

Open SUNY Textbooks

Kate Pitcher

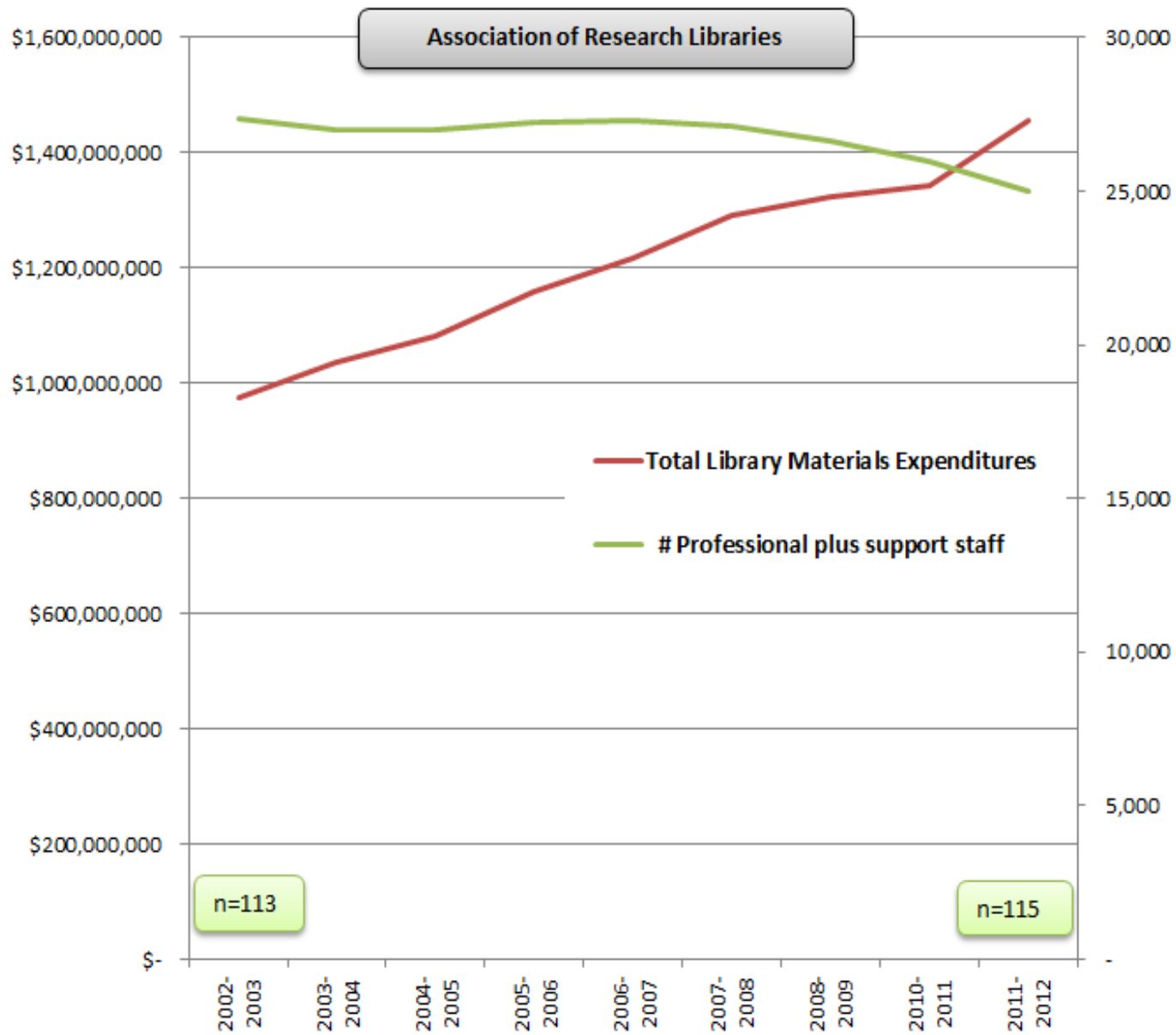
SUNY Geneseo



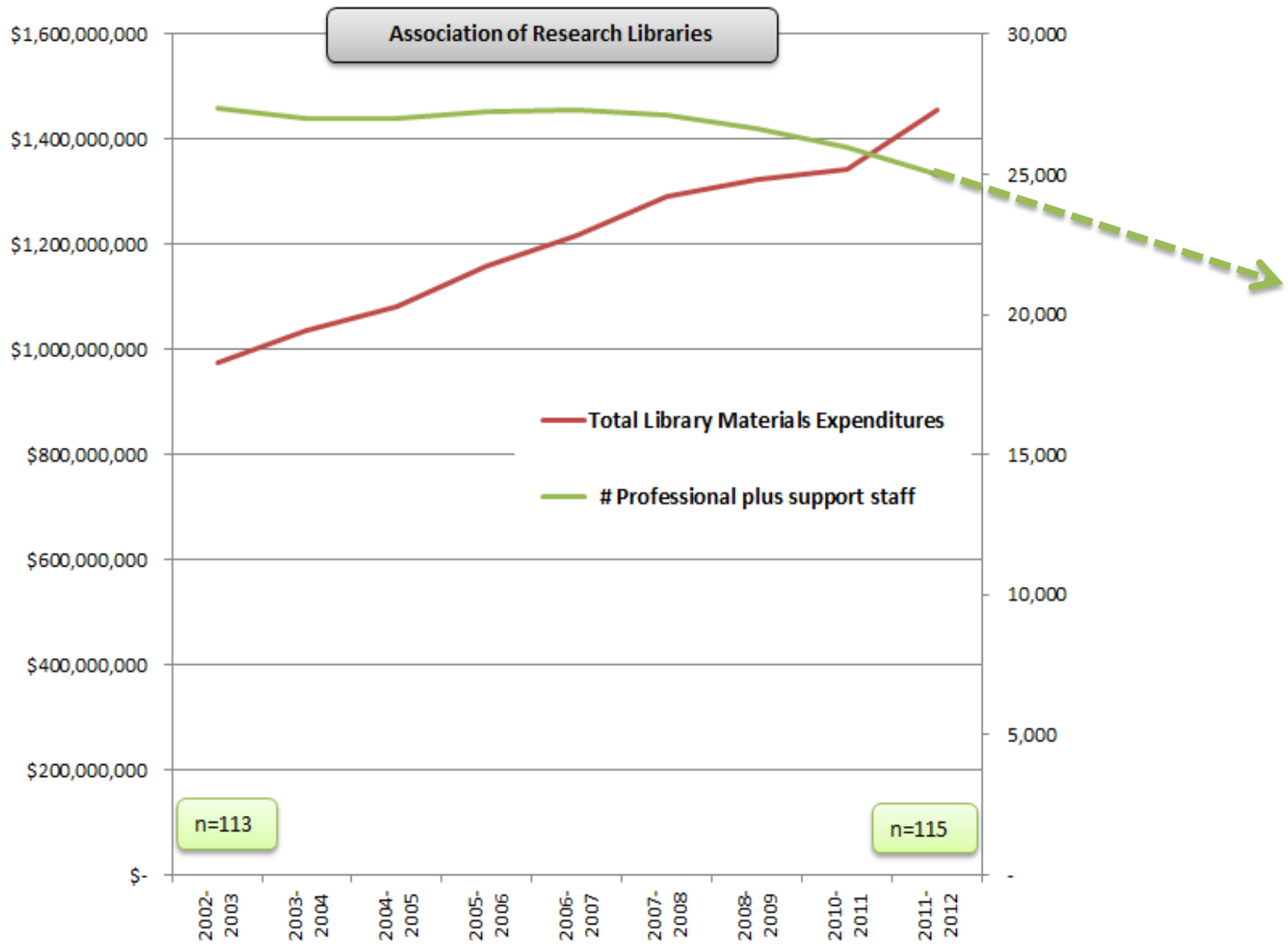
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Except commercial websites cited in notes..

