Jump-Starting an OER Awareness Campaign

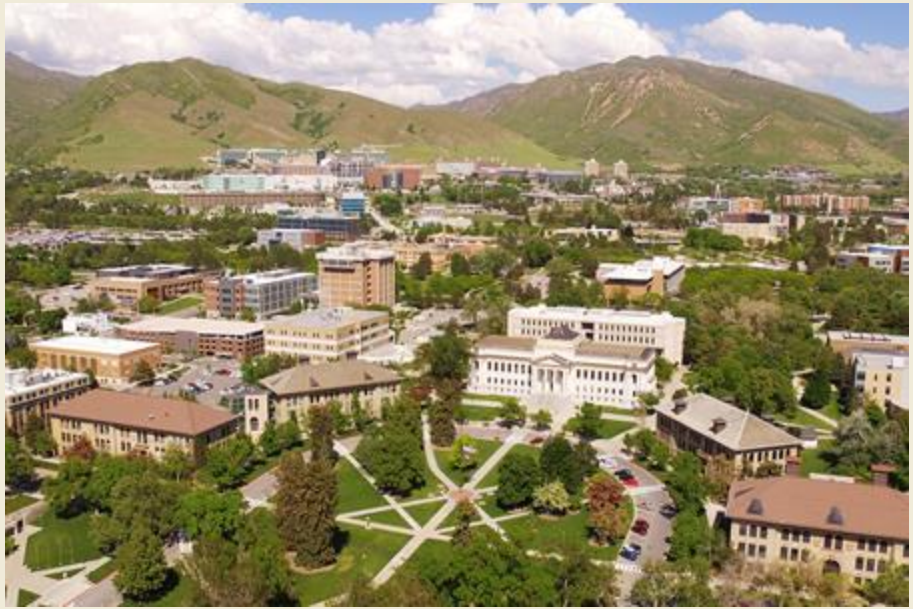
For Students By Students

OERizona Conference

02.27.25

INTRO
GOALS
PROJECTS
OBSTACLES
FINDINGS
TAKEAWAYS
THANK YOU!

Background



J. Willard Marriott Library
THE UNIVERSITY OF UTAH

ALL U NEED

Introduction

ELISE LEMONNIER

EMMA DAY

Goals

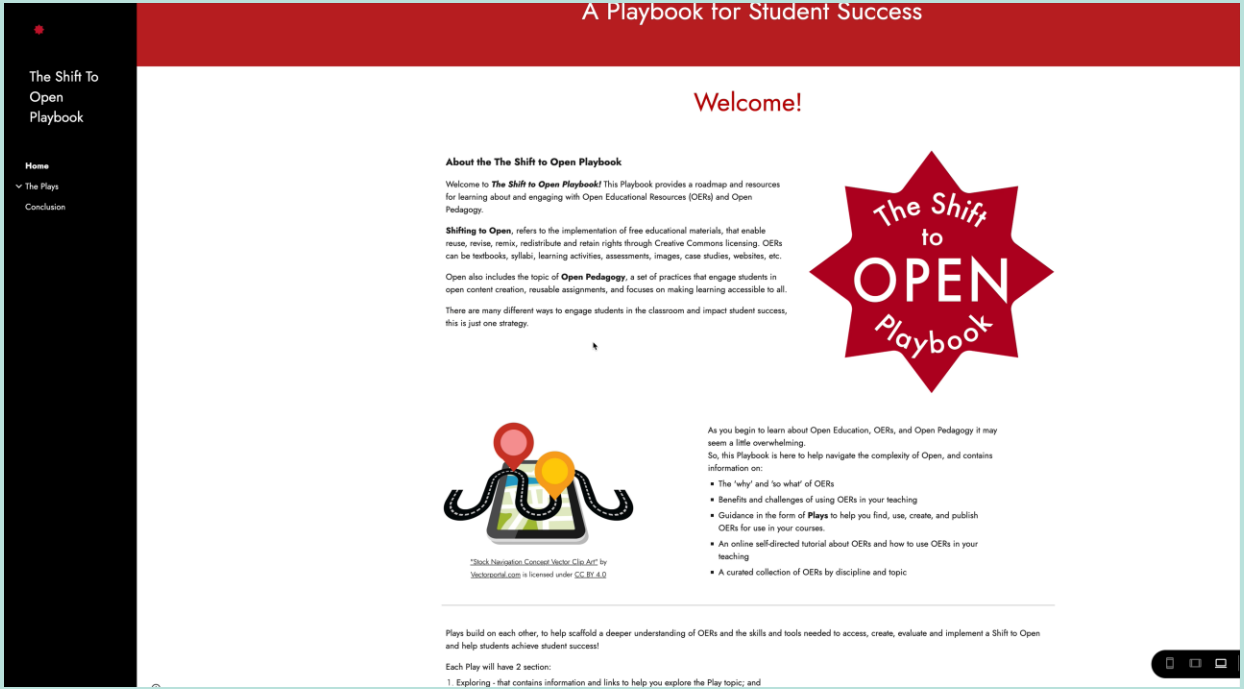
1. Provide the student perspective in OER initiatives
2. Spark conversation among students and educators
3. Master Pressbooks and produce our own OER
4. Collaborate with different departments to create OER via Pressbooks and Canvas
5. Collect quantitative and qualitative data about course materials from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

