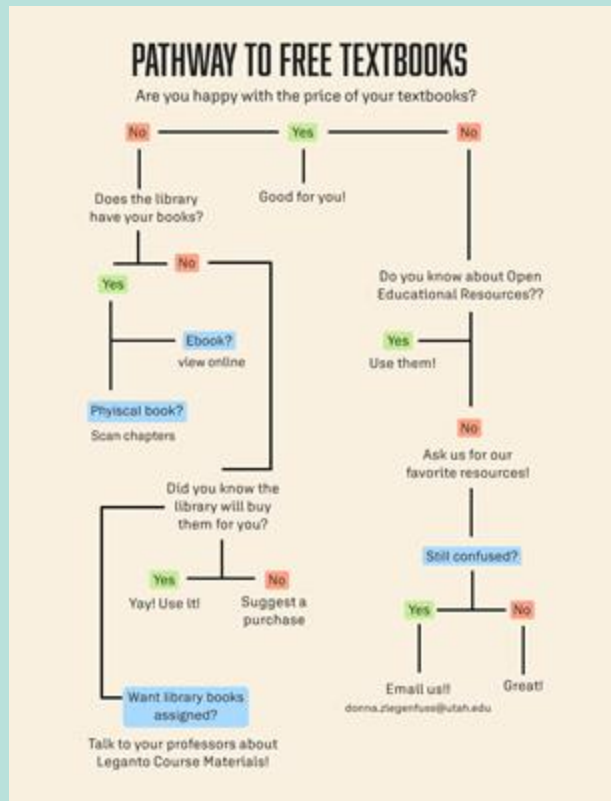
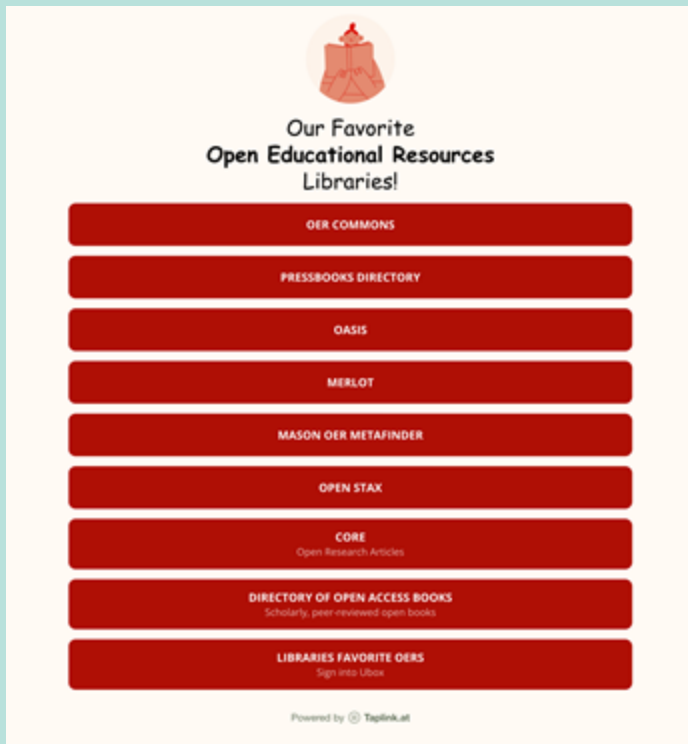
Scan to  
Suggest a Purchase!



Scan for Our  
Favorite  
OER Libraries



# Resources





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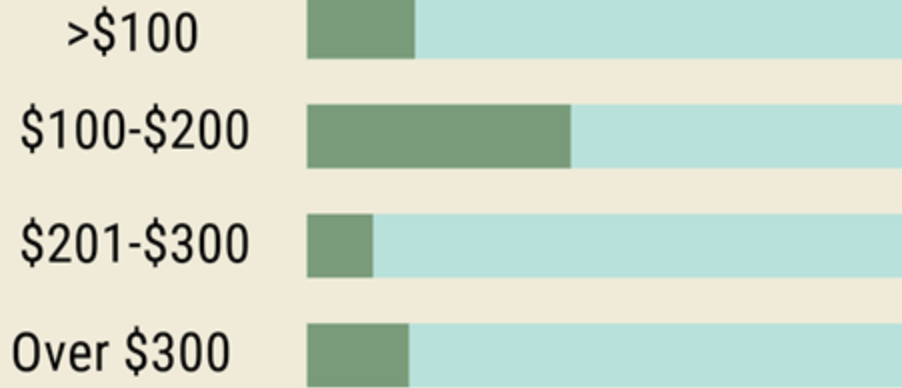
# Findings

