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open education,
open access and
open in order to...

#OAWEEK | 10/23/17 | VANDERBILT

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Open Access



Open Education



Open Data

"Anyone, anywhere in the world should have free, unhindered access to not just my research, but to the research of every great and inquiring mind across the spectrum of human understanding."



Graph 2
 Monograph and Serial Costs
 in ARL Libraries, 1986-2011*

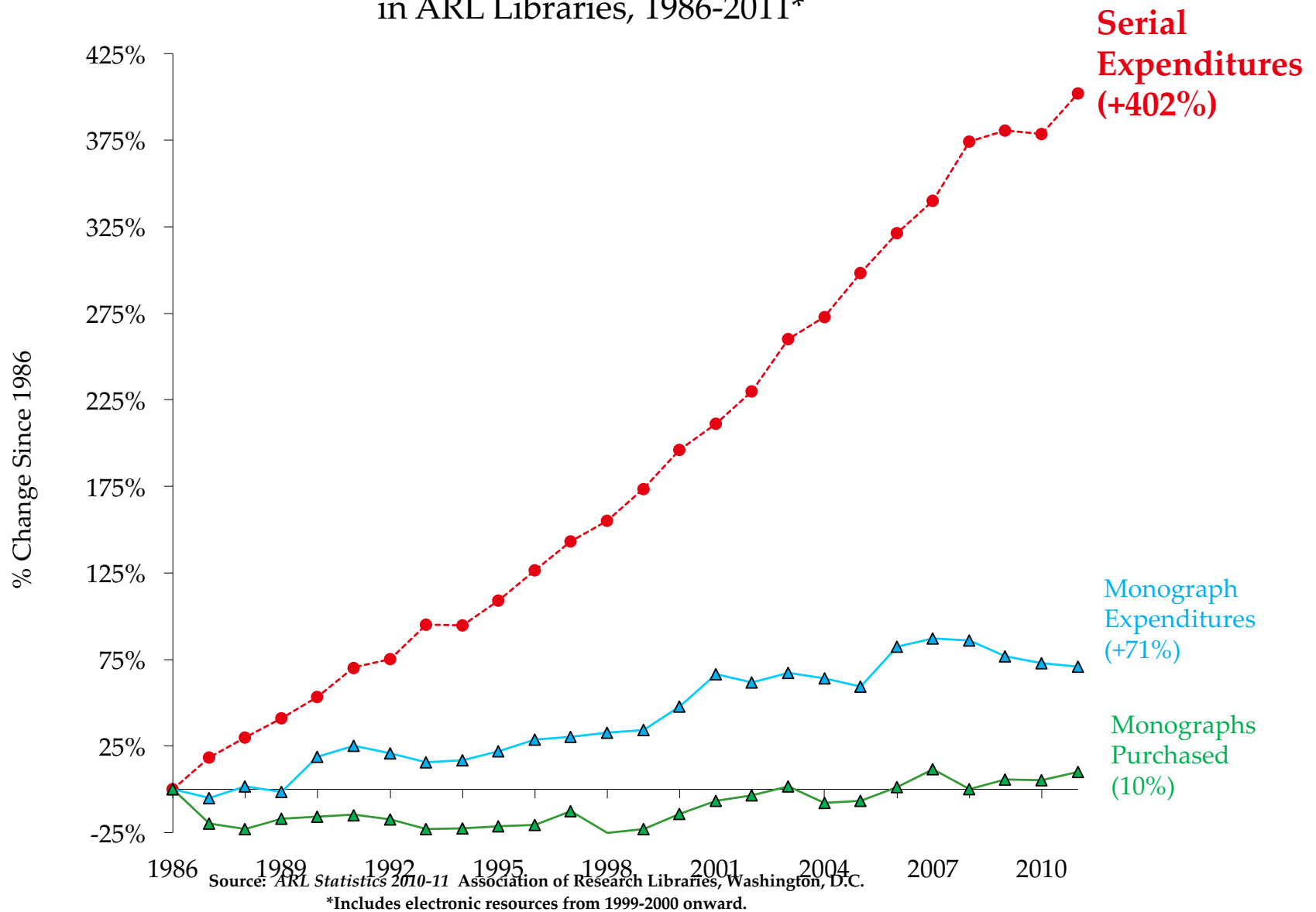


TABLE 1: AVERAGE 2017 PRICE FOR SCIENTIFIC DISCIPLINES

DISCIPLINE	AVERAGE PRICE PER TITLE	DISCIPLINE	AVERAGE PRICE PER TITLE
Chemistry	\$4,773	Botany	\$2,053
Physics	4,369	Zoology	1,988
Engineering	3,408	Math & Computer Science	1,971
Biology	2,917	Geography	1,742
Food Science	2,567	Health Sciences	1,736
Geology	2,381	Agriculture	1,666
Technology	2,234	General Science	1,556
Astronomy	2,071		

