

Kate Pittsley-Sousa, Eastern Michigan University
2017 Michigan Academic Library Assn Conference

Gateways to OER:

Providing Library E-Book Versions of Titles Already Assigned

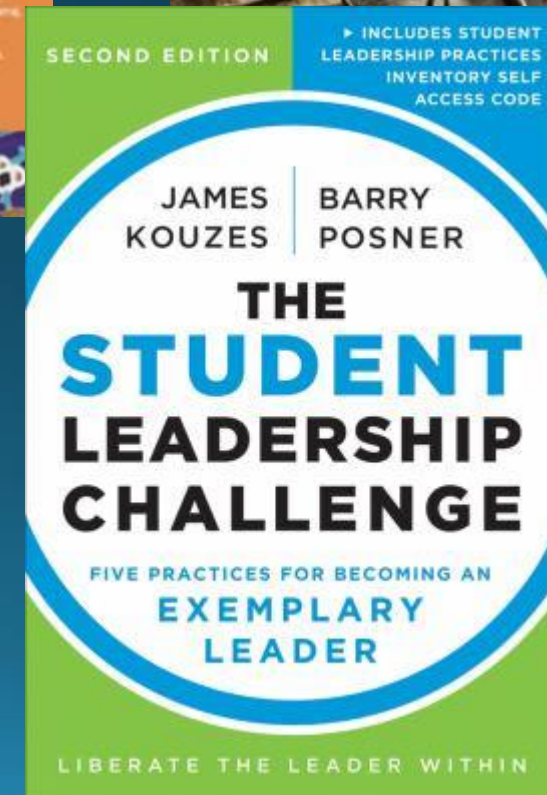
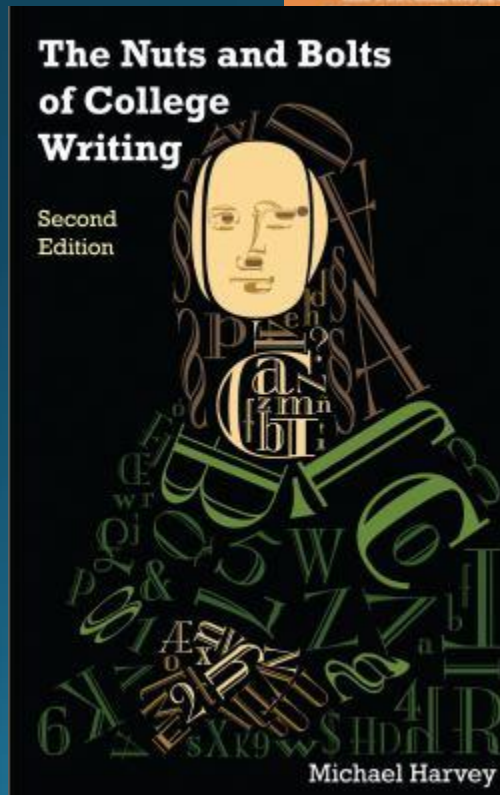
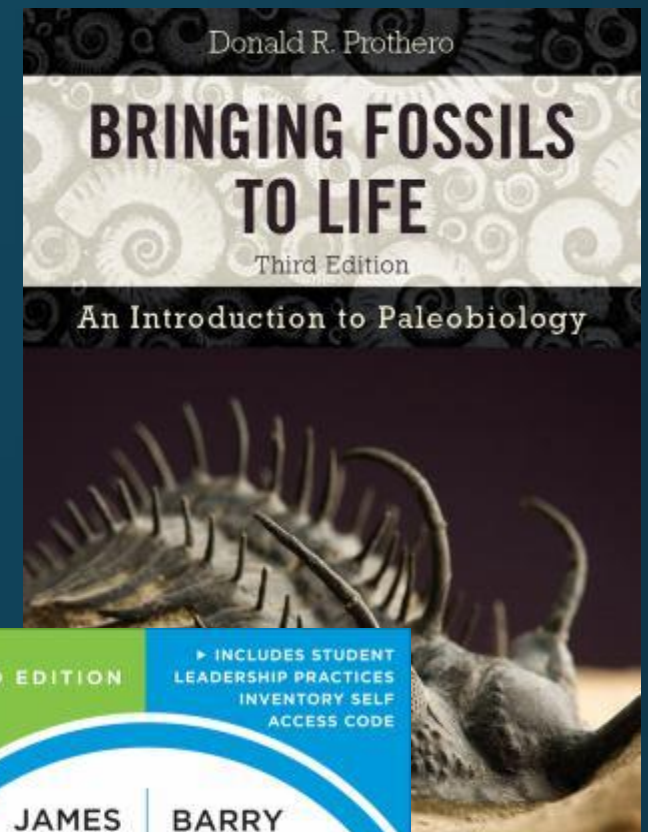
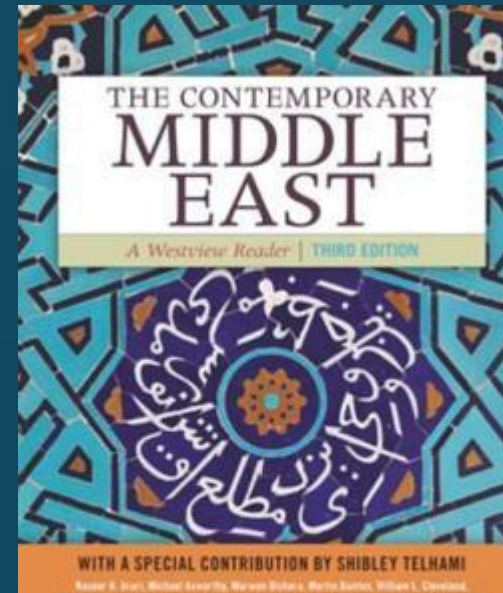
Library E-Books

