

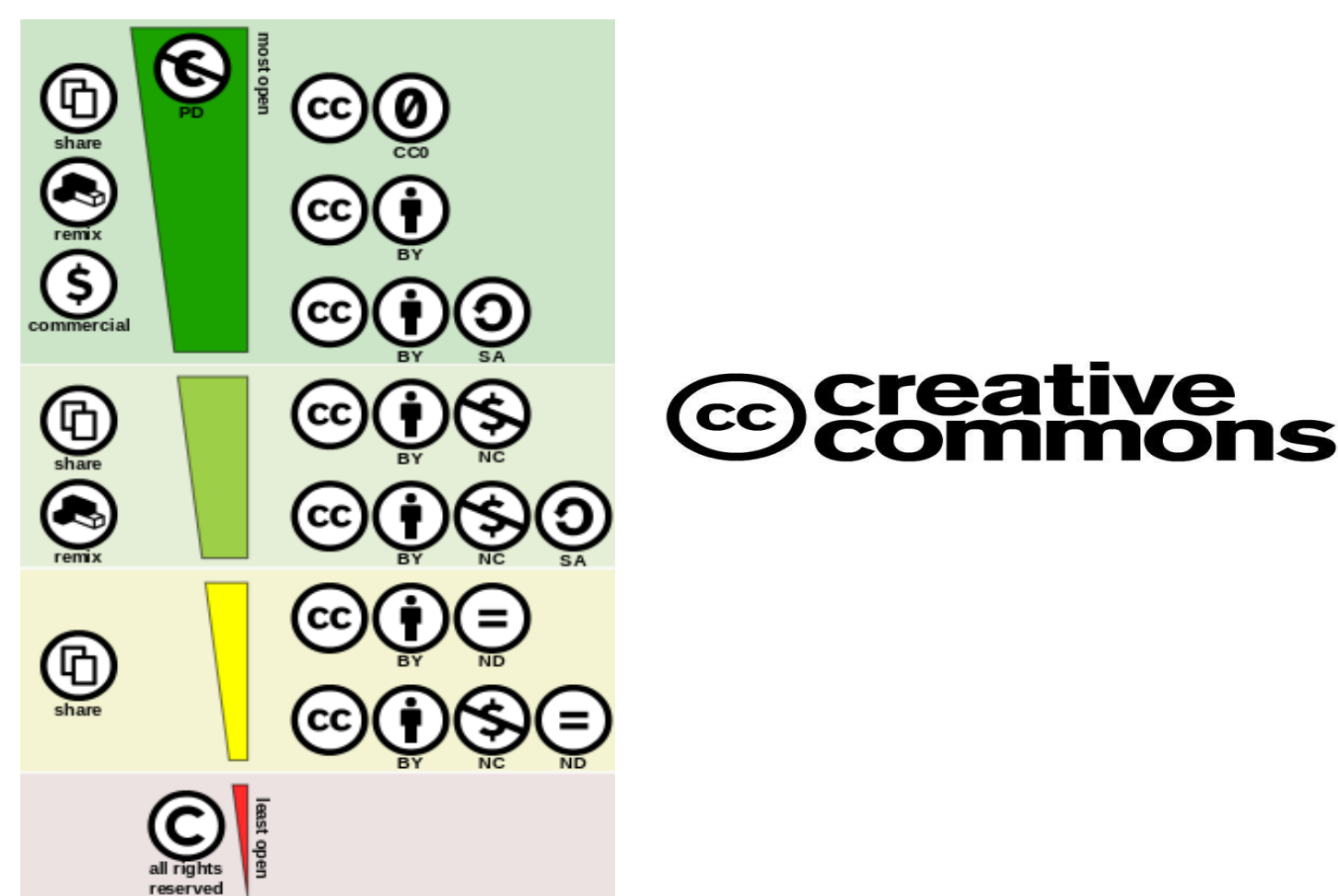


### Pre-Adoption Steps

#### What is Open Textbook ?

- Open Textbook is a type of Open Educational Resource (OER) copyright licensed through creative commons,  .
- Depending on the copyright license,  allows the user to copy, download, rearrange or edit the text.