SOURCE: LJ PERIODICALS PRICE SURVEY 2017

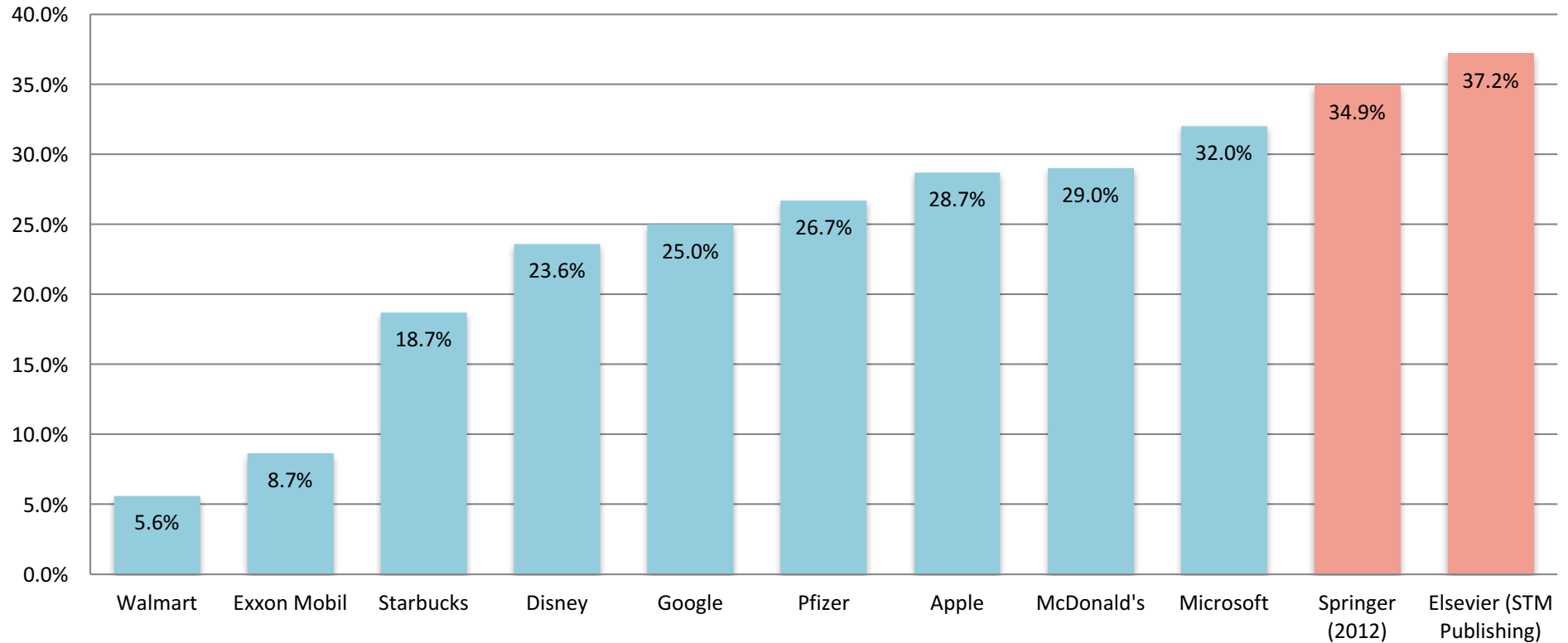
Source: Library Journal 2017 Periodicals Pricing Survey

"New World, Same Model I Periodicals Price Survey 2017," by Stephen Bosch and Kittie Henderson. Library Journal, April 19, 2017:

http://lj.libraryjournal.com/2017/04/publishing/new-world-same-model-periodicals-price-survey-2017/#_

slide borrowed from @nshockey

Operating Profit Margin: Elsevier v. Other Companies (2014)



Data Sources

Walmart: http://financials.morningstar.com/ratios/r.html?t=WMT®ion=USA&culture=en_US
Exxon Mobil: <https://www.stock-analysis-on.net/NYSE/Company/Exxon-Mobil-Corp/Ratios/Profitability>
Starbucks: http://financials.morningstar.com/ratios/r.html?t=SBUX®ion=USA&culture=en_US
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Apple: <https://www.stock-analysis-on.net/NASDAQ/Company/Apple-Inc/Ratios/Profitability>
McDonald's: <http://financials.morningstar.com/ratios/r.html?t=MCD>
Microsoft: http://financials.morningstar.com/ratios/r.html?t=MSFT®ion=USA&culture=en_US
Springer: http://static.springer.com/sgw/documents/1412702/application/pdf/Annual_Report_2012_01.pdf
Elsevier: http://www.relx.com/investorcentre/reports%202007/Documents/2014/relxgroup_ar_2014.pdf

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“Taxpayers fund \$5 billion a year in cancer research every year, but once it’s published, nearly all of that taxpayer-funded research sits behind walls. Tell me how this is moving the process along more rapidly.”