Free for students
- affordable for the
library

Available for future
classes

Relatively trouble-free

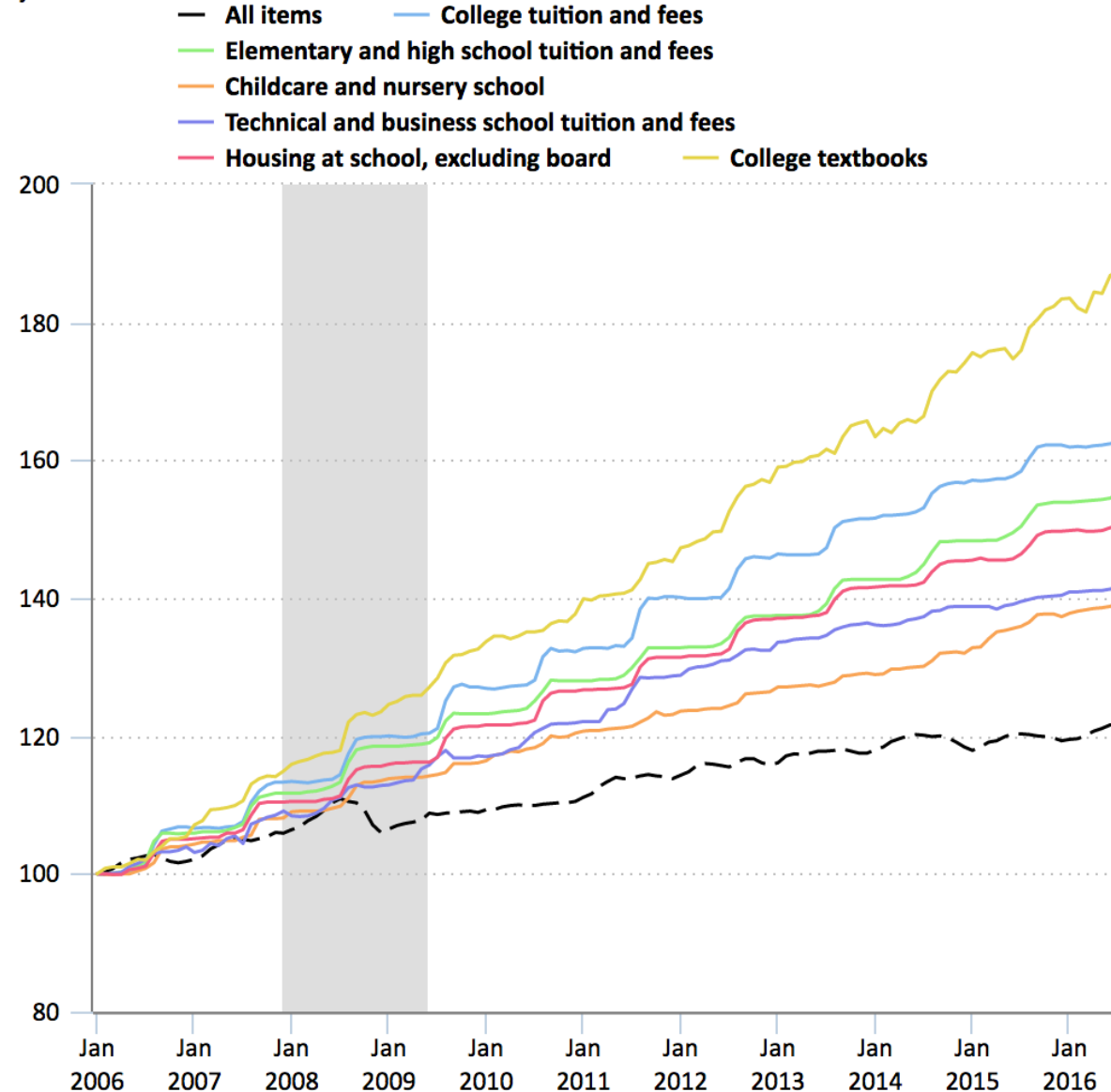
Expands student choice



Recent News: Expenditure Trends

Consumer price indexes for tuition and school-related items, not seasonally adjusted, January 2006–July 2016

January 2006=100

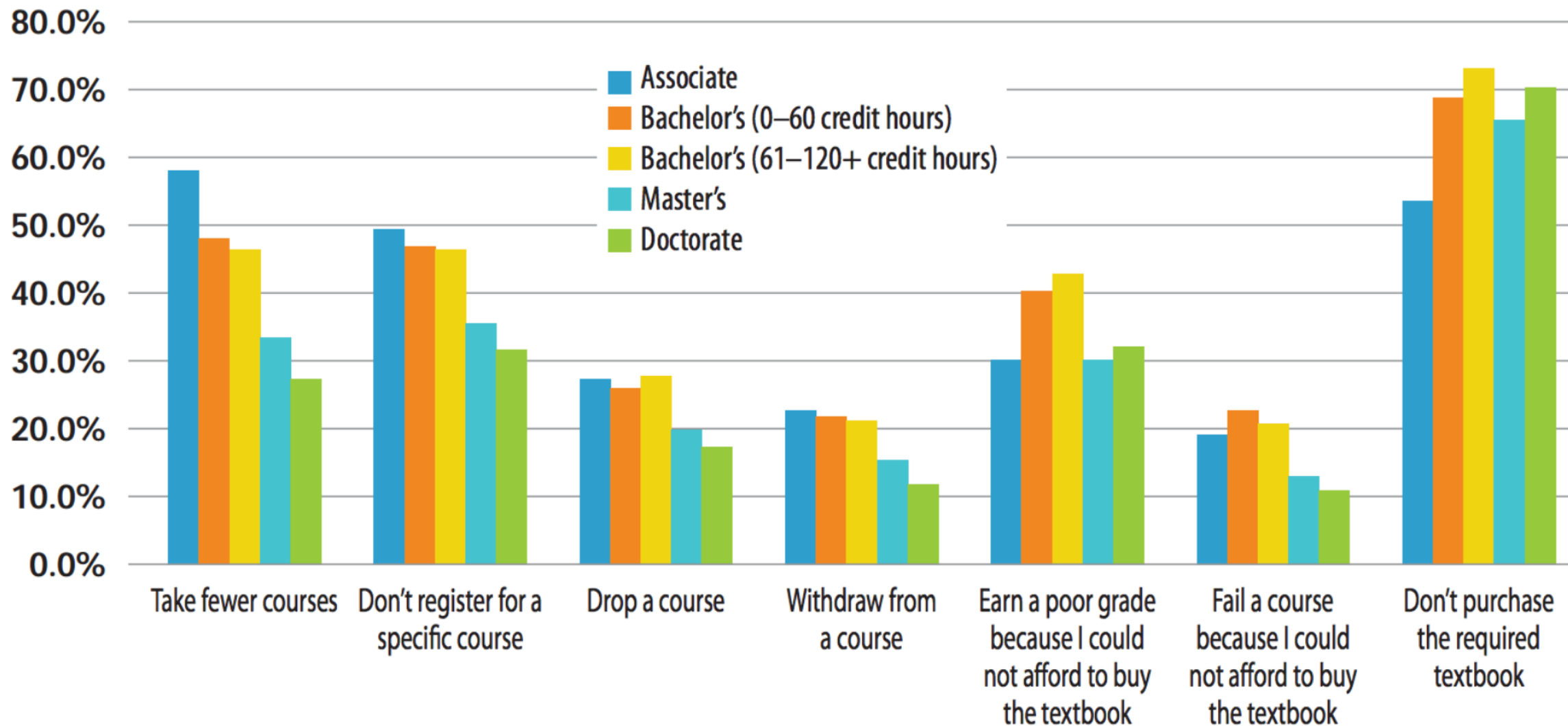


Click legend items to change data display. Hover over chart to view data.