Today's presentation...

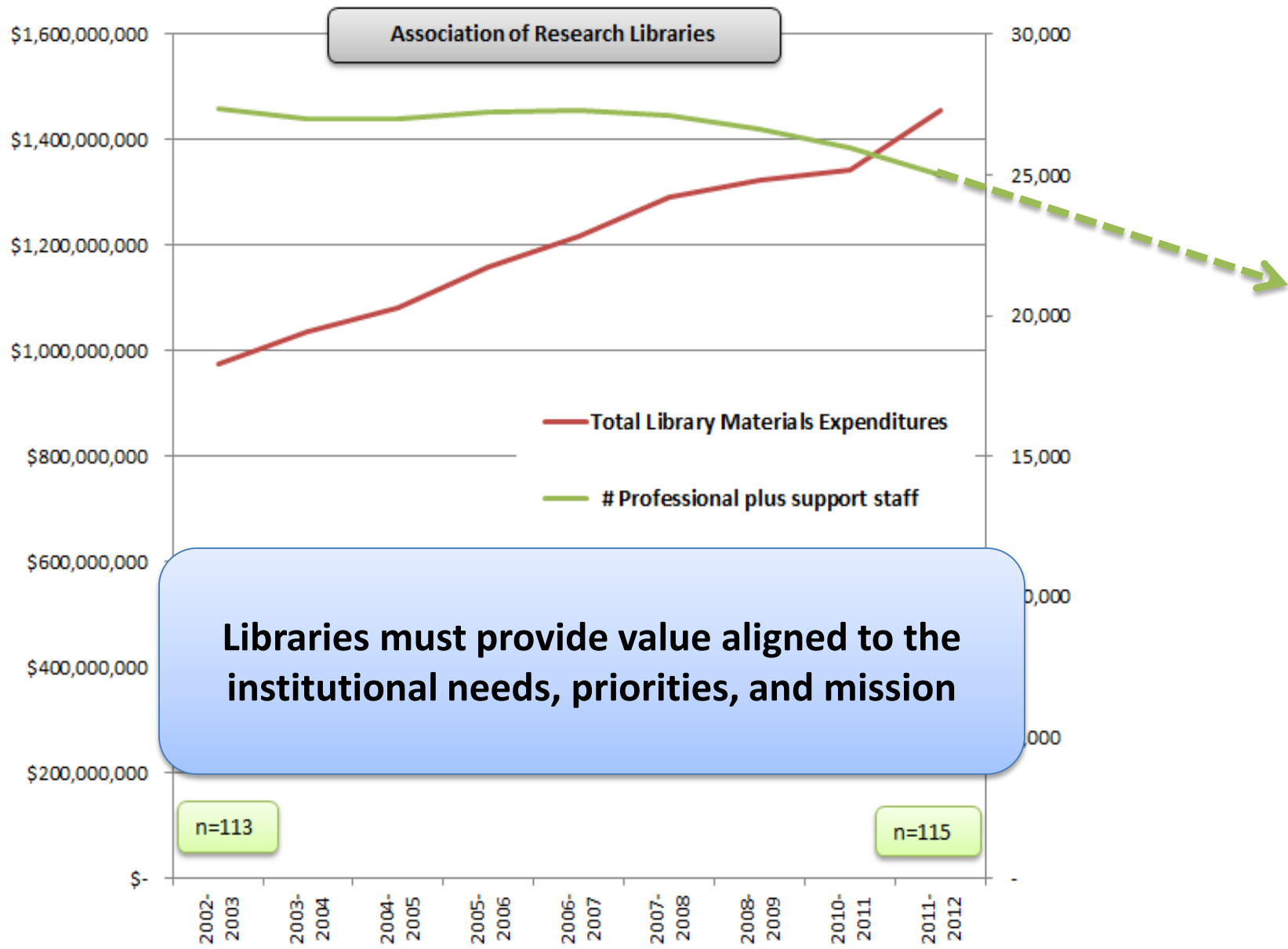
- ▶ Library publishing
Why open textbooks?
- ▶ Pilots, prototypes, and proof-of-concept in publishing
How do we do this?
- ▶ Open SUNY Textbooks & new roles in library publishing
Who does the work?
- ▶ Sustainability and future of Open SUNY Textbooks
When & where?