- Vice President Joe Biden: April 21, 2016

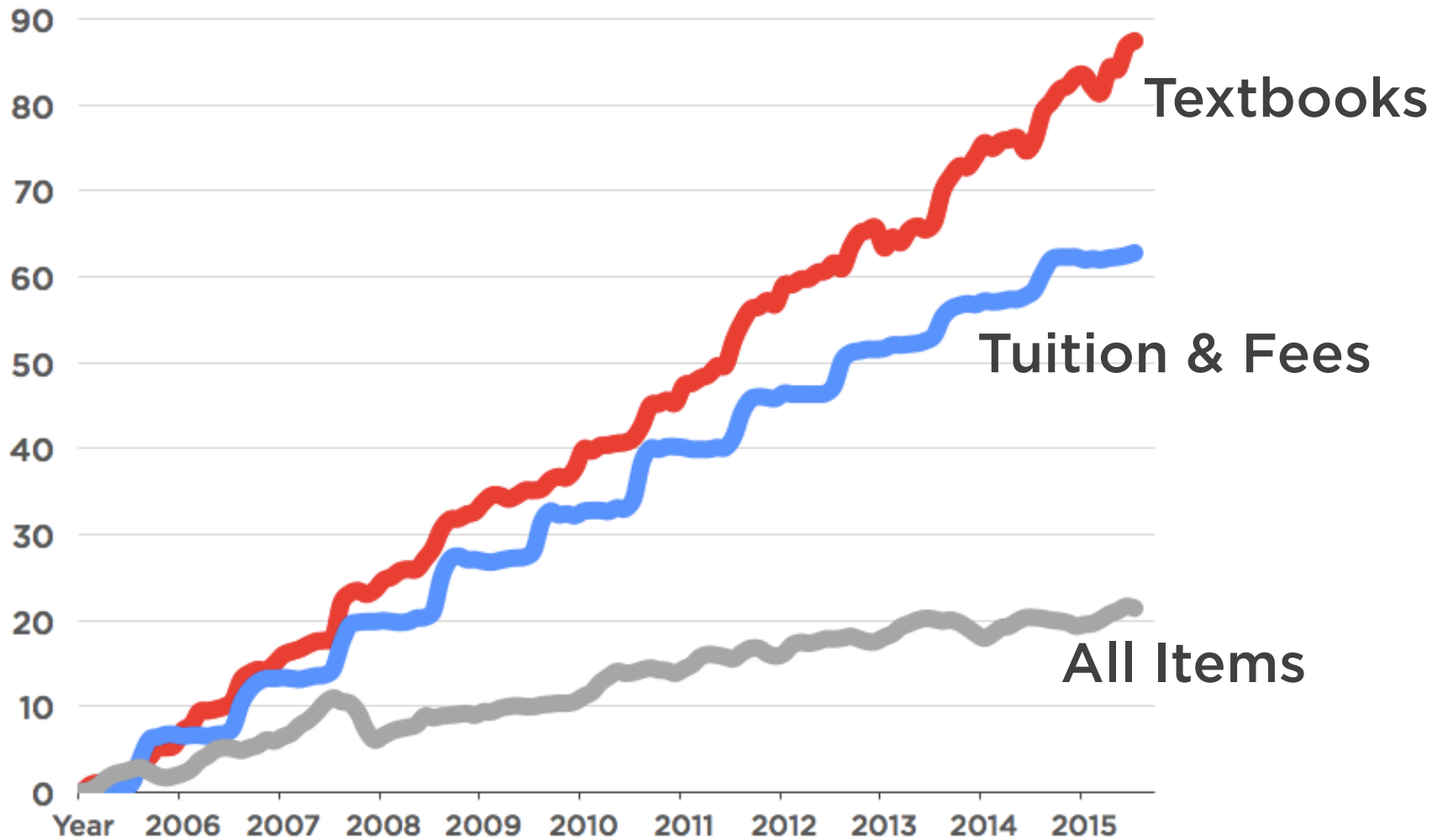
Source: <https://medium.com/cancer-moonshot/here-s-what-the-vice-president-said-to-the-largest-convening-of-cancer-researchers-in-the-country-3007bb196dbd#.m1b0p3408>
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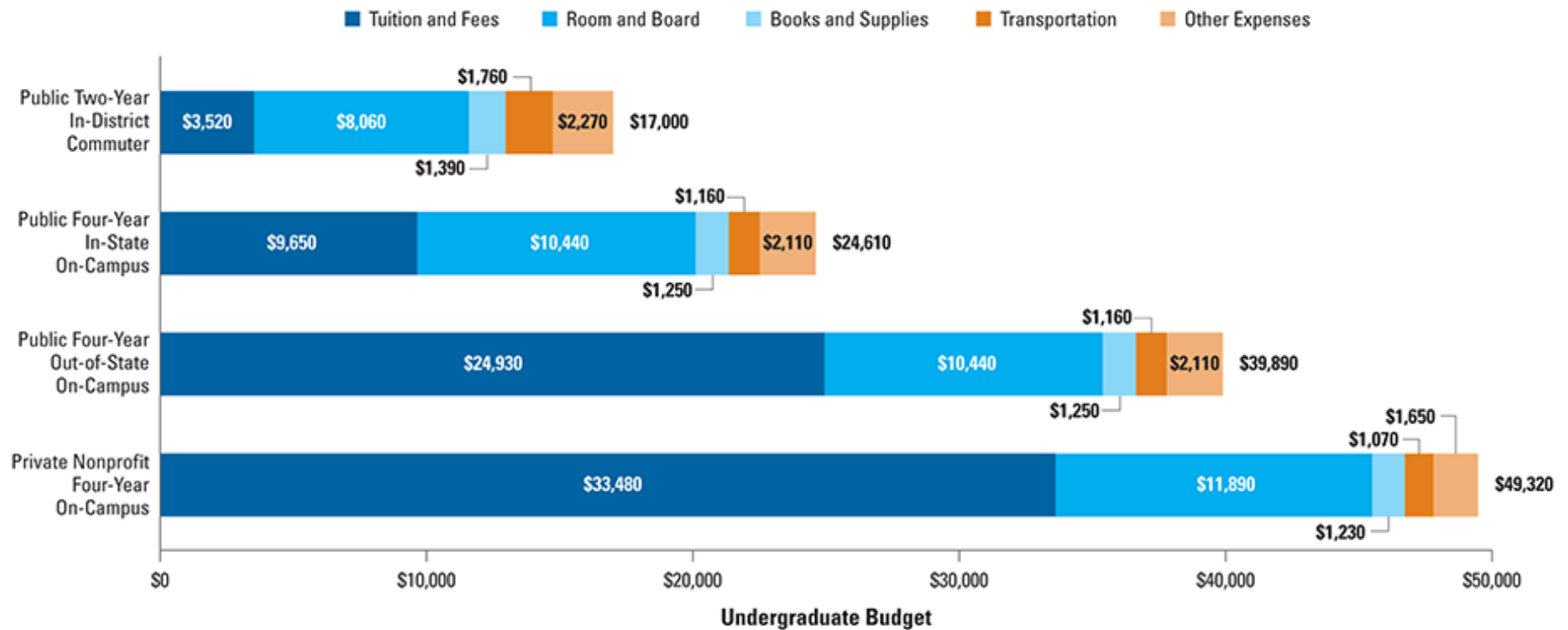
the status quo
is **broken**

Textbook Prices 2006 - 2016

U.S. Bureau of Labor Statistics



Average Estimated Undergraduate Budgets, 2016-17



Books & Supplies = \$1,200+

Source: College Board

“the straw that **broke**
the camel’s back”


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ISBN10: 1-305-58512-7

ISBN13: 978-1-305-58512-6

AUTHORS: N. Gregory Mankiw - ©2018

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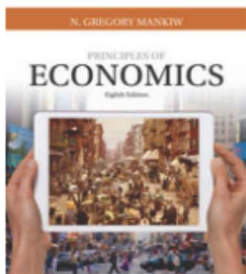
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A meme featuring Will Smith and Morgan Freeman from the movie 'The Matrix'. Will Smith is on the right, wearing sunglasses and holding a silver handgun. Morgan Freeman is on the left, also wearing sunglasses. The background is dark and out of focus. The text 'DONE READING?' is overlaid in the top right, and 'GOOD' is overlaid in the bottom center.

DONE READING?

GOOD

INSIDE HIGHER ED

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Is 'Inclusive Access' the Future for Publishers?

Textbooks aren't selling like they used to, but a new business model that has led to increased access to course materials and lower costs at some universities is beginning to take shape.

By [Carl Straumsheim](#) // January 31, 2017

[23 COMMENTS](#) 



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ISTOCK

The textbook publishing industry is considering a transformation that could significantly alter how faculty members assign readings, publishers make money and students obtain course materials.

For years, that transformation has been portrayed as a shift from physical textbooks to digital course

2 in 3

**Students say they decided
against buying a textbook
because the cost is too high**



<1 in 2

Students purchase a current
edition of their textbook

Source: Book Industry Study Group

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students cannot
learn from books
they can't **afford**



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Open Education



Open Data

we can do **better**

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Two Paths to Open Access

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Language of Protest

The six editors and 31 editorial board members of *Lingua*, a top linguistics journal, have all resigned to protest Elsevier pricing. They plan a new open-access journal.