Shaded area represents recession, as determined by the National Bureau of Economic Research.

Source: U.S. Bureau of Labor Statistics.

Chart 3: Impact of Textbook Costs (by Degree Level)



Note: Associate $n = 4,904$; Bachelor's (0–60 credit hours) $n = 4,213$; Bachelor's (61–120+ credit hours) $n = 8,463$; Master's $n = 1,781$; Doctorate $n = 784$.



Institutions are Rethinking Texts

Universities are publishing free online texts:

- **Grand Valley** – SUNY – Virginia Tech – Portland State – Univ System of Georgia

University Presses are offering free e-books

- Univ of California – Ohio State – University of Pittsburgh – Kansas State

Large Foundations are funding Open Education Resources

- William and Flora Hewlett Foundation - OPENStax - cK-12

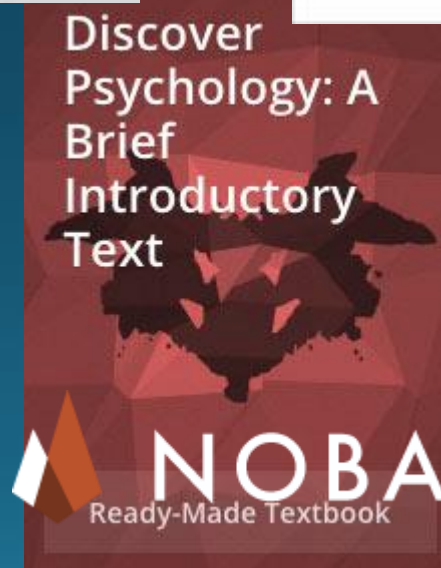
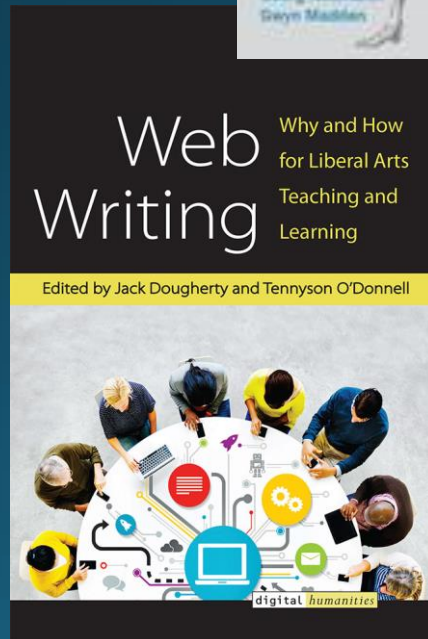
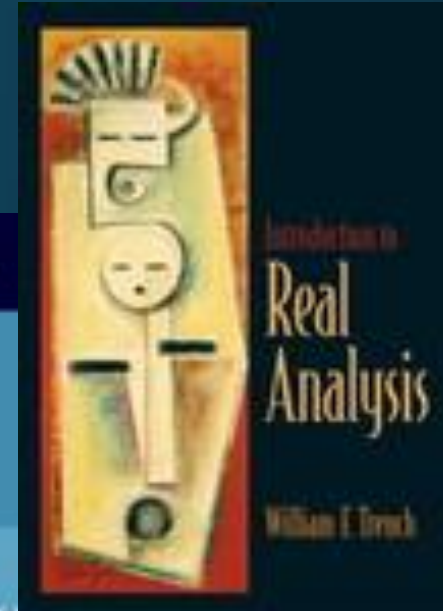
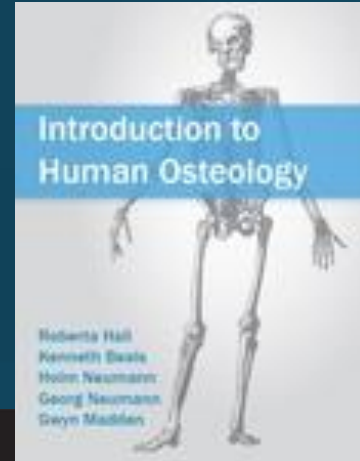
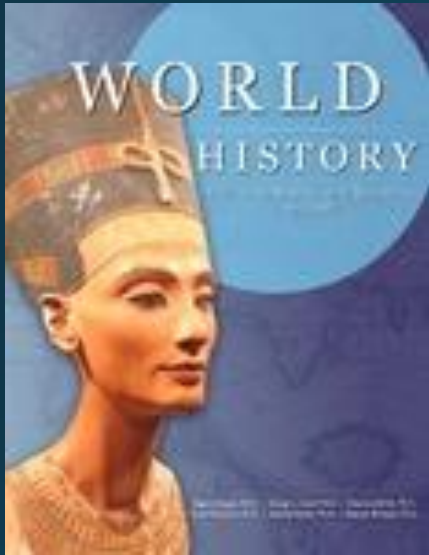
K-12 State Funded Open Textbook Projects in NY and WA

- OpenUp Resources – MI Open Book Project

Community College Collaborations & Z Degrees

- **Michigan Colleges Online** Tidewater Community College - Bay College MI (two Z degrees)

Open Education is “Blossoming”



Why Don't More Faculty Adopt Open Access Texts ?

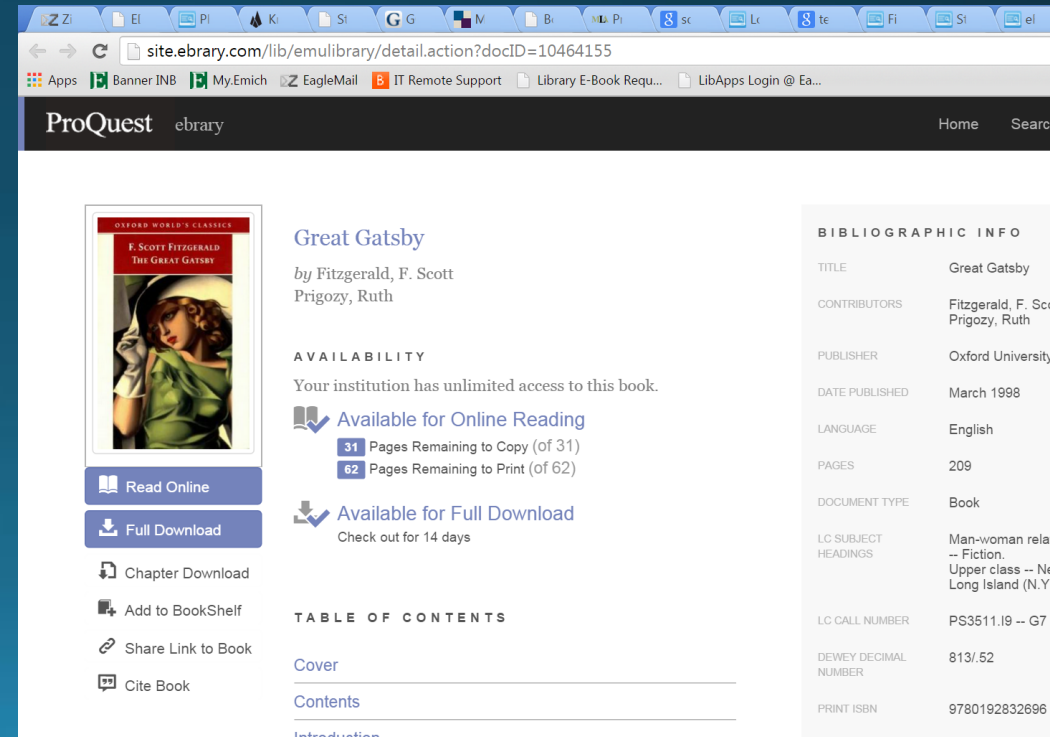
- Studies show typical faculty consider first quality and comprehensiveness of text; cost only if all else equal
- Some skeptical of Open Access quality
- Some personally prefer print & think of Open Access as electronic only
- Disciplinary differences, academic freedom
- Not always an Open Access Textbook option, especially for upper level & specialized courses
- **Time pressure** (publisher reps, homework solutions, slides, etc)