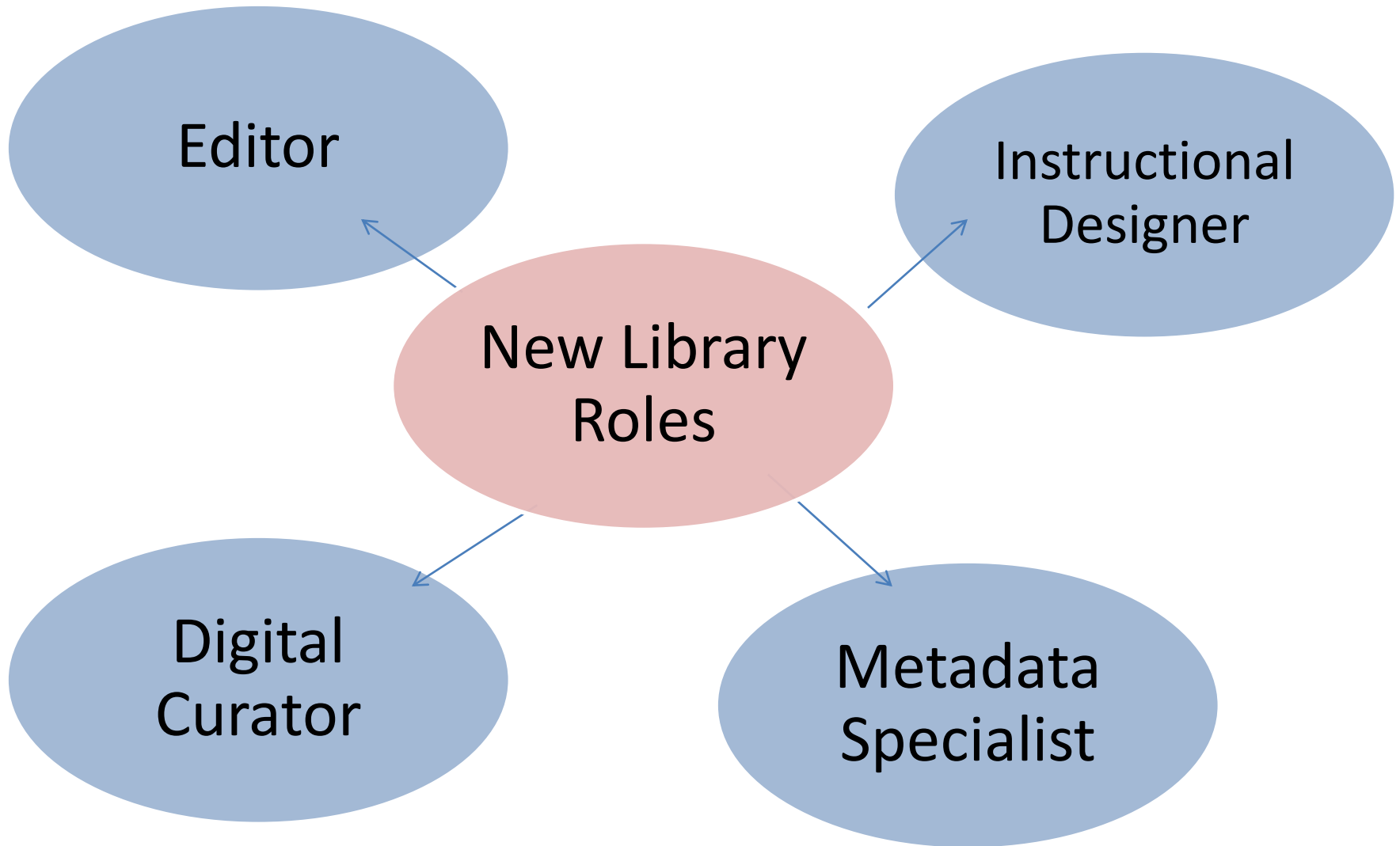


Scholarly communications systems are in a state of transformation



Costs of content are escalating and unsustainable, limiting our ability to help students and impact their learning





PILOT: *Genesee Valley Historical Reprint Series*

Expand access & preservation of special collections

The image shows a composite screenshot. On the left is the Milne Library website interface, featuring a logo, a navigation menu with 'DASHBOARD', 'CATALOG', 'MANAGEMENT', and 'ABOUT', a search bar, and a sidebar with 'NEW RELEASES', 'BROWSE', and 'INFORMATION' sections. On the right is an Amazon product page for the book 'Recollections of 3 Rebel Prisons' by G. G. Prey. The Amazon page includes the Amazon logo, navigation links, a search bar, and a product listing with a 'LOOK INSIDE' banner, a price of \$9.49 for the paperback, and a description of the book's content.

MILNE Library

Minerva

Hello, oberland Help On Logout

DASHBOARD CATALOG MANAGEMENT ABOUT

Search Catalog... Go

NEW RELEASES

BROWSE

Browse a category

Browse a series

INFORMATION

For Readers

For Authors

For Librarians

amazon Try Prime

Your Amazon.com Today's Deals Gift Cards Sell Help

Shop by Department Search Books Go

Books Advanced Search New Releases Best Sellers The New York Times® Best Sellers Children's Books Textbooks Sell Your Books Best Books of the Month

RECOLLECTIONS OF 3 REBEL PRISONS Paperback
by G G Prey (Author)
Be the first to review this item

See all 2 formats and editions

Paperback
\$9.49

1 New from \$9.49

Col. Prey shares his observations as a Union officer captured with his regiment near Petersburg, VA, in August 1864 in this richly detailed account of the conditions and daily life in three Confederate prisons near the end of the Civil War. From the fateful battle where Prey was forced to surrender, through his several prison-bound journeys through the countryside where he witnessed for himself that the South is "about played out," to the factories and warehouses that served as the prisons, readers will invariably share the misery of the soldiers' cold and damp clothing, meager rations, frustrated escape plots, menacing "muggers," and the overall filth and suffering that constituted their lives for six months, until

Read more

Free on Open Monograph Press (.pdf) & POD using Amazon

PILOT: *Original works*

Promoting local authors & special collections



Your Amazon.com Today's Deals Gift Cards Sell Help

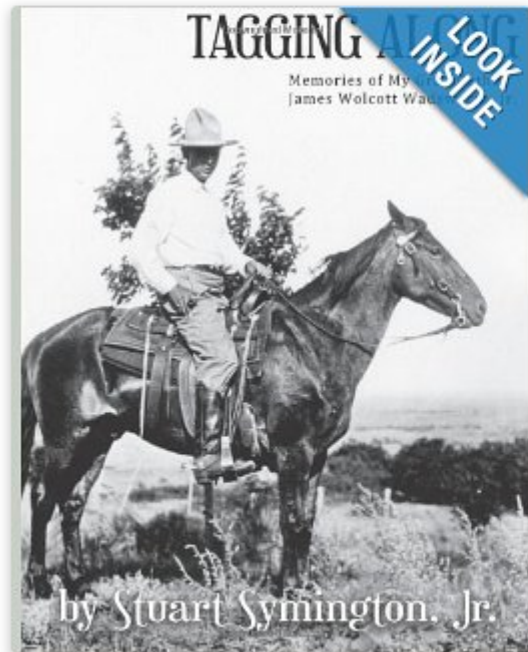
Shop by Department ▾

Search

Books ▾

Go

Books Advanced Search New Releases Best Sellers The New York Times® Best Sellers Children's Books Textbooks Sell Your Books Best Books of