November 2, 2015

By **Scott Jaschik**

All six editors and all 31 editorial board members of *Lingua*, one of the top journals in linguistics, last week resigned to protest Elsevier's policies on pricing and its refusal to convert the journal to an open-access publication that would be free online. As soon as January, when the departing editors' noncompete contracts expire, they plan to start a new open-access journal to be called *Glossa*.

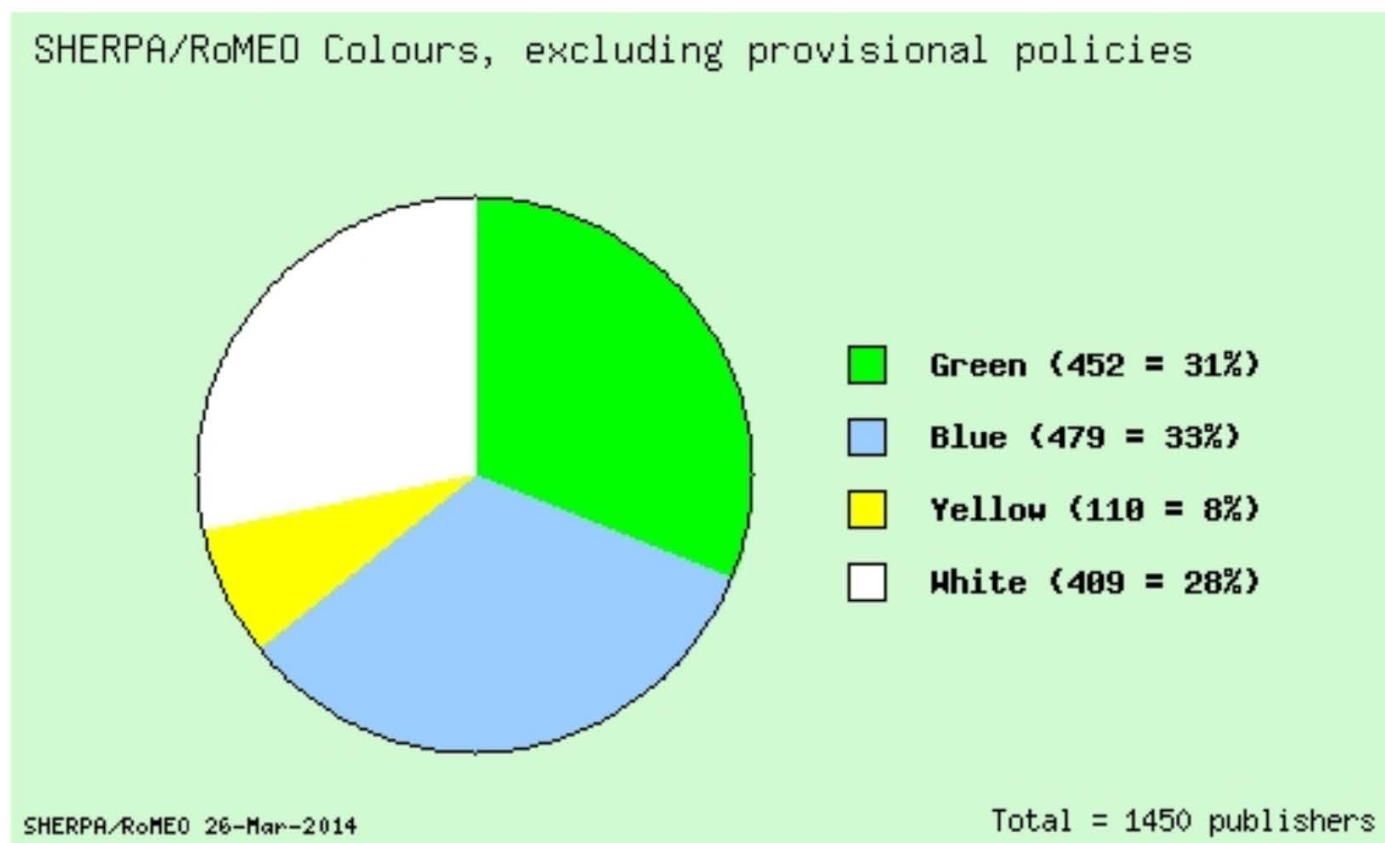


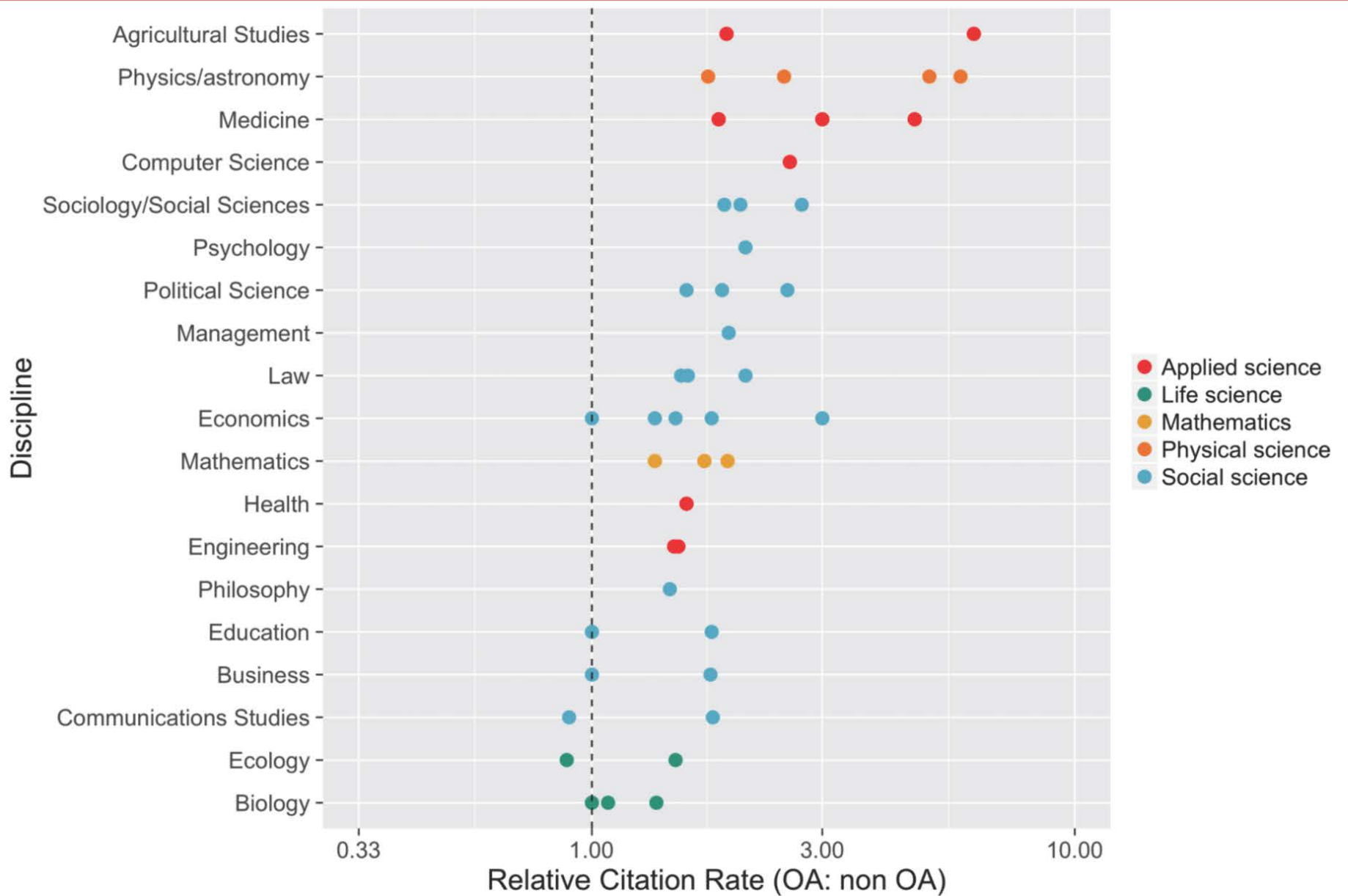
Source: <https://www.insidehighered.com/news/2015/11/02/editors-and-editorial-board-quit-top-linguistics-journal-protest-subscription-fees>