EMU's Textbook Affordability Project

- Faculty Seminar on alternatives
- Faculty outreach on alternatives
- Extensive guide on alternatives *
- Minor improvements to Course Reserves
- **Library e-book efforts**

How Library E-books Work

- Students log in to read for free.
- Don't need any special device--just a browser.
- Some can be read by many students simultaneously; others just 1 at a time. *Students can get a busy signal.*
- Print/download options vary.



The screenshot shows a web browser window with the URL `site.ebrary.com/lib/emulibrary/detail.action?docID=10464155`. The page is for 'The Great Gatsby' by F. Scott Fitzgerald, edited by Ruth Prigozy. It features a book cover image, a 'Read Online' button, and a 'Full Download' button. The 'Availability' section states that the institution has unlimited access to this book. It also shows 'Available for Online Reading' with 31 pages remaining to copy (of 31) and 'Available for Full Download' with 62 pages remaining to print (of 62). A 'Table of Contents' section is visible at the bottom, listing 'Cover', 'Contents', and 'Introduction'.

ProQuest ebrary

Great Gatsby
by Fitzgerald, F. Scott
Prigozy, Ruth

AVAILABILITY
Your institution has unlimited access to this book.

Available for Online Reading
31 Pages Remaining to Copy (of 31)
62 Pages Remaining to Print (of 62)

Available for Full Download
Check out for 14 days

Read Online
Full Download
Chapter Download
Add to BookShelf
Share Link to Book
Cite Book

BIBLIOGRAPHIC INFO

TITLE	Great Gatsby
CONTRIBUTORS	Fitzgerald, F. Scott Prigozy, Ruth
PUBLISHER	Oxford University
DATE PUBLISHED	March 1998
LANGUAGE	English
PAGES	209
DOCUMENT TYPE	Book
LC SUBJECT HEADINGS	Man-woman relations -- Fiction. Upper class -- New York (N.Y.) -- Long Island (N.Y.)
LC CALL NUMBER	PS3511.I9 -- G7
DEWEY DECIMAL NUMBER	813/.52
PRINT ISBN	9780192832696

TABLE OF CONTENTS

Cover
Contents
Introduction

How Library Acquire E-books

- **Purchasing individual titles**
- Subscriptions to e-book collections
- DDA, PDA, or EBA programs – on demand access/purchase models
- Occasionally e-books come as part of a larger database—including some MeL databases

E-book features, restrictions, and ease-of-use vary from vendor to vendor.



Very early efforts

❖ Books24x7 subscription and Business Faculty

- Upsides:

multi-user
easy to use

- Downsides:

mostly no printing/downloading options
lack of permanent holdings (publisher drop-outs)
expensive

❖ ProQuest e-books

- compare bookstore list to catalog & email profs
- prospective buying & “advertising” on LibGuides

Two Local Grant Experiments

- E-Fellows Grant - 2014
small internal grants for technology experiments
- EMU Women in Philanthropy - 2015
small grants for EMU faculty/lecturers funded by donors

E-Fellows Grant – 2014

\$4,000 – 69 e-books

Buy e-book versions of titles already assigned in classes, send links to profs.

- Used now mandated textbook info from course schedule
- Priority on purchasing multi-user where available, used small committee to make decisions
- Emailed profs a link with best practices & tips for students
- Assessed with usage stats and faculty survey

What made it easy

- Buying already assigned titles meant little effort asked of faculty
- Great co-operation from many EMU Library Faculty & Staff
- Permanent ownership of purchased e-books made books available for future classes

What was difficult

- Book store would not share list, gathering text very time-consuming (but better than before HEO Act mandate)
- Only a small percentage of titles available as e-books
- Few titles available in STEM areas
- Timing was tricky
- Paperwork for grant funded books onerous for acquisitions

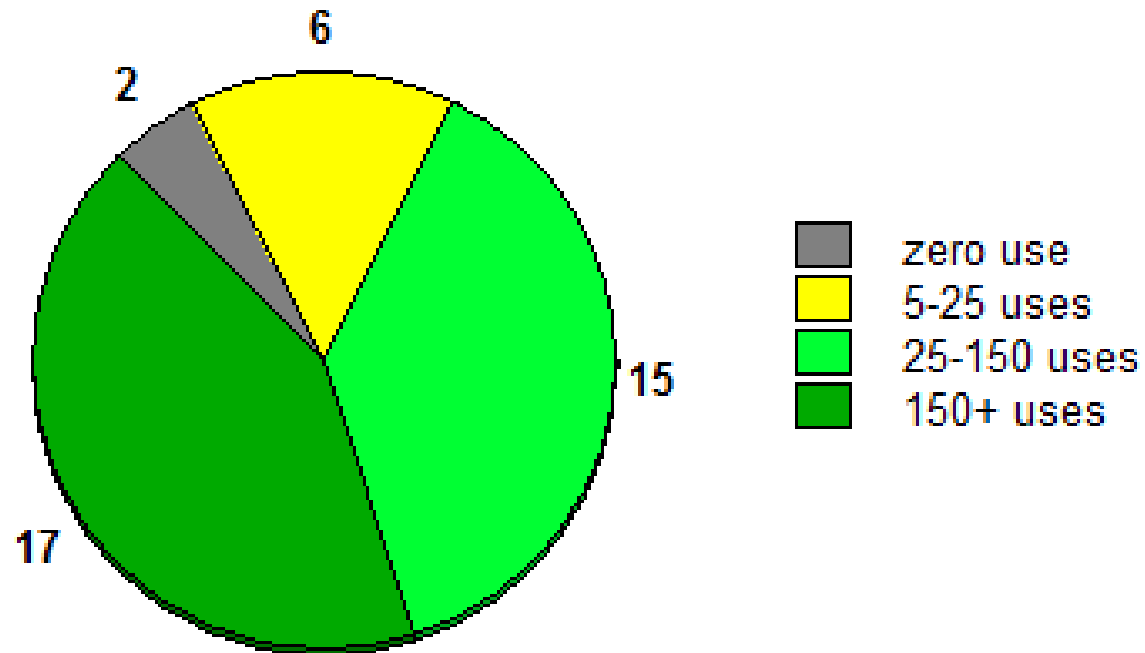
Stats from first year (March-Dec)