Learning about OER

WELCOME
INTRO
GOALS
PROJECTS
OBSTACLES
FINDINGS
TAKEAWAYS
THANK YOU!

The Playbook

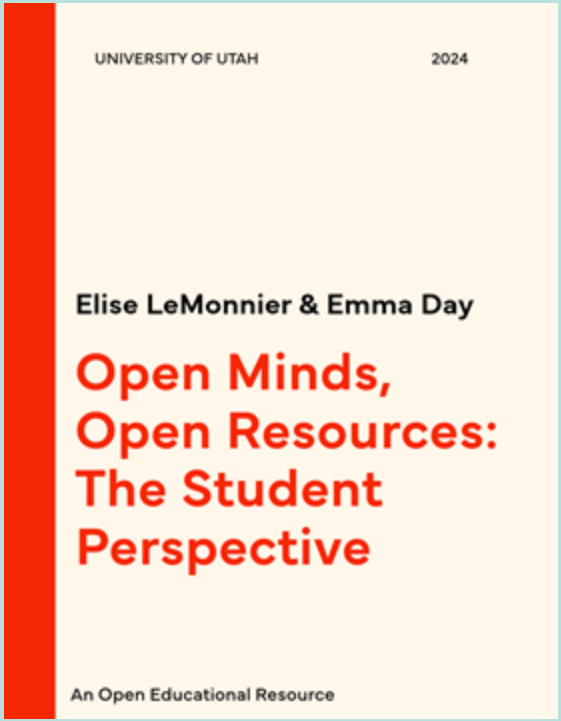
The Playbook



Our Pressbook

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



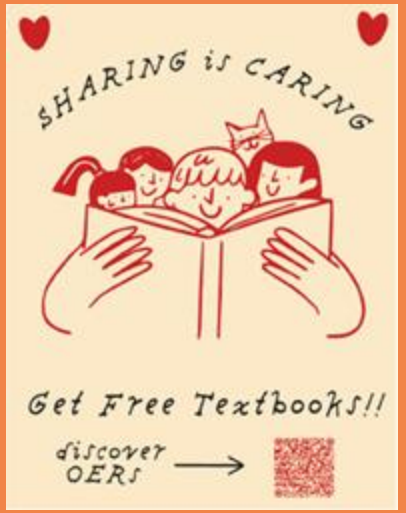
Collaboration

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

University Initiatives

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

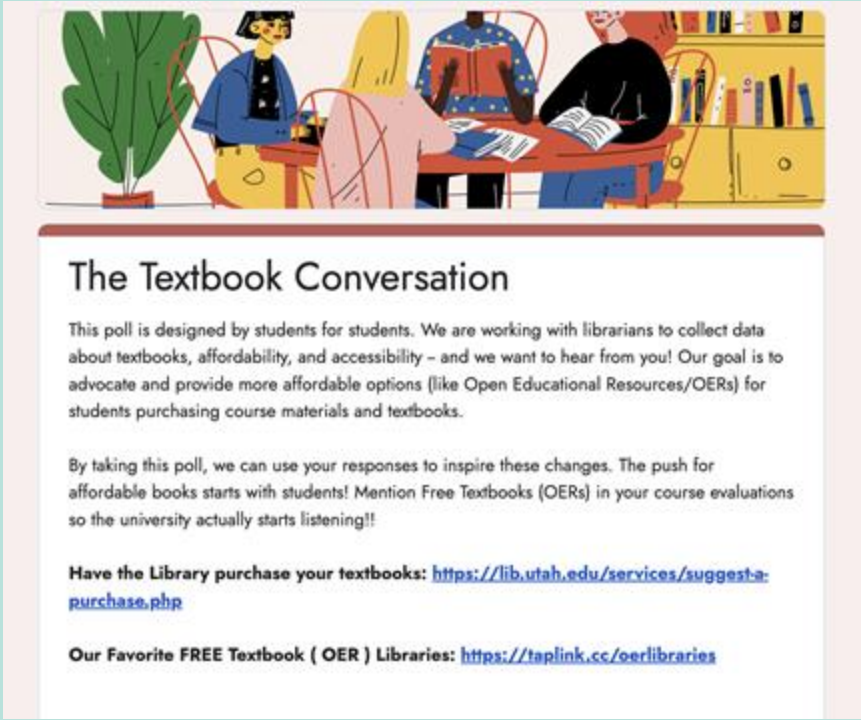
Marketing

Textbook prices getting out of hand?
$ $
SPEAK UP
Join the Conversation!

Expensive Textbooks?
Help Us Help You
Take the Poll
Explore OERs

HOW MUCH DO YOU SPEND ON TEXTBOOKS?
Join the Conversation!

Polling


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!