Tagging Along: Memories of My Grandfather James Wolcott Wadsworth, Jr. Paperback – May 24, 2013

by [Stuart Symington Jr.](#) (Author)

[Be the first to review this item](#)

Paperback

\$9.89

1 New from **\$9.89**

This engaging memoir records the recollections of a grandson of the times he spent with a kind, wise, generous, and very patient grandfather. Focused on events in James Wolcott Wadsworth, Jr.'s, life as he related them to his grandson, Stuart Symington, Jr., weaves this story of his grandfather's political career and private life against a rich background of family history. *This original work is published by Milne Library at the State University of New York College at Geneseo.*

Develop and expand roles for librarians in creation process



PILOT: *Library Publishing Toolkit*

Use cases & best practices toolkit



The screenshot shows the homepage of the Library Publishing Toolkit website. At the top, there is a navigation bar with links for "Welcome", "About Us", "Press Releases", and "Discuss", along with a search box. The main heading is "the Library Publishing Toolkit" in a large, bold, black font, set against a background of five circular icons representing different library publishing activities: a video camera, a pencil, a wrench, a camera, and a keyboard. Below the heading, there is a description of the toolkit and a link to the website. The description states: "The Library Publishing Toolkit looks at the broad and varied landscape of library publishing through discussions, case studies, and shared resources. From supporting writers and authors in the public library setting to hosting open access journals and books, this collection examines opportunities for libraries to leverage their position and resources to create and provide access to content." Below the description, there is a link to the website: <http://www.publishingtoolkit.org/>. At the bottom of the page, there are two buttons: "Buy from amazon.com" and "Download Free Copy from IDS PROJECT PRESS".

the Library Publishing Toolkit

Welcome About Us Press Releases Discuss

LIBRARY PUBLISHING TOOLKIT
Edited by Allison F. Brown

The Library Publishing Toolkit looks at the broad and varied landscape of library publishing through discussions, case studies, and shared resources. From supporting writers and authors in the public library setting to hosting open access journals and books, this collection examines opportunities for libraries to leverage their position and resources to create and provide access to content.

<http://www.publishingtoolkit.org/>

Buy from amazon.com

Download Free Copy from IDS PROJECT PRESS

Proof-of-concept and collection of library best practices

PILOT: *Geneseo Authors*

Promoting faculty authors and readers

Chapter Two

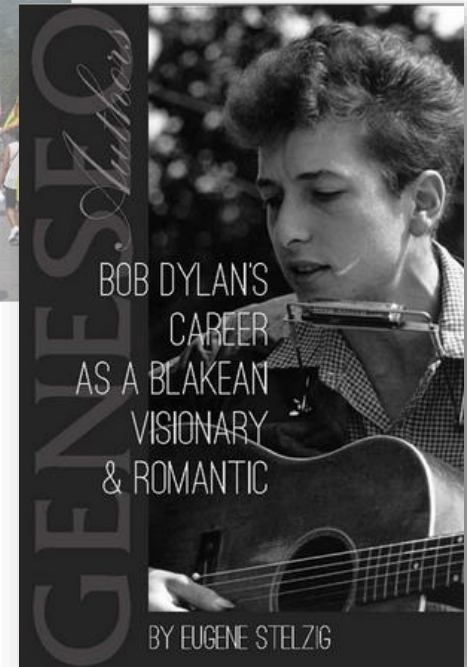
Food & Drink 饮食



Lessons 1 & 2

Photos by Jasmine Tang

- | | | | |
|---|--|-----------------|---|
| 1 | Qǐng wèn nǎ lǐ yǒu mài bǐng qí lín?
请问哪里有卖冰淇淋?
qí lín? | 前面路口左转, 有家冰淇淋店。 | Excuse me, where can I buy some ice cream? |
| | Qián miàn lù kǒu zuǒ zhuǎn, yǒu jiā bīng qí lín diàn. | | Take a left turn at the first corner; there is an ice cream parlor. |
| 2 | Qǐng wèn jiǔ bā jǐ diǎn guān mén?
请问酒吧几点关门?
mén? | | Excuse me, what time does the bar close? |
| | Líng chén liǎng diǎn. | 凌晨两点。 | Two o'clock in the morning. |



Promotion and visibility for faculty scholarship & teaching

Author services

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Milne Library > Requests & Services > Scholarship & Publishing Services

Scholarship & Publishing Services

Scholarship

Preparation
Manuscript Preparation
Finding, Managing, and Storing Data

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Looking for Journals or Publishers?
Copyright and Author Contracts

Post-Publication
Information About Journals and Publishers
Broadening Your Impact

Publishing

Books
Supporting reprints of un... access textbooks, and wo... alumni.

Journals
Supporting journals, liter... academic proceedings, an...

Digital Pro...
Supporting digital collect... media, advanced technol...

Learn more about scholarship at G...
Interviews with Faculty

Benefits

To Students

- Engaged learning
- Free or affordable books and textbooks
- Internships and paid positions that develop valuable skills

To Faculty

- Author services that promote their authorship and the institution
- Free or affordable books and textbooks

