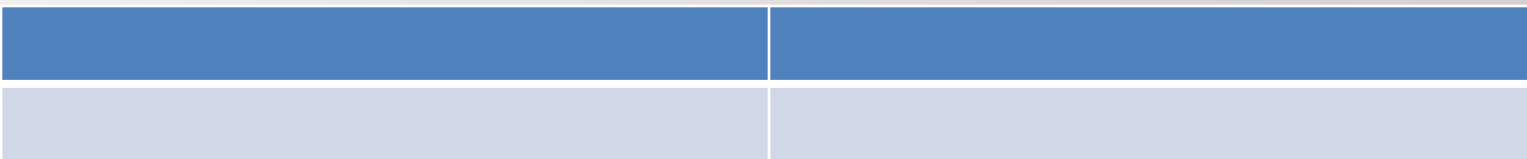




Darlene McCoy
Associate Vice Chancellor
Affordability & Efficiency

John Magill
Executive Director
OhioLINK

Steve Acker
Research Director
Ohio Digital Bookshelf



Ohio

Digital Bookshelf

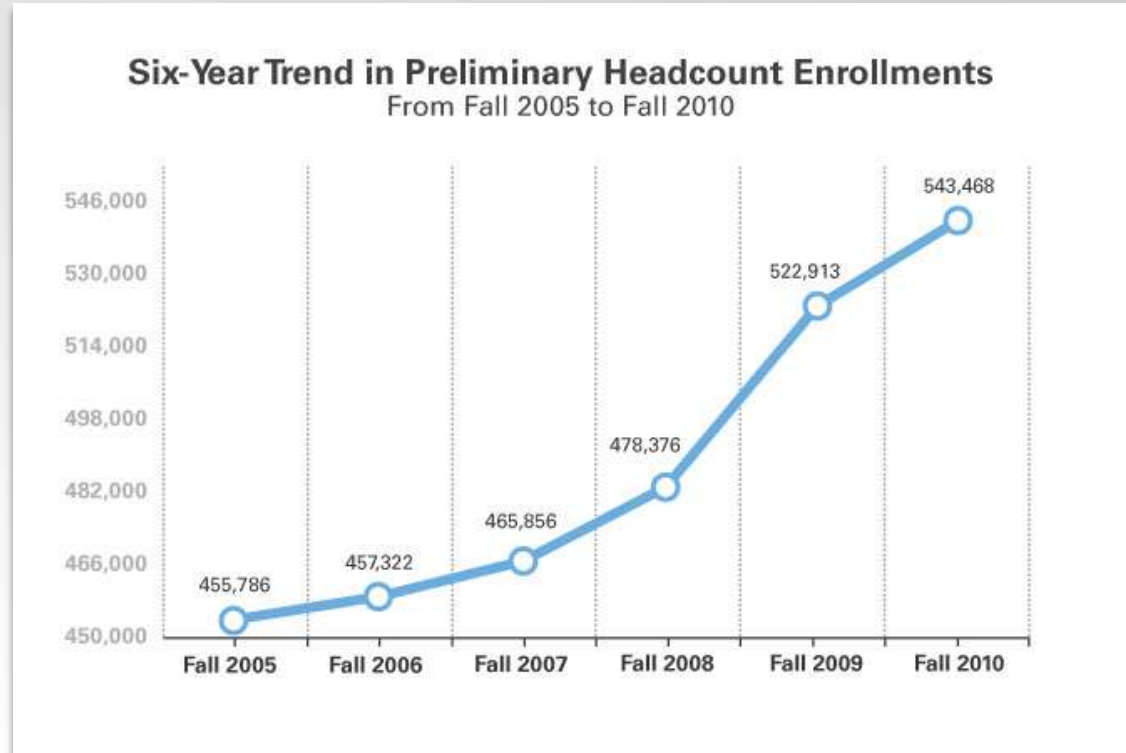
OhioDigitalBookshelf.ning.com



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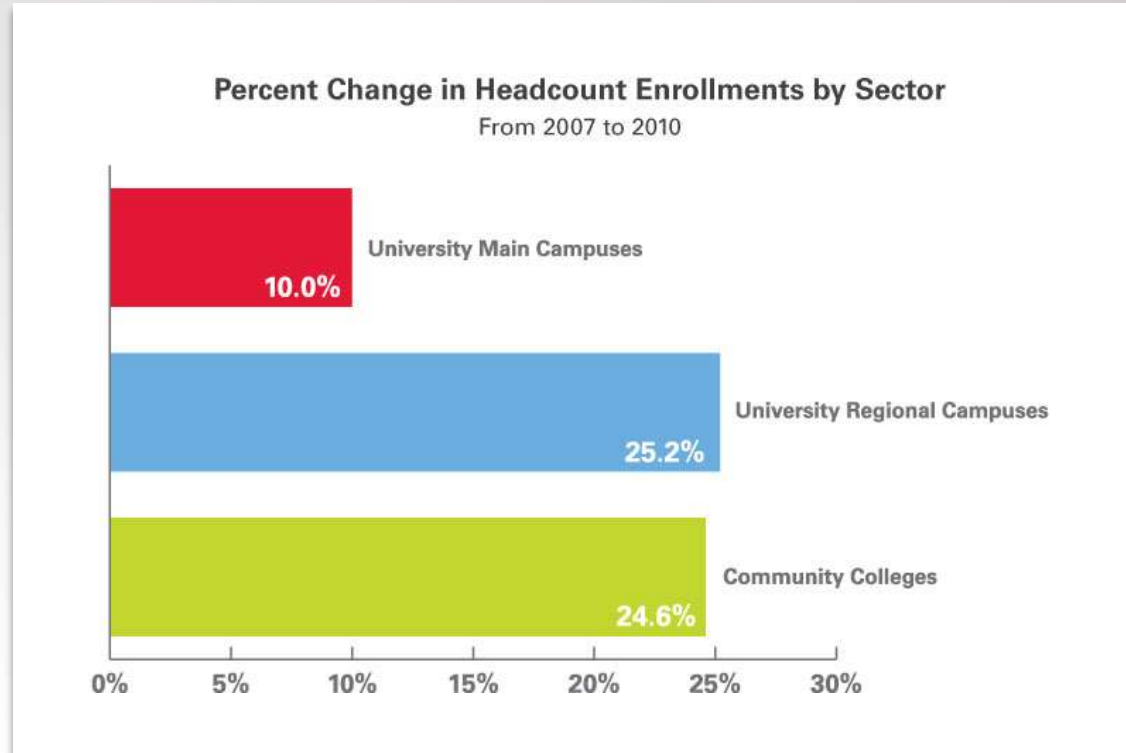
More students need more affordable educational options



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Sources of new enrollments



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“The Plan” 2009-2010 (Year 1)

- Formulate [Ohio Digital Bookshelf](#) Psychology Pilot
 - Engage players from content creation to use
 - Address “tragedy of the commons”
 - Traditional textbook market first
 - Digital focus
 - Up to 70% discount from new print list price
 - Privilege faculty autonomy/student choice
 - Community of trained faculty important
 - Content must be accessible