#### Types of Creative Commons Licenses



#### Sources of Open Textbooks



#### Why Open Textbook?

- Debt is the #2 most common obstacle to students' success in college.
- Textbooks, alongside tuition, housing, meals, are some of the most cited reasons for student debt

 **College Textbook Prices Have Risen 1,041 Percent Since 1977**

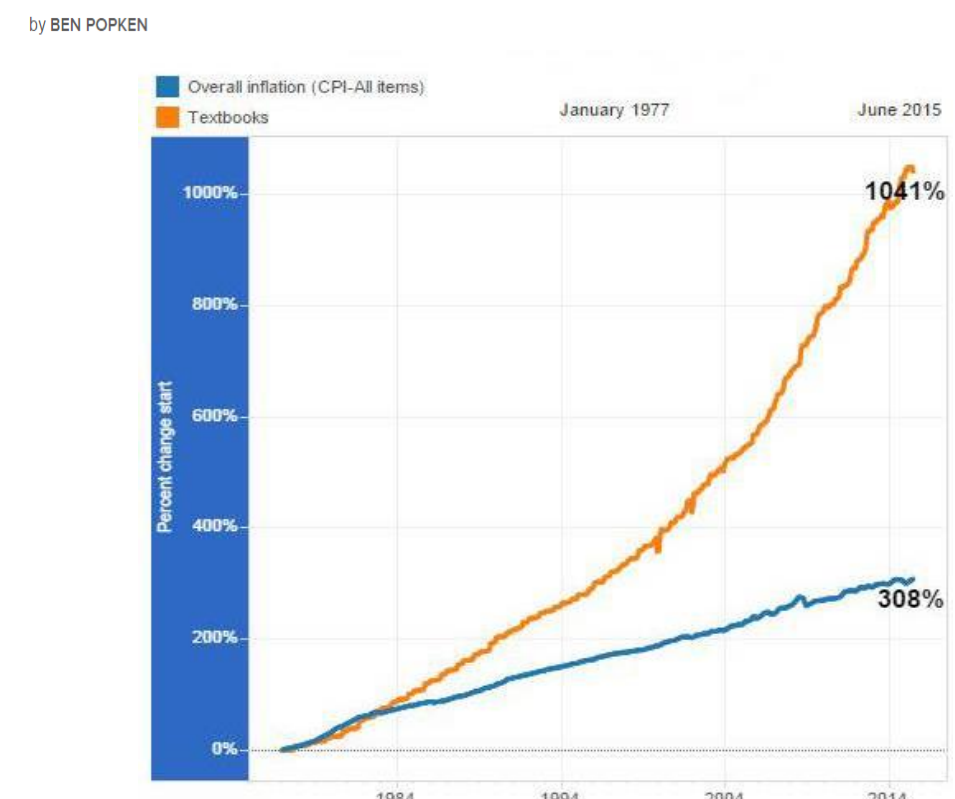


Table 1: Impact of Textbook Costs (2016 and 2012)

Answer Options	2016	2012
Take fewer courses	47.6%	49.1%
Not register for a course	45.5%	45.1%
Drop a course	26.1%	26.7%
Withdraw from a course	20.7%	20.6%
Earn a poor grade	37.6%	34.0%
Fail a course	19.8%	17.0%
Not purchase the required textbook	66.5%	63.6%

Note: 2016 survey n = 20,557; 2012 survey n = 18,587

#### Benefits of Adoption

- Reduced cost
  - Inexpensive to print copies
  - Print copies as needed
- Downloadable – free to download
- Every student has the same edition

### Case Study: Cell Biology- Biology 373

#### Textbook Selection

- I reviewed three open textbooks to identify one with the content that was appropriate for a 300 level Cell Biology course.
- Selected *Cell and Molecular Biology 2e: What We Know & How We Found Out* by Bergtrom, Gerald (2016), University of Wisconsin, Milwaukee for further review

#### Contacting the Author for Ancillary Materials

**Olukemi O Fadayomi**

From: Olukemi O Fadayomi  
 To: Gerald K. Bergtrom  
 Subject: 2nd edition of Cell & Molecular Biology

Dear Professor Fadayomi,

Thank you for your interest in CMB2e, my interactive Cell & Molecular Biology electronic textbook (Text). I see that you already have access to the Annotated version pdf file. At the link below you will find MS Word versions of both the annotated AND the Instructor's versions of the Text, either of which you can easily modify to meet the needs of your course (the Instructor's CMB2e, with additional assessment options, is provided just in case you wish to consider this option for your class).