To Libraries

- Affordable resources
- Valued service
- Revenue potential

Open SUNY Textbooks

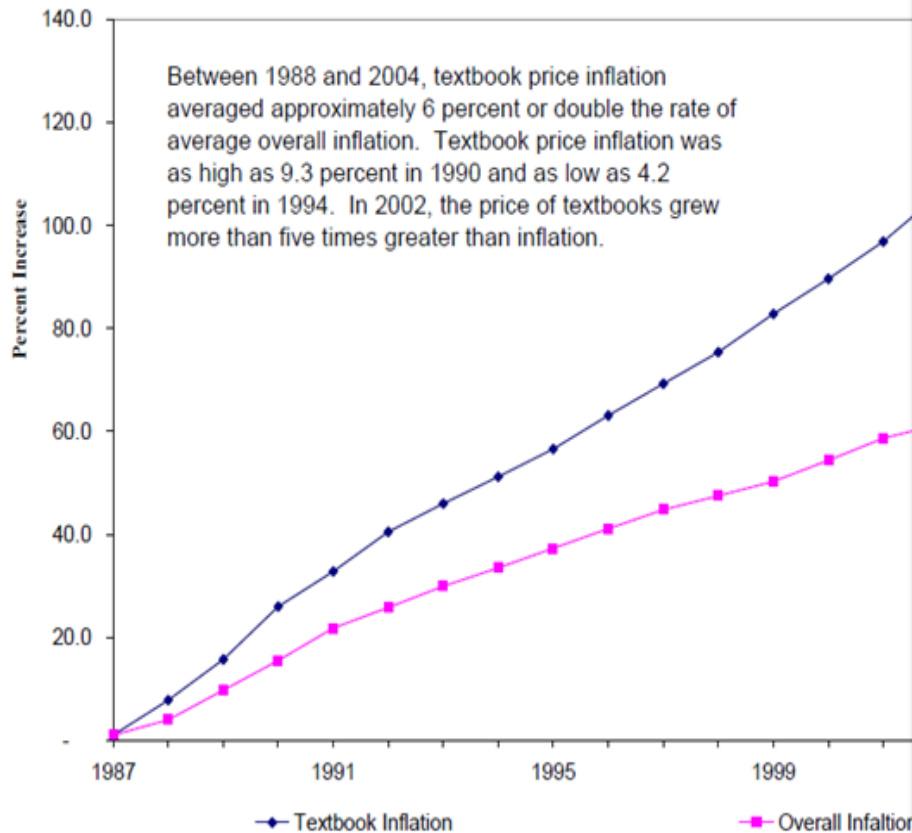
The screenshot shows the Open SUNY Textbooks website interface. At the top, there is a navigation bar with the 'OPEN SUNY Textbooks' logo, a search bar, and links for 'HOME', 'CATALOG', and 'ABOUT'. Below the navigation bar, there are sections for 'NEW RELEASES', 'BROWSE' (with dropdown menus for category and series), and 'FEATURED BOOKS'. The 'FEATURED BOOKS' section displays three book covers: 'Native Peoples of North America' by Susan Stebbins, 'Natural Resources Biometrics' by Diane Kiernan, and 'Literature, the Humanities, and Humanity' by Theodore L. Steinberg. A tooltip for 'NATURAL RESOURCES BIOMETRICS' is visible, showing the author 'Diane Kiernan' and a 'Formats: PDF' dropdown menu with a '+ More' link. Below the featured books is the 'IN THE SPOTLIGHT' section, which lists three books with brief descriptions and '+ More' links: 'Natural Resources Biometrics' by Diane Kiernan, 'Native Peoples of North America' by Susan Stebbins, and 'Literature, the Humanities, and Humanity' by Theodore L. Steinberg.

Three major goals of project:

1. Reduce the costs of textbooks to students.
2. Create opportunities for teaching and learning.
2. Libraries collaborate and learn how to publish textbooks.

GOAL #1: Reduce costs to students

Average Annual Percent Increase of Textbook Price Inflation Compared with Overall Inflation



Note: Represents cumulative cost increase of textbooks as compared to the cumulative increase in overall costs.

Source: United States Government Accountability Office

[US GAO 2005](#) reported that spending on course materials in 2003 totaled: ~ **\$6.49 billion dollars; today \$12B**

2013 GAO reported an 82% cost increase for textbooks from 2002-2012
2012 Student Debt Reaches \$1 Trillion

2012 [Florida Student Textbook survey](#)

- **64% students didn't buy textbook**, 49% took fewer courses, 45% didn't register for course, and 27% dropped a course. Survey n=22K+

Cost of textbooks impacts learning

High return on investment

What are some potential cost savings?

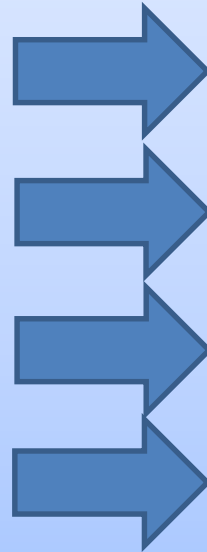
Open SUNY Textbooks	# Course Adoptions (minimal)	Adoptions (likely ~ 2yrs)
<p>Avg. Savings \$8,000/semester <i>Based on 2 courses saving \$16K SP14</i></p>	<p>30</p>	<p>960 <i>Estimate of 1/2 campuses select Open SUNY Textbook</i></p>
<p>Total Projected Savings / Semester</p>	<p>\$240,000</p>	<p>\$7,680,000</p>

GOAL #2: Create opportunities for teaching and learning.

Online Learning Environment

Shared, reusable digital assets or learning objects

- Text
- Audio
- Video
- Interactive (Quizzes, etc.)
- Learning Analytics



Online & Hybrid Learning

MOOC

Learning Management Systems

Open Textbooks

GOAL #3: Libraries collaborate and learn how to publish textbooks.

1. \$20K IITG Grant awarded from SUNY to 5 libraries

SUNY Geneseo, SUNY Brockport, SUNY ESF, UB, & Upstate Medical .

Fredonia joined Jan. 2013.

SUNY Press consultant on project.

2. Call for authors sent to SUNY Faculty

Offered \$3,000 to Authors

3. In 2 weeks, 38 proposals

Grant funding limited to 4 titles.