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RoMEO colour	Archiving policy	Publishers	%
green	Can archive pre-print and post-print	452	31
blue	Can archive post-print (ie final draft post-refereeing)	479	33
yellow	Can archive pre-print (ie pre-refereeing)	110	8
white	Archiving not formally supported	409	28

Summary: **72%** of publishers on this list formally **allow** some form of self-archiving.





Source: McKiernan, Erin; Bourne, Philip E.; Brown, C. Titus; Buck, Stuart; Kenall, Amye; Lin, Jennifer; McDougall, Damon; Nosek, Brian; Ram, Karthik; Soderberg, Courtney; R. Spies, Jeffrey; Thaney, Kaitlin; Updegrove, Andrew; Woo, Kara; Yarkoni, Tal (2016): How open science helps researchers succeed. Figshare. <https://dx.doi.org/10.6084/m9.figshare.1619902.v7>: URL: https://figshare.com/articles/The_open_research_value_proposition_How_sharing_can_help_researchers_succeed/1619902

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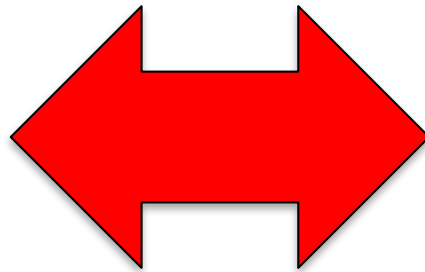
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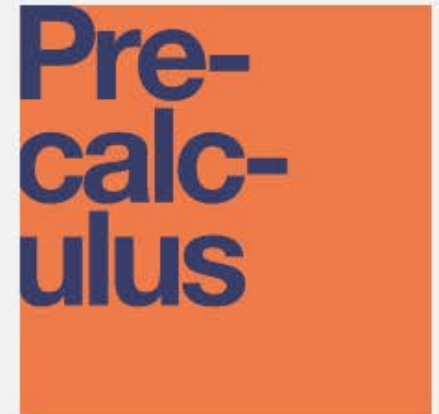
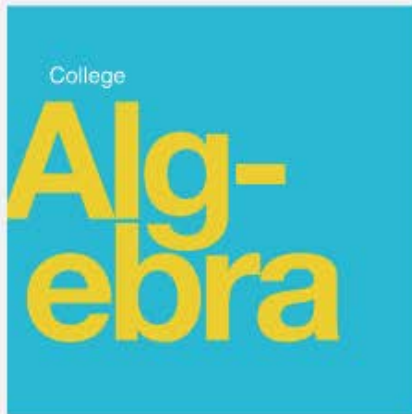
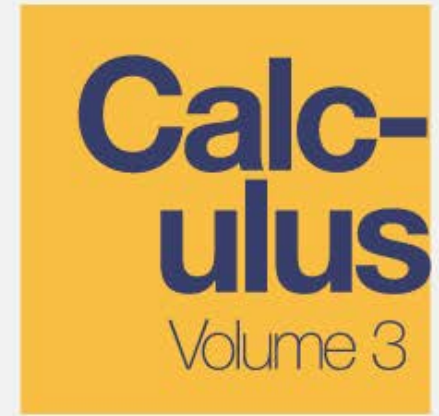
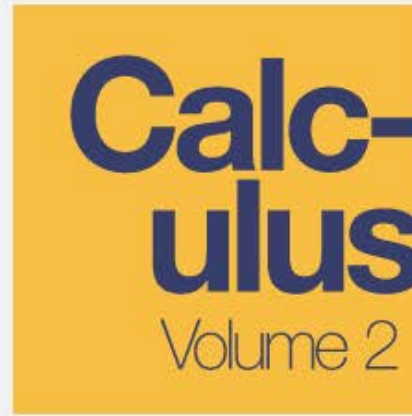
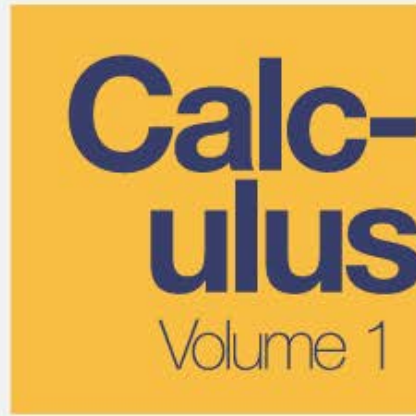
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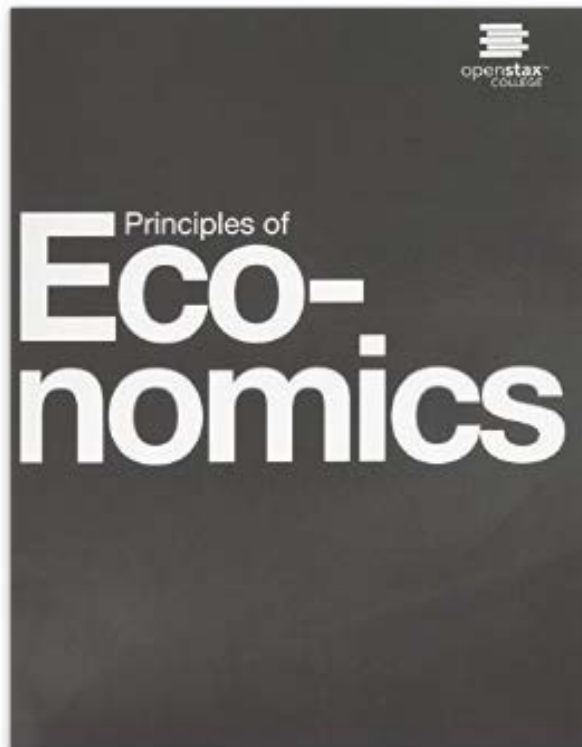
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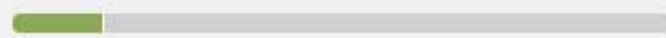