Top ten most heavily used titles:

- 3060 uses of *The Great Gatsby* - assigned in LITR 101
- 2029 uses of *Management of Technology* – assigned in TM 130
- 1992 uses of *The Giver* – assigned in CHL 207
- 1008 uses of *Managing Technological Change* – assigned in TM 212
- 460 uses of *Introducing the New Sexuality Studies* – assigned in WGST 202
- 370 uses of *My Antonia* – assigned in HIST 123
- 272 uses of *Developing Practice Competencies* – assigned in SWRK 317
- 261 uses of *Head First HTML and CSS* – assigned in IS 239
- 258 uses of *Topdog/Underdog* – assigned in LITR 103
- 251 uses of *The Reluctant Fundamentalist* – assigned in LITR 101

Stats from first year (March-Dec)

Grant E-Book Usage



69 e-books purchased
12, 413+ uses

180 – average (mean)
number of uses per title

22 – median
number of uses per title

2 unused books assigned
in a 600 level class

Turn-away statistics

3 of 19

– number of limited user e-books where students experienced a “turn-away” because the book was “busy”

- *The Giver*, a single user e-book, had **14** turn-aways and **1992** successful uses
- *Introducing the New Sexuality Studies*, a 3-user e-book, had **1** turn-away and **460** successful uses
- *The Reluctant Fundamentalist*, a single user e-book, had **1** turn-away and **251** successful uses.

Selected initial comments from Faculty:

“Thank you! I have one student that I know will benefit from this immediately.” - S. Karlis, SWRK 279

“The availability of the e-book will relieve many students' financial burden (textbooks are expensive, including this one!)” - X. Feng, ANTH 135

“Great! This is excellent news. And so appropriate, I think, for Social Entrepreneurship - to have a textbook formatted to benefit more than one student and that is environmentally friendly.”
– E. Sikkenga, MGMT 617

Solved a lost book problem

"I just had a student approach me about forgetting his book in our classroom last week and we have been unable to find it. He wasn't sure what he was going to do for the rest of the term, because he didn't have the money to buy the book again. This is a perfect solution." – A. Kurek, ACC 496W

Plans to use in future classes

“That's great news. Students have asked me about things like this. I have no plans to stop using this text and may even use it for other courses too. I'll be sure to share the link.” – J. Proulx, PHIL 100

Made out-of-print book more available

“Many, many thanks for purchasing and making this valuable book available at no cost! This arrangement most certainly solves problems for the EMU future educators of my classes!”

– L. Zwiernikowski, MUSC 220

Lessons Learned

- Students will find the e-book titles in the Catalog and use them, even in cases where professors do not notify students.
- Where profs notified students, e-book usage was higher than the median.

Lessons Learned

- Even inexpensive titles will be used by students.
- Students will read even novels online.

Lessons Learned

- Important to provide faculty with stable links designed to work from off-campus.
- Faculty need education on how to link to electronic resources.

Lessons Learned

Nonlinear model books are viable.

- we never ran out of uses for any title

Lessons Learned

1 and 3-user e-books did not have large numbers of turn-aways

Use as an online “reserves” title is viable

Lessons Learned

Communication with faculty is difficult

May want to try multiple modes of communication

EMU Women in Philanthropy Grant, 2015

\$5,000, 56 e-book titles

Invite instructors to request e-books used in courses. Where titles not available as e-books, offer to help find alternatives.

-Create online form for instructor e-book requests

- Respond quickly when book not available as e-book and offer help finding alternatives (including Open Access alternatives)
- When grant funds not spent out by deadline, investigate options via course catalog listings and solicit requests
- Purchase e-books and send links with improved tips & best practices
- Assess with usage statistics and faculty/student surveys

*

About the Library

Services

- Audiovisual
- Borrowing
- Course Reserves
 - Get materials from other libraries
- Renewing
- Rooms
- More Services

Library Users

Help

Find

News & Events

 [Ask a Librarian](#)

Faculty/Lecturer Library E-book Request Form

What is a Library E-book?

Library e-books can be read for free online using only a browser and NetID (emich login). Previous experiments funded by an [eFellows grant](#) and a [Women in Philanthropy grant](#) showed that library e-books can help ensure that all students have access to reading materials.

How do I request a Library e-book for my course?

Simply fill out the online form below. You may use the form more than once to request other titles.

When will I know if the requested book will be purchased?

Only some publishers* offer library e-book versions of books and availability can vary by title. We'll let you know soon after you submit a request if the title is not available as a library e-book.

We will email you to let you know if an order has been placed for your e-book title. When the e-book becomes available, we will send you a 2nd email with a link to the e-book.

*These publishers never offer library e-books: Pearson, Cengage, McGraw-Hill, Longman.

What is expected of requesting professors?

If your title is purchased as a library e-book, you will be expected to:

*Notify your students about the e-book on your syllabus, via email, and via a link from your course in Canvas (if you use Canvas).

If you have questions, contact your [subject librarian](#).

General Information

Professor/Lecturer *

Email *

Course Number *

Approximately how many sections will use this book in the semester? *

e-Book Information

Title *

Author(s) *

Publisher

ISBN

Edition

WIP Grant Assessment

Usage of 56 grant purchased titles

- 1853+ user sessions
- 173+ downloads of full book or specific chapters
- Only 4 instances where a limited user book was “busy”
- 208+ unique users identified*

*Only one vendor provides unique user stats
this vendor represented 46% of the purchased titles.
If we assume similar numbers of unique users on other platforms,
there would be over 450 unique users.