Libraries add ~\$40K to fund 15 Open Textbooks

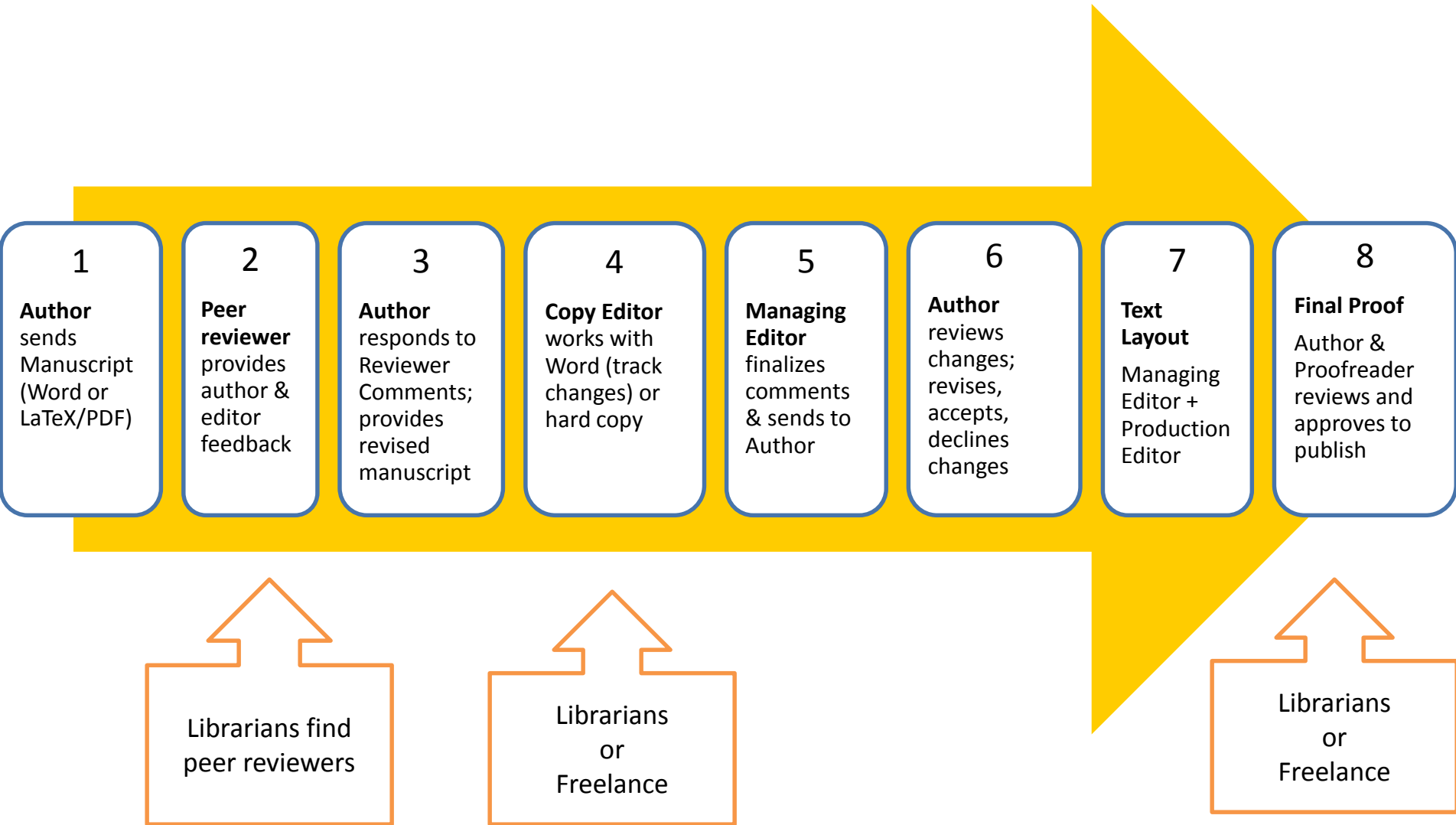
Selection by Directors & Librarians

15 Open Textbooks selected *6 published as of today*

- 1 in Anthropology
- 1 in Business
- 2 in Computer Sciences
- 2 in Education
- 3 in English
- 2 in Mathematical Sciences
- 1 in Music Education
- 3 in Sciences

Some interactivity; multiple choice, etc.

Editorial workflow managed by libraries



Distributing content

Host: FREE online Open Textbooks as PDF & ePub on Open Monograph Press (PKP)

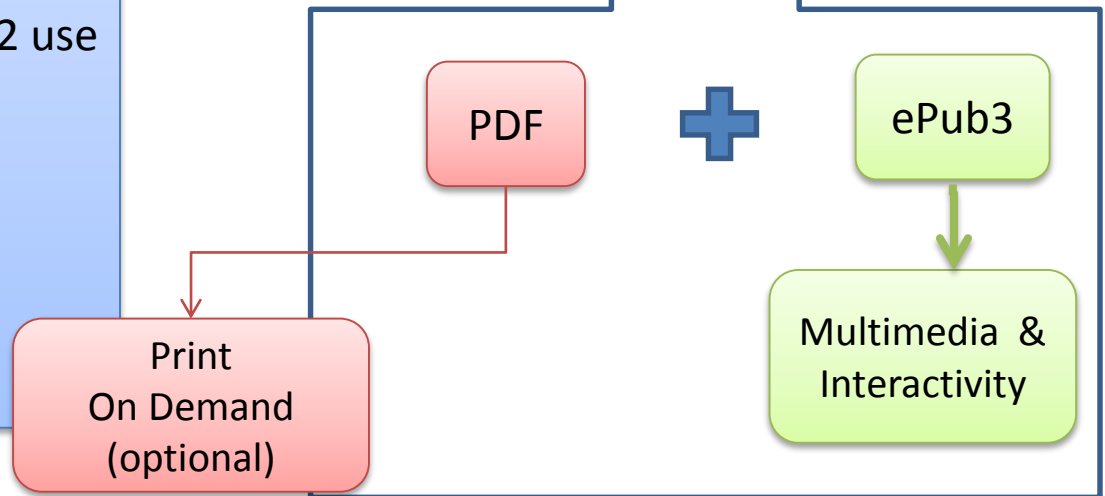
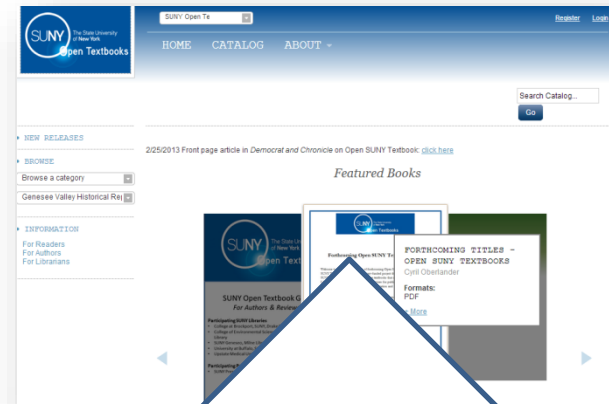
Discover: Catalog in OCLC WorldCat, Minnesota Open Textbook Catalog & Merlot.

Print: Print on Demand offered to authors via CreateSpace. Pilot 1 & 2 use CC BY NC SA; authors get 100% royalties.

Marketing & Adoption

Role for librarians?