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▶ 2 Choice in a World of Scarcity

▶ 3 Demand and Supply

▶ 4 Labor and Financial Markets

▼ 5 Elasticity

Introduction to Elasticity

5.1 Price Elasticity of Demand and Price Elasticity of Supply

5.2 Polar Cases of Elasticity and Constant Elasticity

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5.4 Elasticity in Areas Other Than Price

▶ 6 Consumer Choices

5.3 Elasticity and Pricing

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▶ Summary

Studying elasticities is useful for a number of reasons, pricing being most important. Let's explore how elasticity relates to revenue and pricing, both in the long run and short run. But first, let's look at the elasticities of some common goods and services.

Table shows a selection of demand elasticities for different goods and services drawn from a variety of different studies by economists, listed in order of increasing elasticity.

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Review

Led by [John Willson](#)
Additional Contributor: [Stacie Mason](#)

Sept. 2016 Updates in [Red](#)

This review provides a summary of all known empirical research on the impacts of OER adoption (including our own). The research below will be periodically updated with new articles as we become aware of them. If you know of an empirical research study on the impacts of OER adoption that is not included in this review, please leave a comment below. An in-depth article focusing on empirical research relating to perceptions and efficacy at the college level was published by the journal Educational Technology Research and Development in February of 2016. Please access the [open-access version of this article](#) or a [summary video](#). You can also access [overview slides](#) that summarize this research.

OUR LATEST PUBLICATION

Hilton, J. Fischer, L., Wiley, D., Williams, L. (2016). Maintaining Open Educational Resources Graduation: OER and the Course Throughput Rate. International Review of Research on Distance and Open Learning, 17(6): 1-10 (2016).

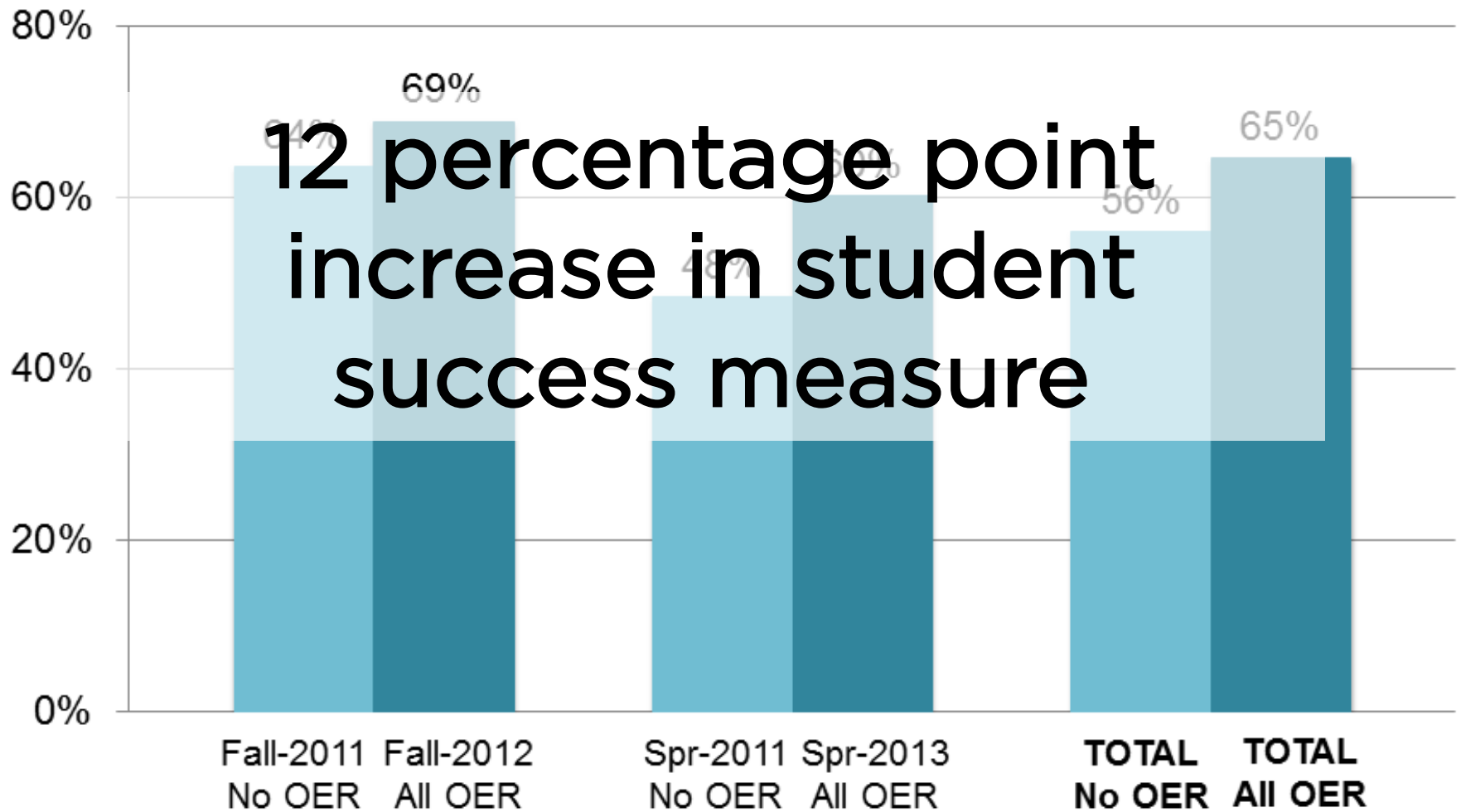
FEATURED ARTICLE

Hilton, J. (2016). Open educational resources and college textbook choices: a review of research on efficacy and perceptions. Educational Technology Research and Development, 64(4): 573-590.