Ohio Digital Bookshelf Participants 2010-2011

Universities	University Regional Campuses	Community Colleges
The University of Akron	The University of Akron – Wayne	Belmont Technical College
Bowling Green State University	Bowling Green State University – Firelands	Central Ohio Technical College
Central State University	University of Cincinnati – Clermont	Cincinnati State Technical & Community College
University of Cincinnati	University of Cincinnati - Raymond Walters	Clark State Community College
Cleveland State University	Kent State University – Ashtabula	Columbus State Community College
Kent State University	Kent State University - East Liverpool	Cuyahoga Community College
Miami University	Kent State University – Geauga	Eastern Gateway Community College
Northeastern Ohio Universities Colleges of Medicine and Pharmacy (NEOUCOM)	Kent State University – Salem	Edison Community College
The Ohio State University	Kent State University – Stark	<i>Hocking College</i>
Ohio University	Kent State University – Trumbull	James A. Rhodes State College
Shawnee State University	Kent State University – Tuscarawas	Lakeland Community College
The University of Toledo	Miami University – Hamilton	Lorain County Community College
Wright State University	Miami University – Middletown	Marion Technical College
Youngstown State University	The Ohio State University – Lima	North Central State College
	The Ohio State University - Mansfield	Northwest State Community College
	The Ohio State University – Marion	Owens Community College
	The Ohio State University – Newark	Rio Grande Community College
	Ohio University – Chillicothe	Sinclair Community College
	Ohio University – Eastern	Southern State Community College
	Ohio University – Lancaster	Stark State College of Technology
	Ohio University – Southern	Terra Community College
	Ohio University - Zanesville	Washington State Community College
	Wright State University - Lake	Zane State College



“The Plan” 2010-2011 (Year 2)

- *Introduction to Psychology* Pilot Launch
 - 23 Colleges and Universities
 - Representing 50,000 of 70,000 annual enrollments
 - 100 attendees at Digital Pioneers Workshop
 - Wide range of results from first academic term
 - U. Cincinnati 500/term \$62,000 savings
 - OSU 45/term \$2,250 savings (off print list)
 - OU-Eastern 0/term 0 (digital) savings
 - Add new disciplines and initiatives to Bookshelf
 - Introduce Open Educational Resources projects



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Catalyst for OER

Belmont Technical College

MAT 131 College Algebra
ALGEBRA+TRIG.W/MATH XL CD

NEW

\$166.90

USED

\$125.20



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Columbus State Community College

MATH 148 College Algebra
ALGEBRA AND TRIGONOMETRY PKG

NEW

\$100.90

USED

n/a

Eastern Gateway Community College

MTH 120 College Algebra
Algebra & Trigonometry Study Pack

NEW

\$160.75

USED

\$120.75



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Hocking College

Math 112 Advanced Algebra
PRECALULUS BOOK PACKAGE

NEW

\$170.88

USED

\$136.70

James A. Rhodes State College

MTH 137 College Algebra
Algebra & Trigonometry

NEW

\$214.75

USED

\$161.25

Rio Grande Community College

MTH 14505 Pre-Calculus
PRECALCULUS

NEW

\$200.50

USED

\$150.40

Sinclair Community College

MAT 102 Intermediate Algebra
Beginning & Intermediate Algebra

NEW

\$162.67

USED

\$122.00



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Zane State College

Math 115 College Algebra
Algebra And Trigonometry Plus
Mymathlab Student

NEW

\$173.50

USED

n/a



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Bowling Green State University

Math 1200 College Algebra
**COLLEGE ALGEBRA BGSU PKG W/
ACCESS**

NEW

\$100.70

USED

\$77.55

Central State University

MTH 1750 College Algebra
PRE-CALCULUS

NEW

\$118.75

USED

\$89.25



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The Ohio State University

Math 148 Algebra & Trig
**COLLEGE ALGEBRA+TRIG
W/MY MATH LAB(F10)**

NEW

\$108.65

USED

n/a

The University of Toledo

Math 1320 College Algebra
College Algebra

NEW

USED

\$181.35

\$136.00

Youngstown State University

Math 1501 Elementary Algebraic Models
Kit: Custom Ed YSU Intro & Interim
Algebra W/Mymath

NEW

\$138.25

USED

\$103.75



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Open Educational Resources



NEW

USED

free

free

\$20 for a printed version

Average tuition and fees at public two-year institutions

\$3,474

Average savings on new Algebra textbook*

\$153

Percent of tuition

4.4%

* *Net use savings* for full OER adoption is \$66.75 w/60% printing @ \$20
 $66.75 = (78.75 - 12) = [(153 \times .1) + (\$76.50 \times .1) + (\$124 \times .2) + \$62 \times .5) + (0 \times .1)] - [(0 \times .4) + (20 \times .6)]$



Next Steps- Please Join Us!