<http://opensuny.org>



Peer review key to adoption

The screenshot shows the SUNY Open Textbooks website interface. At the top, there is a navigation bar with the SUNY Open Textbooks logo and links for HOME, CATALOG, and ABOUT. Below the navigation bar, there are sections for NEW RELEASES, BROWSE (with dropdown menus for category and series), and INFORMATION (with links for Readers, Authors, and Librarians). The main content area features a 'Featured Books' section with two book covers: 'Native Peoples of North America' by Dr. Susan Stebbins, SUNY Potsdam, and 'Literature, Humanities, and Humanity' by Dr. Theodore L. Steinberg, SUNY Fredonia. Below this, there is a 'In the Spotlight' section with a list of books, including 'Native Peoples of North America' by Susan Stebbins and 'Literature, Humanities, and Humanity' by Theodore Steinberg.

The image shows the front cover of the textbook 'Native Peoples of North America' by Dr. Susan Stebbins. The cover is white with a blue header and footer. The title 'Native Peoples of North America' is prominently displayed in the center in a large, black, serif font. Below the title, the author's name 'Dr. Susan Stebbins' is written in a smaller, black, serif font. The SUNY logo is visible in the top left corner of the cover.

The image shows a page titled 'Reviewer's Notes' for the textbook 'Native Peoples of North America'. The text is as follows:

Native Peoples of North America is a groundbreaking new text for undergraduate introductory courses in Native American Studies. Dr. Susan Stebbins, the author, is a Native American scholar who is trained as a cultural anthropologist and specializes in Native American and Indigenous Studies. As such, she writes this accessible text from an anthropological perspective, carefully presenting basic concepts of cultural anthropology such as ethnography, kinship, fieldwork, demography, society, modes of subsistence, type of political organization, and assimilation, while using Native North American examples to illustrate and explain each point. This book could, therefore, be successfully used to teach Introduction to Cultural Anthropology at tribal colleges, as well as courses in Native American Studies at other colleges and universities.

Clearly covering topics as the devastating influences of European-introduced diseases, the varying perspectives held by the colonial nations about Native people, indigenous religions, revitalization movements, federal Indian policies, and expressive culture, Stebbins draws on a wealth of examples from prehistoric sites to contemporary events to effectively tell the story of the hundreds of different societies making up what is known today as Native North America. While doing this, Stebbins does not treat Native North America or its peoples as isolates as has been done for generations in hegemonic discourse. Rather, she systematically places them within the context of world cultures in both time and space in order to dispel stereotypes and build multicultural understandings.

Dr. Maureen Trudelle Schwarz, Professor, Anthropology,
Syracuse University

Open SUNY Textbook Peer Reviewer

Peer reviewer's summary included inside textbook

Round II: revised selection & marketing process

Call for Authors
Proposals due

Selection
Review

Approval or
Revise &
Resubmit

46 proposals received, funded to publish 15

Selection Process

Abstract Blind Review & Questionnaire sent to faculty in corresponding disciplines & in consultation with librarians at **14 Institutions**.

Sample questions:

- **Clear Abstract?**
- **How likely you would select this textbook for a course?**
- **Strengths of this proposal?**
- **What courses might this textbook be useful for?**
- **What are crucial features for this textbook?**
- **Would you be willing to serve as a peer reviewer?**

Results of process

Market Analysis for adoption & a pool of potential peer reviewers for the textbooks.

Possible librarian roles in OST

Writing Phase: 3/25/2014 – 1/15/2015

Author writing

Services

Librarians, Instructional
Designers, Templates, etc.

Author
provides
manuscript

Editing Phase: 6/1/2014 – 6/1/2015

Peer
Reviews

Author
Revision

Copy
Editing

Author
Revision

Text Layout
& Proofing

Access & Marketing Phase: 9/1/2014 – 9/1/2015

Publish

Catalog

*OCLC, Merlot, Open Textbook
Catalog*

Market

*Adoption &
assessment*

Outcomes so far...

Reduced cost to students already shown...

<i>TITLES</i>	<i># students</i>
<i>Natural Resources Biometrics</i>	41
<u><i>User's Guide to Planet Earth</i></u>	<u>144</u>

@ avg. cost of a book \$83.59 YBP...

Spring semester students saved: \$15,464.15

Organizational Development

▶ 9 Participating SUNY Libraries , plus SUNY Press

▶ Established a recognized brand:
Open SUNY Textbooks

▶ Established role for libraries as publishers, and librarians as editors, and other roles

▶ Developing curriculum for professional development and certification for librarians as copy editors, proof readers, etc.

▶ Developing infrastructure; BaseCamp, OMP, etc.

▶ Lots of interest from faculty across SUNY and beyond, including variety of disciplines, and corporate interest.

Interest in Open SUNY Textbooks...



July 1, 2013 – June 11, 2014 Over 15,000 unique viewers

1. *Literature, the Humanities, and Humanity*, published Oct. 22 2013
2. *Native Peoples of North America*, Oct. 22, 2013
3. *Natural Resources Biometrics*, Jan. 22, 2014
4. *A Story of Real Analysis*, Feb. 18, 2014
5. *The Information Literacy User's Guide*, April 4, 2014

	17,700 % of Total: 100.00% (17,700)	76.69% Site Avg: 76.68% (0.02%)	13,575 % of Total: 100.02% (13,572)	52.68% Site Avg: 52.68% (0.00%)	2.60 Site Avg: 2.60 (0.00%)	00:02:18 Site Avg: 00:02:18 (0.00%)	0.00% Site Avg: 0.00% (0.00%)	% of T 0.00%
1. United States	13,834 (78.16%)	74.82%	10,351 (76.25%)	49.40%	2.76	00:02:30	0.00%	0 (0.00%)
2. Canada	659 (3.72%)	79.67%	525 (3.87%)	60.09%	2.13	00:01:23	0.00%	0 (0.00%)
3. Australia	336 (1.90%)	78.57%	264 (1.94%)	71.13%	1.63	00:01:14	0.00%	0 (0.00%)
4. United Kingdom	296 (1.67%)	82.09%	243 (1.79%)	62.16%	2.08	00:01:22	0.00%	0 (0.00%)
5. Turkey	170 (0.96%)	93.04%	158 (1.16%)	70.00%	1.75	00:01:24	0.00%	0 (0.00%)

Sustainability and future of Open SUNY Textbooks

Option A

Each library go about publishing independently.

Problems: scale and financial resources

Option B

Collaborate & partner to share infrastructure and incentives.

Opportunities: scale and ability to network resources

What can sustain the program long-term?