academic research showing the impact of OER vs. traditional materials

openedgroup.org/review

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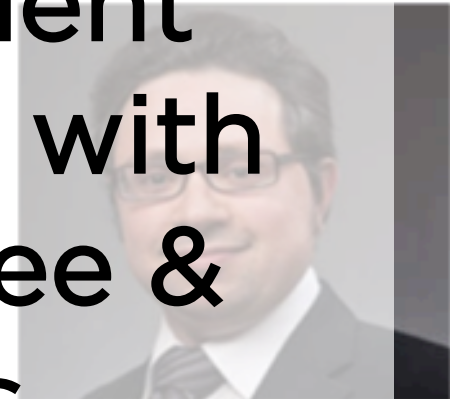
- Animal Sciences 421: Fundamentals of Reproduction
- Cost Savings to date: \$7,680

Miliann Kang



- Women's Studies 187: Gender, Sexuality and Culture
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Hossein Pishro-Nik



- Electrical and Computer Engineering 314: Introduction to Probability and Random Processes
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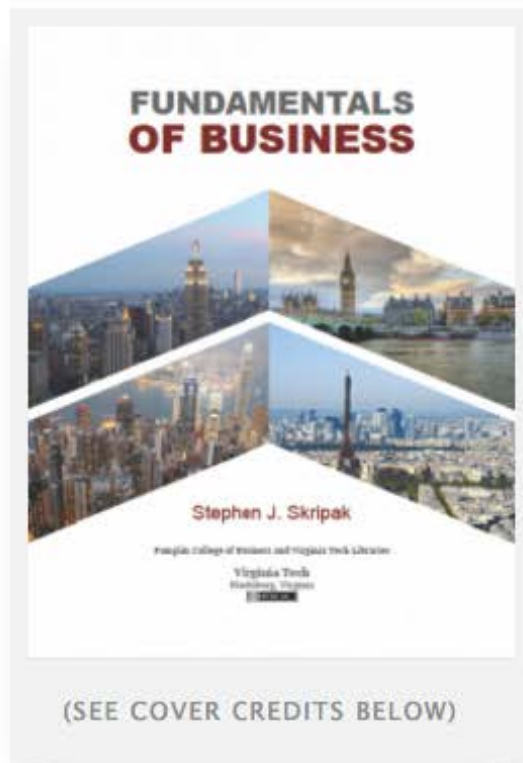
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Fundamentals of Business : Virginia Tech's New Open Textbook

by ANITA WALZ posted on AUGUST 25, 2016

Virginia Tech Libraries and the Pamplin College of Business are pleased to announce publication of *Fundamentals of Business*, a full color, 440+ page free online textbook for Virginia Tech's Foundations of Business course. This Virginia Tech course averages 14 sections with over 700 students in Fall semesters. The textbook is an [open educational resource](#), and may be customized and redistributed non-commercially with attribution.



The book is the work of Prof. Stephen Skripak and his team of faculty colleagues from the Pamplin College of Business, Anastasia Cortes and Richard Parsons, open education librarian Anita Walz, graphic designers Brian Craig and Trevor Finney, and student peer reviewers Jonathan De Pena, Nina Lindsay, and Sachi Soni. [Assistive Technologies](#) consulted on the accessibility of the textbook.

The first openly licensed book of its kind created at Virginia Tech, the book is in direct response to two problems faced by Pamplin's team of professors: a used edition of the previous textbook was priced as high as \$215, and students were not engaged by the previous text.

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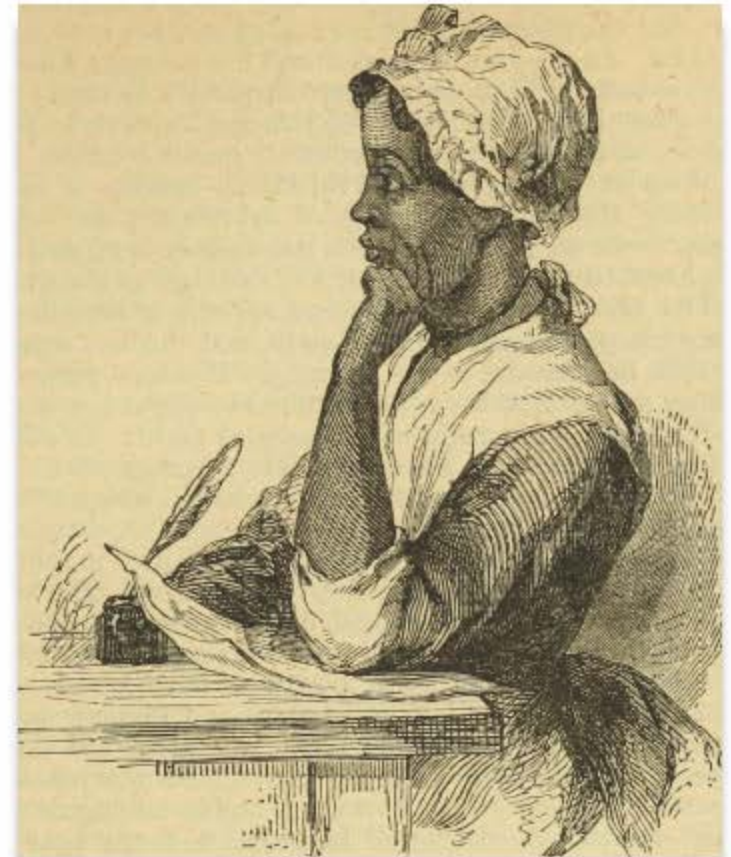
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A portrait of Dr. Robin DeRosa, a woman with dark, curly hair, wearing a red top. She is resting her chin on her hand and looking directly at the camera with a slight smile. The background is a textured, brownish-gold color.