Annotated version:  
<https://www.dropbox.com/s/216naga4elb9na1/CMB-7c520Text-Annotated%20072016.docx?dl=0>

Instructor's version:  
<https://www.dropbox.com/s/185r5nz11smxwv5/CMB-2e%20Text-Instructors%20072016.docx?dl=0>

If you have any questions about the book or using it, please feel free to contact me. If these links do not work for you, please contact me ASAP.

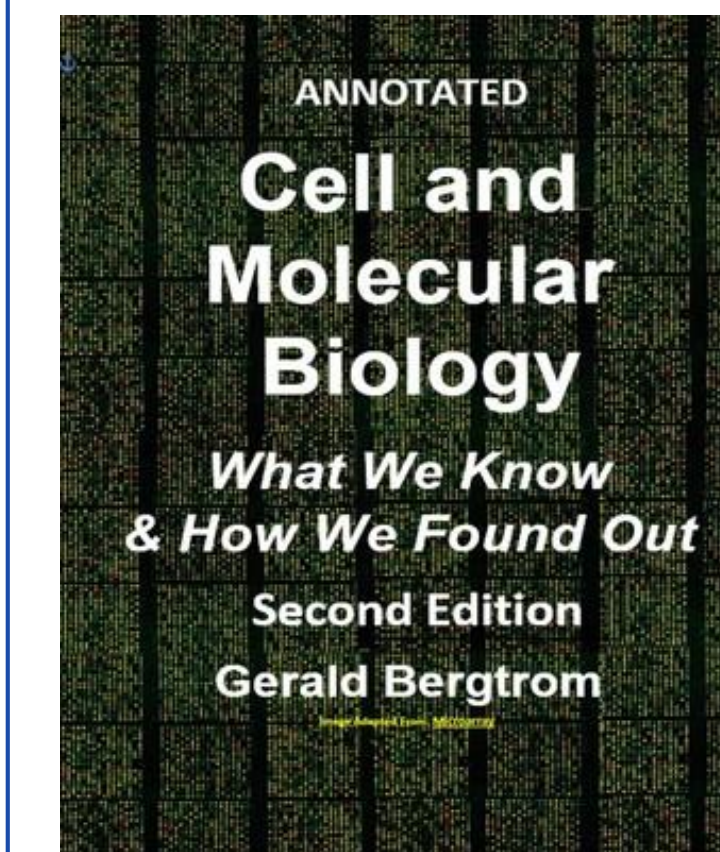
Sincerely,  
 Gerry Bergtrom

Gerald Bergtrom, Ph.D.  
 Prof. of Biological Sciences (Emeritus) & Teaching & Learning Consultant,  
 University of Wisconsin-Milwaukee  
 Tel: 414-224-6254  
 email: bergtrom@uwm.edu

#### Soliciting Student Feedback

- Assigned three chapters from the *Cell and Molecular Biology 2e*: as a supplement to the required textbook in Spring 2017
- Collected student feedback on:
  - Quality of the text
  - Availability and usefulness of supporting documents

#### Full adoption for fall 2017



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 List of Videos on YouTube



### Post-Adoption Steps

- Comparison of students' performance using OER and non-OER texts
- More student feedback
- Data analysis
- Use data to make necessary improvements
- Share findings with colleagues

Florida Virtual Campus. (2016). 2016 Florida Student Textbook Survey. Tallahassee, FL.

Gates, Garfield (2015). Ten Common Problems Student Face in College. Owlotion.com