- Flat World Knowledge Pilot
- McGraw-Hill Developmental Boot Camp
- [Next Generation Learning Challenge Program](#)
 - Ohio's Scaffold to the Stars
- A-DRM2
- "The Summit"
 - April 26th Strategic policy meeting
 - Encourage your faculty to join the Bookshelf



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Darlene McCoy
Associate Vice-Chancellor
The Ohio Board of Regents

John Magill
Executive Director
OhioLINK

Steve Acker (acker.1 at osu.edu)
Research Director Ohio Digital Bookshelf
OhioLINK/The Ohio Board of Regents



ODB supports the goal of 230,000 new graduates in ten years

- Three-legged stool
 - Academic preparation (disciplinary and study skills)
 - Engagement
 - **Affordability** (impacts preparation and engagement)
- Value=**Improved Learning** outcomes/**more affordable** texts



Le-Roi (Learning- Return on Investment)

- 2010 Incremental Change to Traditional Model
- 2011 Engage OER [Flat World, NGLC, Faculty Innovators]
- 2012 Introduce PLE (personal learning environment)
 - Core collection of modular content
 - Learning Style learning objects
 - Self-selected materials
- 2012-15 Dynamic re-alignment as innovations further disrupt
- Throughout, we will continue to privilege faculty autonomy and student choice. Relationships among content creators, distributors, and faculty will be devised that best serve students and help us achieve our graduation goals.



Getting involved with eBooks and OER

- [Ohio Digital Bookshelf Project](#)
- [College Open Textbooks](#)
- [OER Commons](#)
- [Flat World Knowledge: Open College Textbooks](#)
- OBR Faculty Focus Groups (1/26-1/27, 2011)
- [eTechOhio Conference](#) (1/31-2/2, 2011)
- [Educause Learning Initiative Conference](#) (2/12-2/16, 2011)



Ohio Digital Bookshelf History

- **January 2009** Local pilots recommend launch of statewide pilot
- **April 2009** Chancellor Eric Fingerhut convenes Textbook Affordability Summit
- **November 2009** Textbook Affordability Strategic Plan
- **April 2010** Ohio Digital Bookshelf Organizational Meeting/Create NING
 - <http://ohiodigitalbookshelf.ning.com>
- **July 2010** Digital Pioneers Workshop
- **August/September 2010-** Launch of Year 1-Intro Psych
- **January 2011-** Psi Chi Research- student assessments
- **January 2011-** Year 2 Launch (Accounting, Bio, Econ)



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Open Educational Resources

- [Stitz and Zeager](#) Pre-Calculus and Trigonometry Book
 - Creative Commons 3.0 (BY-NC-SA)
- [Next Generation Learning Challenge Program](#)
 - Ohio Scaffold to the Stars
 - “All NGLC content will be available under a Creative Commons Attribution (CC-BY) license.”
- Flat World Knowledge Pilot



“The Plan” 2011-2012 (Year 3)

- Expand Disciplines beyond Psychology
 - Accounting, Biology Non-Majors, Economics
- Extend open educational resources use
- Introduce focus on analytics (ROI=LO/C)
- Continue publisher dialogues
- Commence financial aid dialogue
- Convene bookstore-library summit



We are going here in 2011

- January Student evaluation of textbook alternatives
Traditional Textbook, OER Text (Stangor), Open Internet
- January Faculty focus groups on Year 2 disciplines
Accounting, Biology, Economics
Publisher meetings/Bookstore Focus groups
- January Continue Year 1 ADA Initiative
RSC Grant for accessibility/mobile learning
- March Textbook Adoption decisions/distribution options
- July Digital Pioneers Workshop II
- August/September 2011 Year 2 launch
Four disciplines- Psychology, Accounting, Biology, Economics
- 2012 and beyond
Personalized Learning Environment/Modular Bookshelf
Agile response to disrupted environment



“The Plan”- 2011-2012 (Year Step 4)