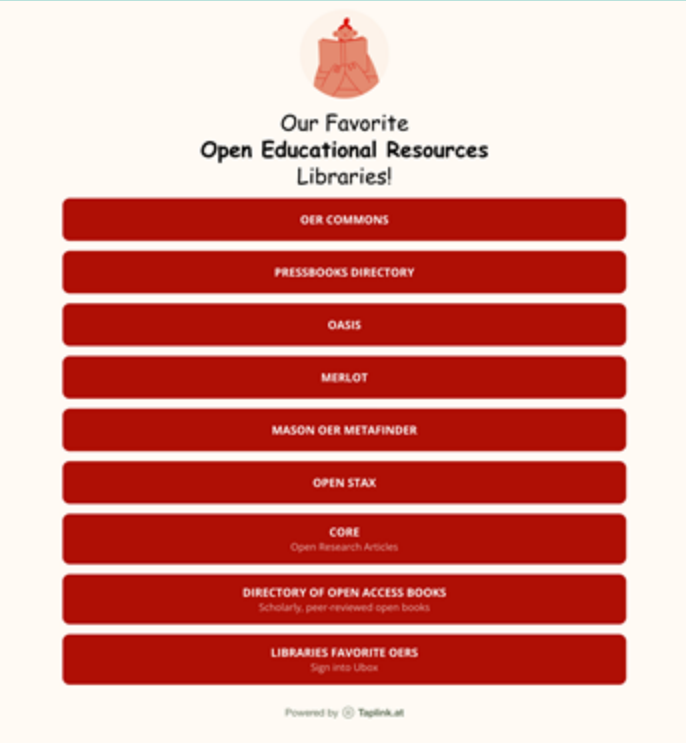
Resources

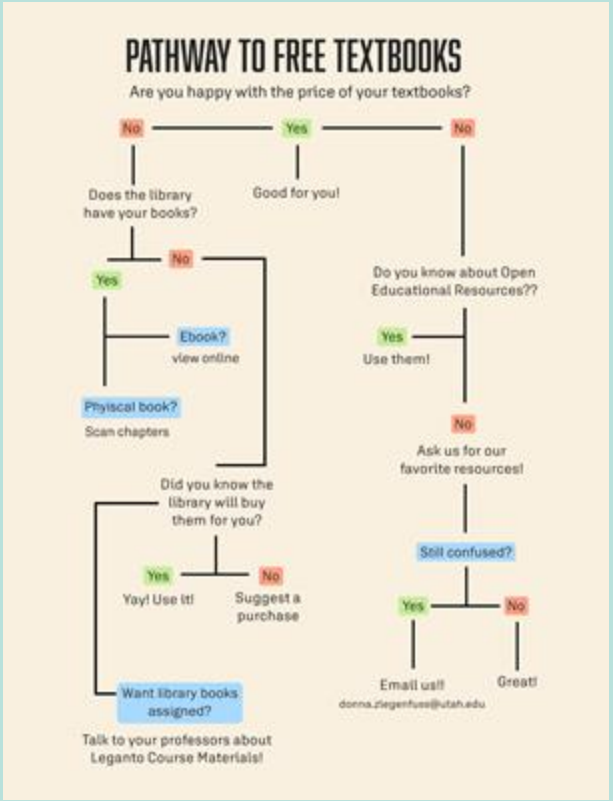
Scan to
Join the
Conversation!

Want the Library to buy
your textbooks
for next semester?!
Scan to
Suggest a Purchase!