Colleges Supported

42 Arts & Sciences

2 Business

7 Education

3 Health & Human Services

4 Technology

Most Active Departments

10 History & Philosophy

7 African American Studies

5 Sociology/Anthropology/Criminology

4 Political Science

E-Book Availability

Tend **not** to offer library e-book versions:

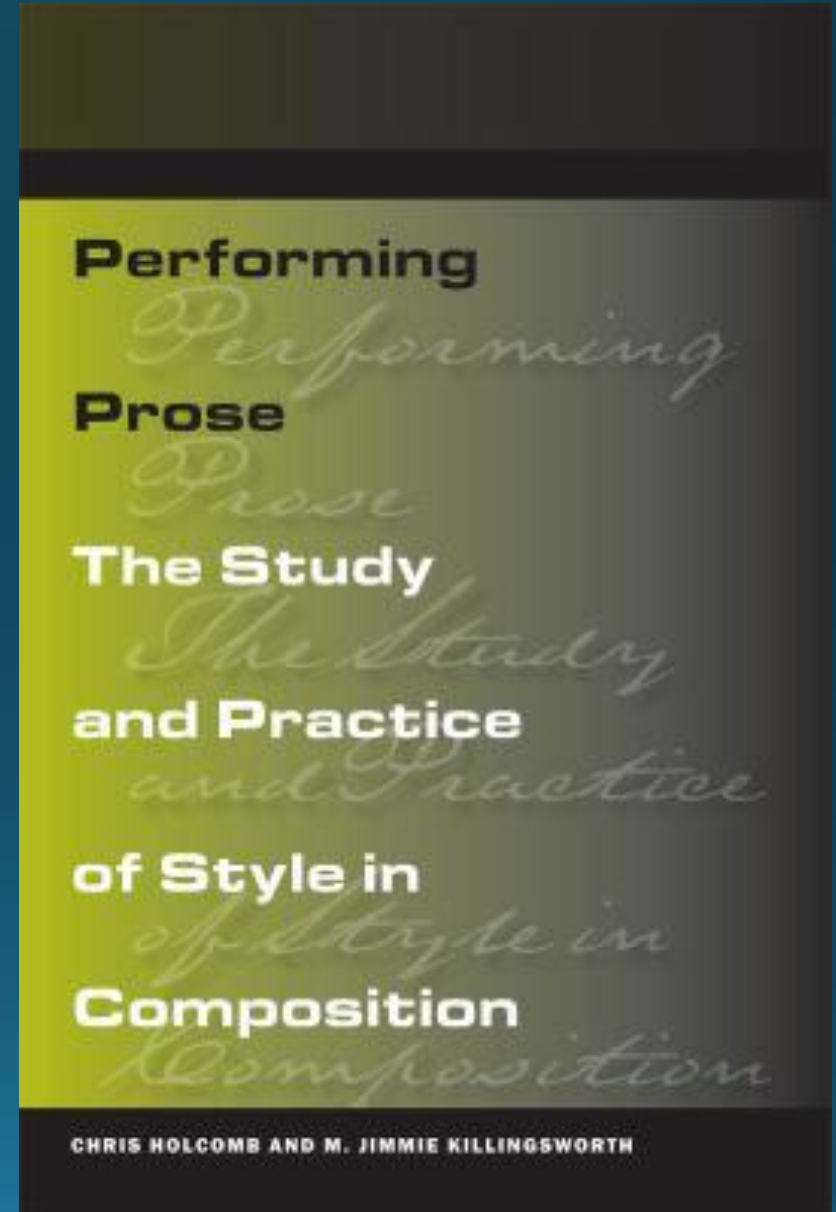
- Standard textbooks
- Hot best sellers
- Current literary works

Tend to offer library e-book versions:

- University presses
- Scholarly publishers
- Trade publishers

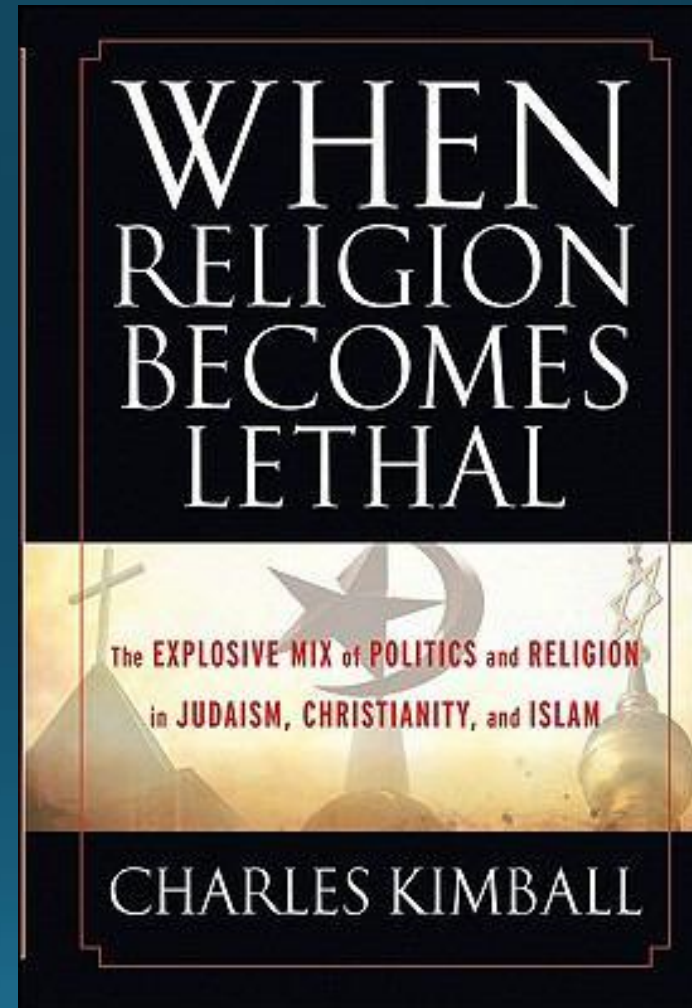
Project Muse E-book

- WRTG 328w – max 20 students
- PDF chapters *
- 110 chapters downloaded
(only 10 chapters in the book)
so at least 10 students used
- Library e-book cost \$76
cheapest Amazon used copy \$33
so benefit to students at least \$300