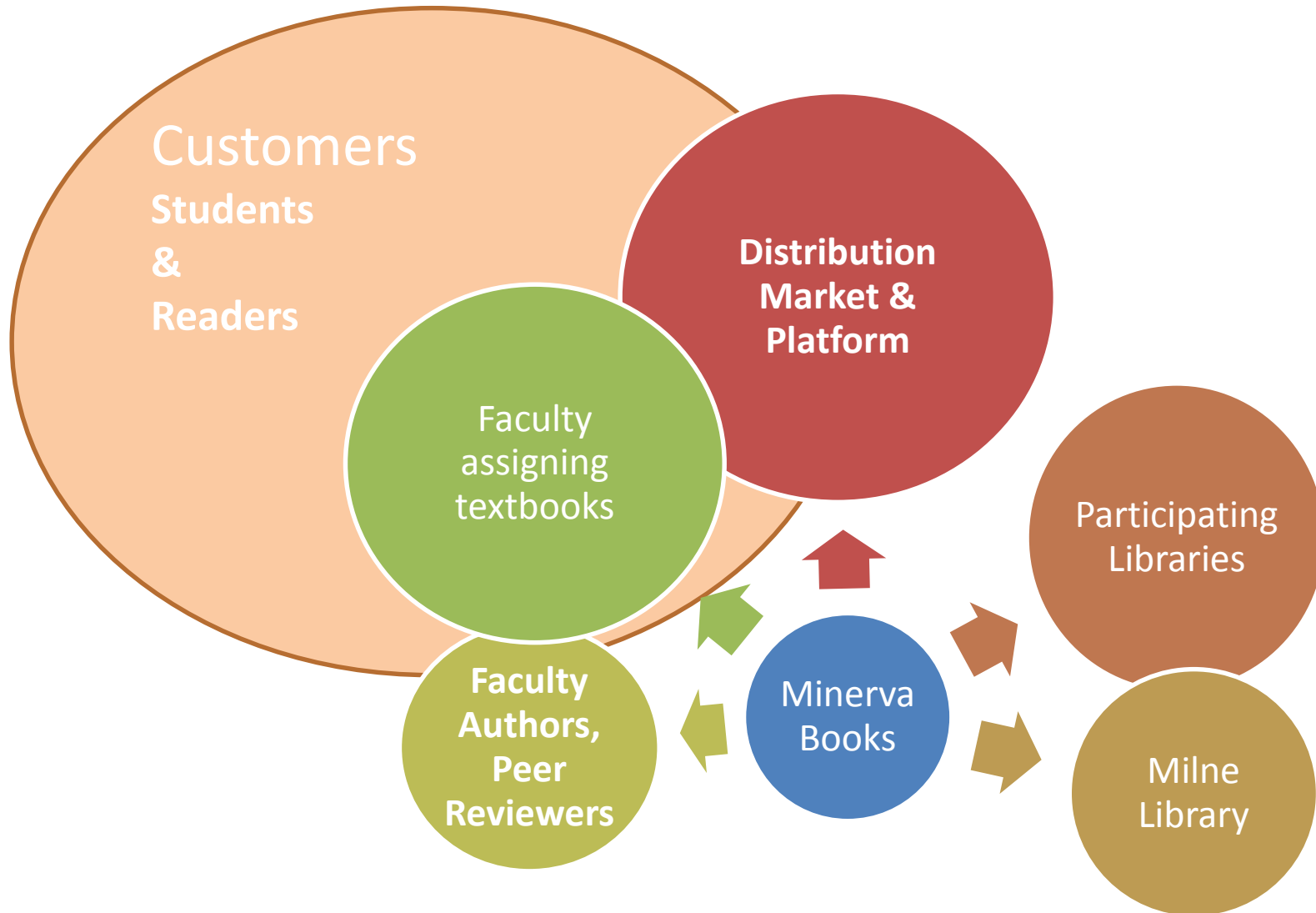
Possible revenue source #1

Print –On-Demand with royalty share contracts in place for authors and program

Possible revenue source #2

Sell platform convenience in the marketplace – for example, Kindle, Google Books, iTunes ebooks cost \$, but the .pdf is free at opensuny.org

One model under consideration – Minerva Books



Provides access to infrastructure and opportunities for funding

How does this benefit libraries and our institutions?

Constituents	Value/Benefit
Libraries	<ul style="list-style-type: none">- Free infrastructure to host open and affordable textbooks- Financial incentives for open access publishing- Organization and funding of professional development- Workshops and scholarships for librarians- Aid in creating highly valued role for libraries on campus
Authors	<ul style="list-style-type: none">- Provides incentive and library publishing services- Boosts academic reputation- Academic freedom
Teaching Faculty	<ul style="list-style-type: none">- Accessible high quality content- Low textbook costs encourages students to take class- Improves student-teacher interaction
Students	<ul style="list-style-type: none">- Affordable high quality textbooks- Print and digital option- Student paid internships at participating libraries

What librarians can do...

Promote adoption of OERs and Open Textbooks; especially Open SUNY Textbooks:

- *What examples are you already doing?*
- *How do we share strategies?*

Attend professional development training on library publishing, I2NY or Open SUNY Textbooks:

- *Instructional design*
- *Copyediting*
- *Proofreading*
- *Style guides*
- *Editorial principles*
- *Developmental editing*

Volunteer time for Open SUNY Textbook teams:

- *Interested in proofreading or copyediting?*
- *Want to help market the adoption of open textbooks?*
- *Know of faculty who are willing to be peer reviewers?*

Please contact: pitcher@geneseo.edu

Open SUNY Textbooks Partners

Thanks to the 6 Participating libraries in Round I & 9 libraries in Round II of IITG funding

SUNY College of Environmental Science and Forestry

SUNY Fredonia

SUNY Geneseo

SUNY Monroe Community College

SUNY Morrisville

SUNY Oswego

The College at Brockport

Upstate Medical University

University at Buffalo

& *SUNY Press*

With support from 7 other SUNY libraries & growing...

NYS College of Ceramics at Alfred University, Buffalo State College, Delhi, Jefferson Community College, Plattsburgh, Potsdam, Stony Brook University...

Thank you!

Open SUNY Textbooks and library publishing is an opportunity for libraries to curate engagement; connecting authors & readers, readers and researchers, teachers and learners...

Investing our resources in that business is essential to the future of higher education.

Please take the Minerva Books survey:

<http://tinyurl.com/minervabooks>

Questions? Contact information:

Kate Pitcher

Interim Director & PI for Open SUNY Textbooks

Milne Library, SUNY Geneseo

pitcher@geneseo.edu

585-245-5528