FINDINGS

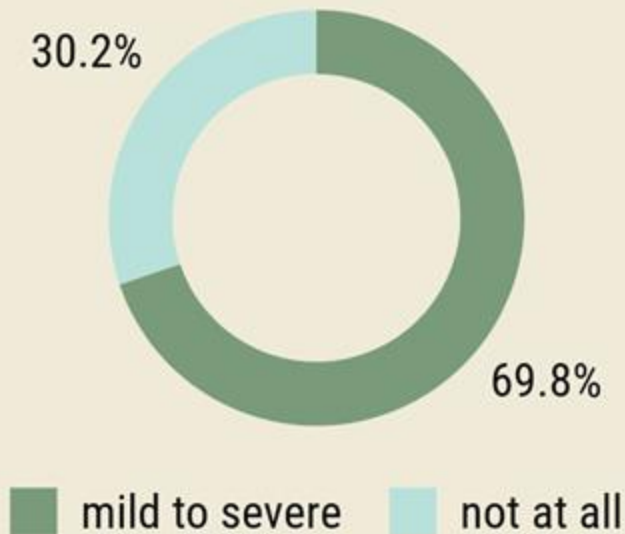
TAKEAWAYS

THANK YOU!

## How much did students spend on textbooks in the Fall 2024 semester?



What impact has the price of textbooks had on your life?



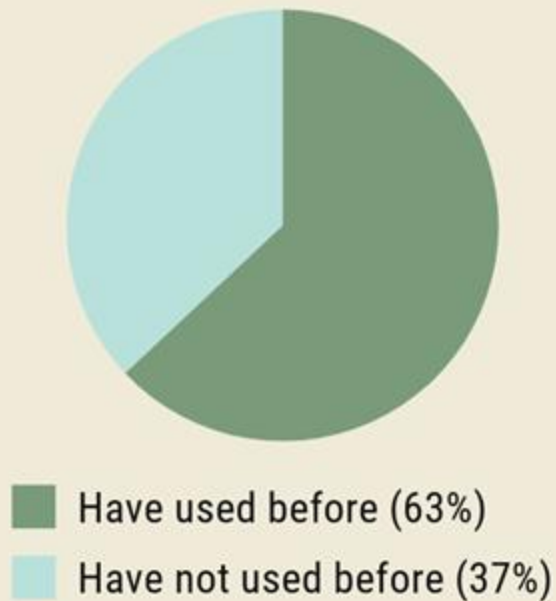


of students had never  
heard of OERs



of students are  
interested in using OERs

## Students Using OERs



# Student Stories

**When asked: How has the cost of course materials negatively affected your university experience?**

"I'm not happy about it. That's like almost 3 weeks of groceries but it's not like I'm unable to buy groceries I just think with how high tuition is the university should better help the average student."

"Had to restructure budget"

"I was a bit disappointed when I had to pay for books after paying ~\$45k to attend"

"Paid more attention to fees when picking classes, having different materials compared to classmates, having to pick different or lower quality materials than what I would have wanted for a project."

"I don't want to take out more loans put debt on my parents or myself. I also don't have a lot of time to work so it's just not reasonable to be able to cover those expenses"

"I feel like I buy books then don't really use them"

"Added to my financial stress and was pretty frustrating cause I don't use my textbook much in some of my classes."

"I've had to use online free PDFs of older editions because I couldn't afford the new ones, and it messes up my page numbers and citations."

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# Conclusion



# Takeaways

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1. Talk to Students
2. Collaborate and Connect
3. Canvas and H5P
4. Explore and Get Inspired
5. Be Patient

# The Future

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1. Submitted a seed grant to continue OER implementation for Utah
2. Inspire students and faculty to utilize Open Resources
3. State-sponsored survey
4. Grow OER community within the state of Utah

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# Questions?

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# Thank You!

For any further questions or comments please reach out to [donna.ziegenfuss@utah.edu](mailto:donna.ziegenfuss@utah.edu)