- Introduce “Barbell Strategy”
 - Faculty autonomy/Student format choice
 - Faculty autonomy/Student a-la-carte (FW)
- Explore new models for digital pricing
 - Patron acquisition or carte blanche?
 - Pay for student success?
 - Pricing simultaneous use licenses?
- Strengthen focus on analytics (ROI=LO/C)

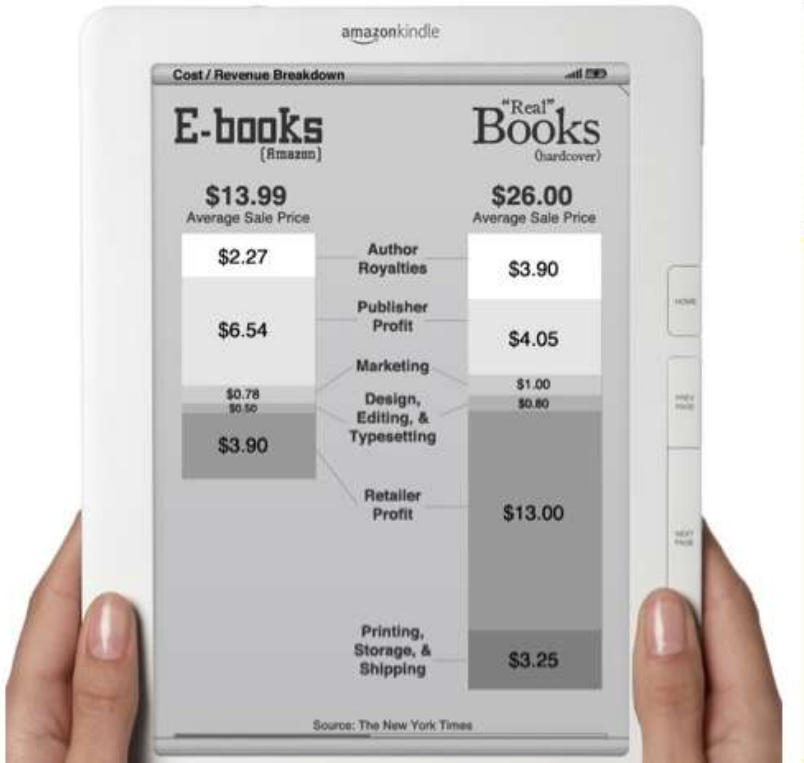


“The Plan” 2011-2012 (Year Step 5)

- Modular content mapped to learning objectives
 - OhioLINK as modular digital bookshelf
 - OhioLINK as information curator
 - Individualize based on learning styles
 - Pathfinders ([FindingDulcinea](#))
- React to, and shape, disrupted marketplace
 - Escape the “tragedy of the commons”
 - Cultivate the “new digital commons”



eBooks and Publishing Profits






E-book Reader pay-back

E-books vs "Real" Books

Fast Facts:

In June 2010, Amazon sold **180 digital books for every 100 hardcovers**
BUT this includes self-published e-books which are as low as \$0.99




+200%

E-books are up 200% since last year

BUT

Hardcover books are up 40%, too



+40%

15 e-books make up for the \$189 cost of a Kindle

12 e-books make up for the \$149 cost of a Nook

39 e-books make up for the \$499 cost of an iPad

(When buying e-books for \$11.99 vs hardcovers for \$29.99)

E-books represent 3-5% of total sales for publishers

www.printingchoice.com

Source: The New York Times, Daily Business, 2/26/10, p. 10, 11

New Digital Commons	Print	eBook	\$ Change	% Change
Average Price	26	13.99	-12.01	-46
Author Royalty	3.9	2.27	-1.63	-42
Publisher Profit	4.05	6.54	2.49	61
Marketing	1	0.78	-0.22	-22
Production	0.8	0.5	-0.3	-38
Retailer Profit	13	3.9	-9.1	-70
Print/Store /Ship	3.25	0	3.25	-100