Scan for Our
Favorite
OER Libraries

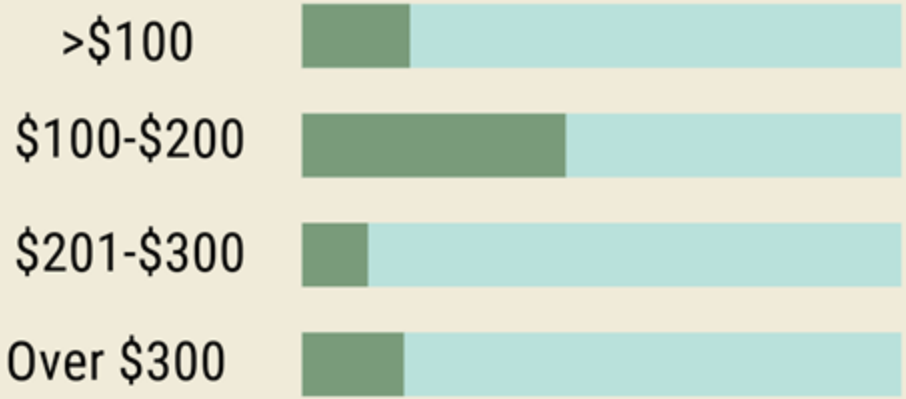
Resources

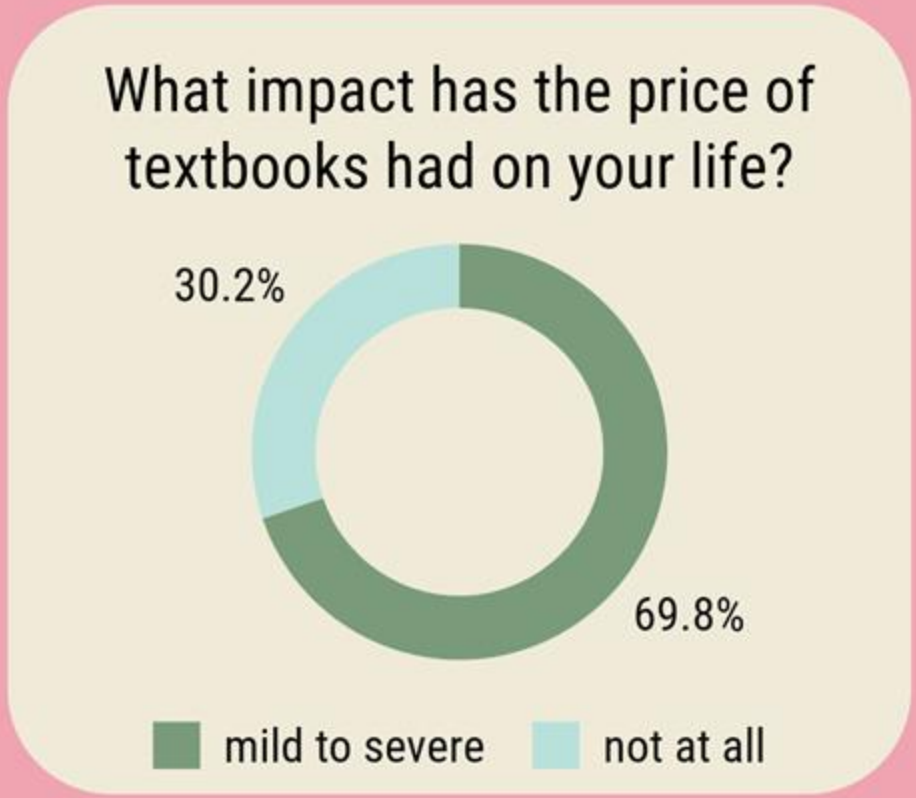

Our Favorite
Open Educational Resources
Libraries!
OER COMMONS
PRESSBOOKS DIRECTORY
OASIS
MERLOT
MASON OER METAFINDER
OPEN STAX
CORE
Open Research Articles
DIRECTORY OF OPEN ACCESS BOOKS
Scholarly, peer-reviewed open books
LIBRARIES FAVORITE OERS
Sign into Ubox
Powered by Taplink.at


PATHWAY TO FREE TEXTBOOKS
Are you happy with the price of your textbooks?
No
Yes
No
Does the library have your books?
Good for you!
Yes
No
Ebook?
view online
Physical book?
Scan chapters
Did you know the library will buy them for you?
Yes
No
Yay! Use it!
Suggest a purchase
Want library books assigned?
Talk to your professors about Leganto Course Materials!
Do you know about Open Educational Resources??
Yes
Use them!
No
Ask us for our favorite resources!