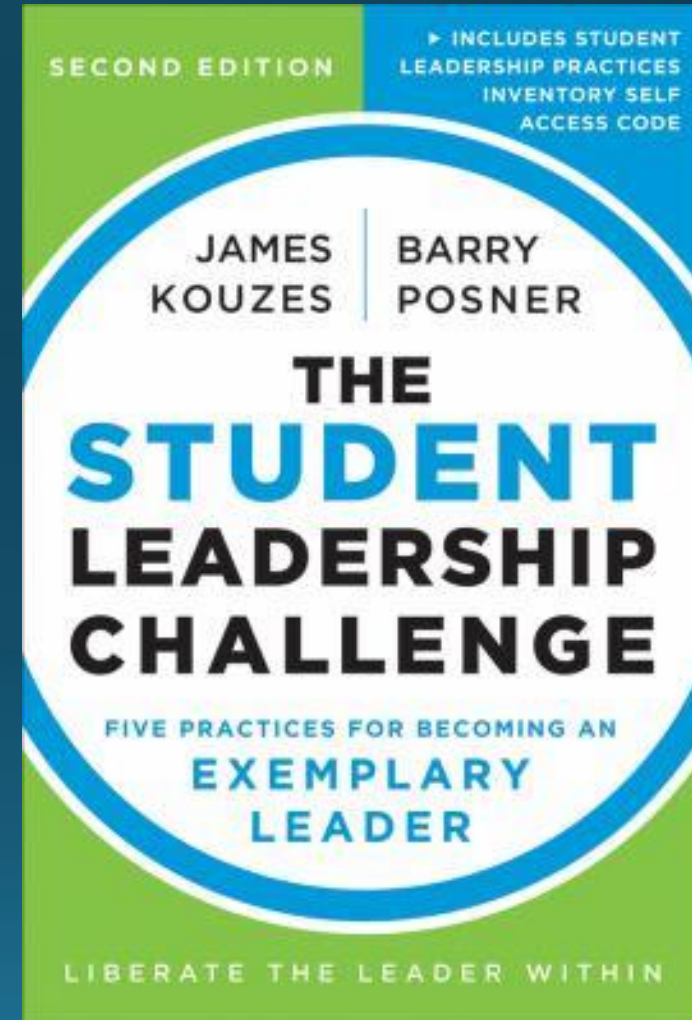
Ebrary 3-user

- Assigned in 1 section of HIST 202, ~ 35 students
- 93 user sessions, 1,187 pages viewed
- no turn-aways



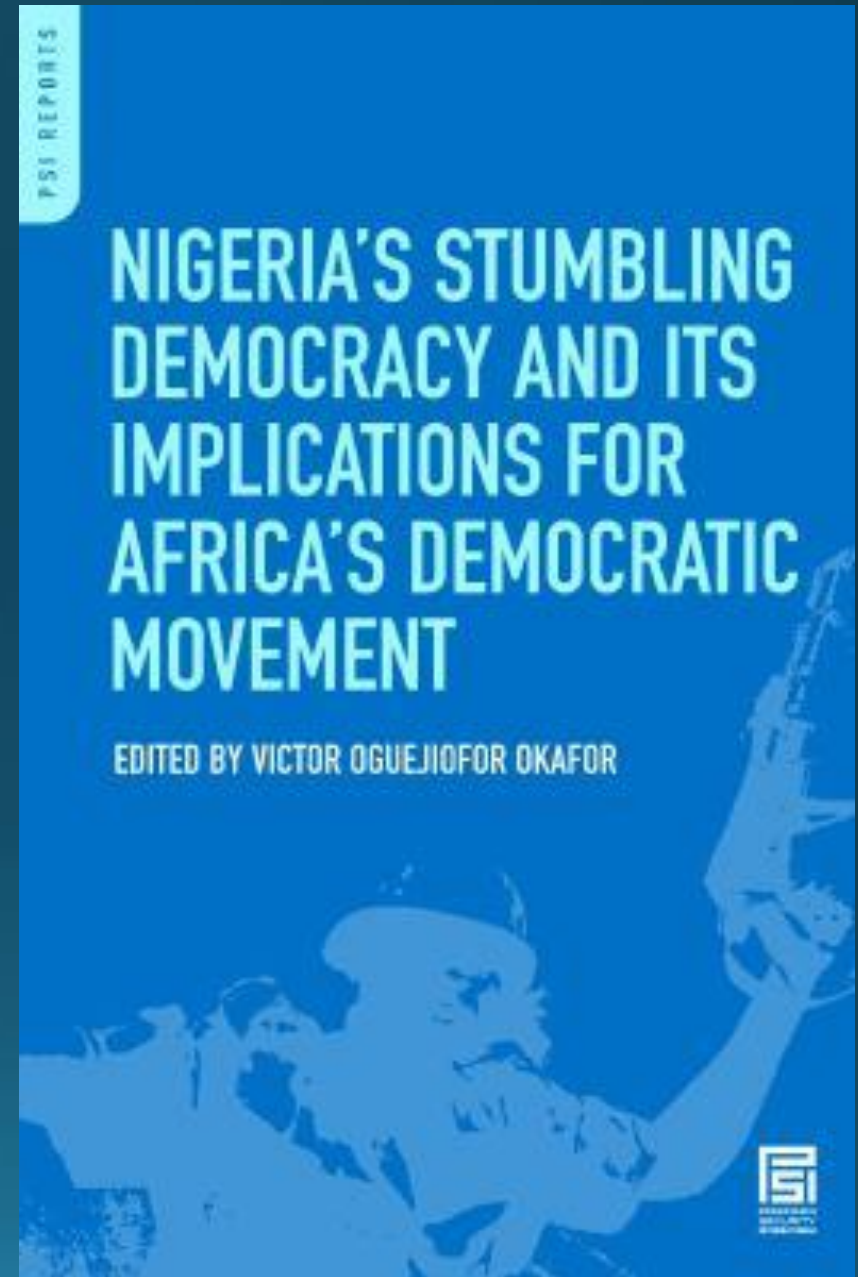
Ebrary 3-user

- Assigned in 4 sections of LEAD 201 – 88 students
- 112 user sessions, 2123 pages viewed
- 4 turn-aways (3 in December)