“It does not feel patriotic to have my students pay money for public-domain literature on their American heritage.”

— Dr. Robin DeRosa



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Program Summary

In 2009, the American Recovery and Reinvestment Act amended the Trade Act of 1974 to authorize the Trade Adjustment Assistance Community College and Career Training (TAACCCT) Grant Program. On March 30, 2010, President Barack Obama signed the Health Care and Education Reconciliation Act, which included \$2 billion over four years to fund the TAACCCT program.

TAACCCT provides community colleges and other eligible institutions of higher education with funds to expand and improve their ability to deliver education and career training programs that can be completed in two years or less, are suited for workers who are eligible for training under the TAA for Workers program, and prepare program participants for employment in high-wage, high-skill occupations. Through these multi-year grants, the Department of Labor is helping to ensure that our nation's institutions of higher education are helping adults succeed in acquiring the skills, degrees, and credentials needed for high-wage, high-skill employment while also meeting the needs of employers for skilled workers. The Department is implementing the TAACCCT program in partnership with the Department of Education.

Announcements

- **04-16-2014:** The Obama administration will award \$450 million in grant funds to expand job-driven training partnerships between community colleges and employers. Grants are the final installment of a \$2 billion, four-year initiative. Read the press release [here](#).

U.S. Department of Labor



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The Affordable College Textbook Act

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The Affordable College Textbook Act ([H.R. 3840/S. 1864](#)) seeks to reduce the cost of textbooks at U.S. colleges and universities by expanding the use of open textbooks (and other [Open Educational Resources](#)) that everyone can use, adapt and share freely. The [legislation](#) was introduced on September 26, 2017 by Representatives Polis (D-CO) and Sinema (D-AZ) in the House and Senators Durbin (D-IL), Franken (D-MN), and King (I-ME) in the Senate.

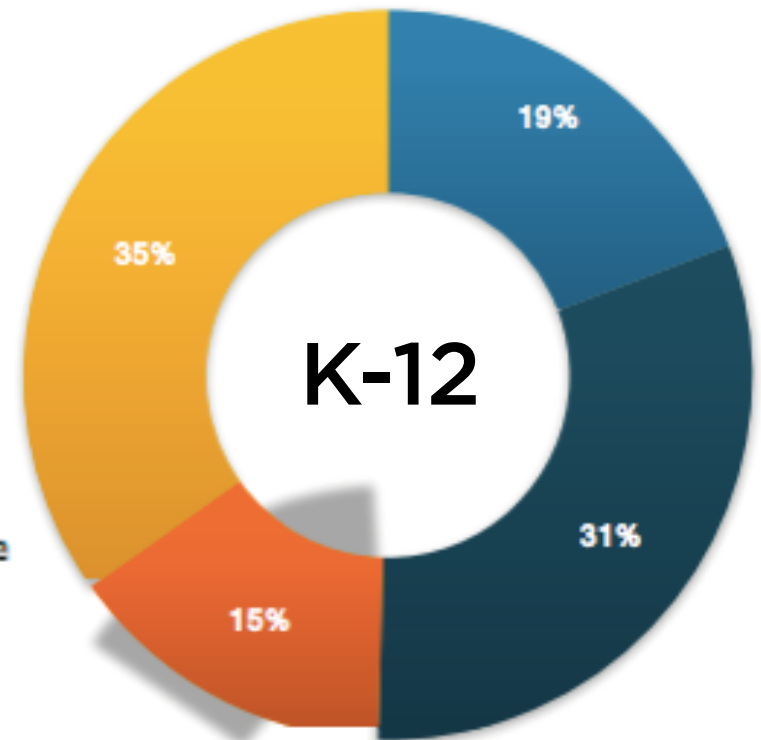
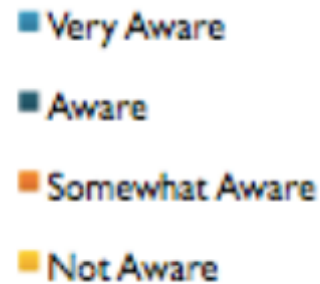
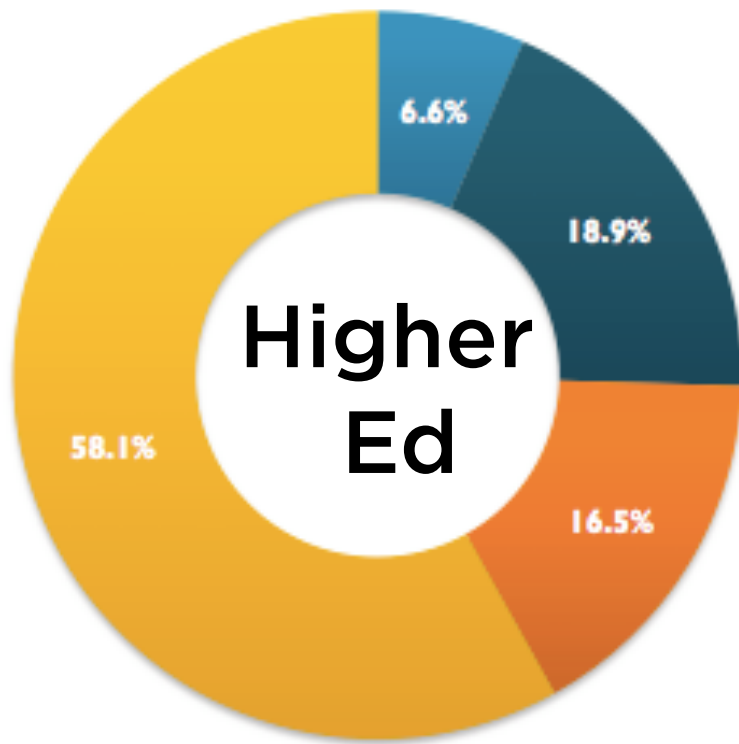
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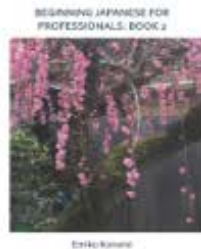
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