Still confused?
Yes
No
Email us!!
donna.ziegenfuss@utah.edu
Great!

Findings

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

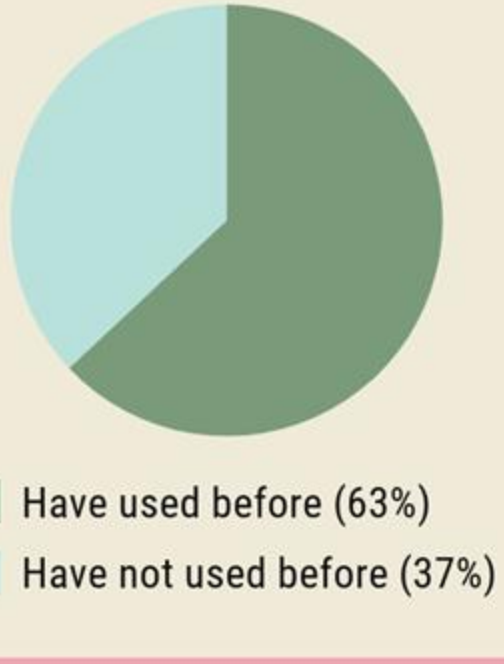



What impact has the price of textbooks had on your life?
30.2%
69.8%
mild to severe
not at all

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"

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

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

"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."

Conclusion

Takeaways

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

The Future

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

WELCOME
INTRO
GOALS
OBSTACLES
PROJECTS
FINDINGS
TAKEAWAYS

Questions?

WELCOME
INTRO
GOALS
OBSTACLES
PROJECTS
FINDINGS
TAKEAWAYS

Thank You!

For any further questions or comments please reach out to donna.ziegenfuss@utah.edu