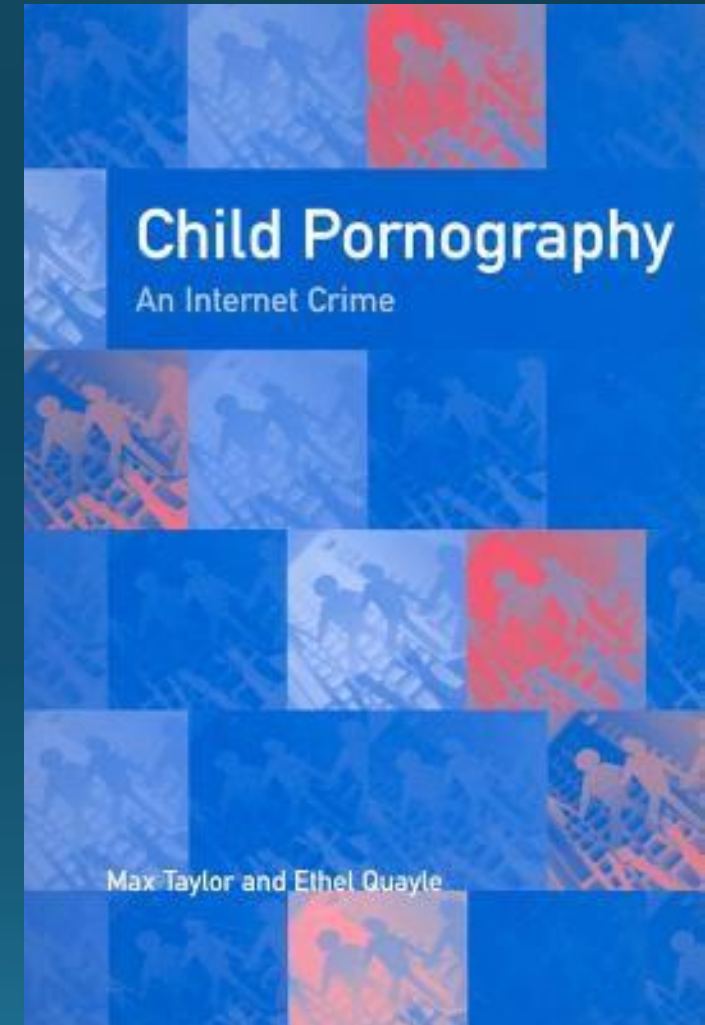
EBL 3-User

- Faculty authored text
Library's lone print copy in high demand
- Used by 14 students
Full book download 6 times
Parts read online 113 times
341 pages printed
- Helps prof avoid ethical issues in assigning a self-authored text



EBL Non-Linear

- CRM 222 – one section
- Used by 19 students
Full book download 8 times
Parts read online 119 times
- Limited uses in calendar year, but only 12% of these used in the semester.
- Library E-book cost \$143
new pbk \$45, used \$15
- Prof used again following 2 semesters



WIP Grant Assessment

Survey Results – 27 Students

- Half of responding students used e-book to save \$
- 3 without free e-book would not have read the book
- 2 e-book is more convenient
- Most willing to use library e-books in future classes

WIP Grant Assessment

Survey Results – tech issues

- **Neither faculty nor students reported major problems**
- One student noted pages loading slowly on eBrary
- One student expressed frustration with turn-aways
- Both students above said they would still use library e-books in future

WIP Grant Assessment Survey Results – 14 faculty (34%)

Student performance

- Most saw no difference
- 29% thought more students completed readings

WIP Grant Assessment Survey Results – 14 faculty (34%)

Student complaints

- More than 1/2 noticed reduced complaints on cost of materials

WIP Grant Assessment

Survey Results – 14 faculty (34%)

- Most thought library e-books were useful
- Most planned to explore using library e-books in future classes

WIP Grant Assessment Survey Results – 14 faculty (34%)

- More than half would also consider using open access texts



Public Domain- from Pixabay

Tips for Success: Recommend Best Practices

- a. Stock print at bookstore
- b. Notify students:
 - early email
 - syllabus
 - course shell link

Tips for Success:

Tailored e-book info for students

- Stable link
- Info on how e-books work
- Specific info for limited user books
- Info to manage expectations related to device use and print/download limitations



Tips for Success:

Tailored info for students

Provide e-book tech tips that profs can just copy and paste




Tips for Success: Technical

- Online E-book trouble-shooting guide *
- Trained students and staff at Info Desk
- Optimize platform settings (ProQuest 3 user no downloads)

Tips for Success: Acknowledging Funders

- Notes in catalog records
- Libguide page on project
- Article in library newsletters & included in campus talks
- Follow through on Final Grant Reports with promised assessments published on Library Repository



The screenshot shows a web browser window with the URL guides.emich.edu/alt-texts/efellows-ebooks. The page features a left sidebar with navigation links: Start, Open Access Texts, Alternative Texts, Library E-Books, WIP Grant, eFellows Grant (highlighted), Online Articles, Open Educational Resources, Syllabi Repositories, Video Sources, and Research & Discussion. The main content area is titled "eBooks purchased with eFellows grant funds" and lists three books:

- 101 Things Everyone Needs to Know about the Global Economy by Michael Taillard**
Book Type: EBL nonlinear - multiple user with some limits
Course: ECON 108 - Introduction to the Global Economy
Description: 101 Things Everyone Needs to Know about the Global Economy breaks down the basics of global economics into ten straightforward chapters. Topics include organizations involved, trade imbalances, global risk, and foreign investment. Dr. Michael Taillard describes the world markets in terms that you can recognize. You'll also learn how these matters affect the United States and your own financial future.
- The African Origin of Civilization by Cheikh Anta Diop; Mercer Cook (Editor, Translator); Cheikh Anta Diop**
Book Type: ebrary MUPO - multiple user
Course: AFC 101 - Introduction to African American Studies
Description: Now in its 30th printing, this classic presents historical, archaeological, and anthropological evidence to support the theory that ancient Egypt was a black civilization.
- Alice's Adventures in Wonderland and Through the Looking-Glass by Lewis Carroll; Peter Hunt; John Tenniel (Illustrator)**
Book Type: ebrary MUPO - multiple user
Course: CHL 207 - Introduction to Children's Literature
Description: This new edition explores the phenomenal range of reference, and the paradoxical appeal of two of the most inventive books in world literature. It also includes an episode removed by Carroll from the proofs of Through the Looking-Glass, called 'The Wasp in a Wig'.

Below the list, the book **The Analects of Confucius by Confucius Confucius; James Legge** is partially visible. On the right, a sidebar titled "e-Fellows Grant" provides details: an eFellows grant of \$4000 from EMU's Faculty Development Center and the Provost's Office allowed librarians to purchase electronic versions of some books currently assigned in EMU courses. It notes that only a small percentage of books assigned in courses are available for purchase as library ebooks, and that library e-books can be read online with a my.emich login. It also mentions that many library e-books allow for multiple simultaneous readers, but some are limited to one active reader at a time. Finally, it states that titles were selected to support courses in all five colleges at EMU, a concerted effort was made to support 100 & 200 level undergraduate courses, but many books provided also support upper level undergraduate and graduate courses.

Continued Efforts

Changed **Collection Policy** to allow purchase of course titles when available as library e-books and requested by faculty.

E-book **request form continued** – 21 titles purchased via form requests
Promoted with flyers sent by Faculty Development Center and at new faculty orientation, campus talks and liaison efforts

Looking for ways to fund regular purchases of course e-books.

Continue other textbook alternative efforts

An Alt-Textbook tool to share:
Explore Textbook Alternatives
<http://guides.emich.edu/texts>



Sisyphus, Bernard Picart , 1731 – public domain:
commons.wikimedia.org

- Not a panacea, but can help many students
- Increases student choice
- Demonstrates benefits of free reading, so may encourage future use of open access materials.
- Where libraries have direct power to help
- A complement to Open Access efforts

More references

Chart 3: Impact of Textbook Costs is from:
Florida Virtual Campus (October 7, 2016). 2016 Student
Textbook and Course Materials Survey. Retrieved from
<https://dlss.flvc.org/>

Much of the research referred to in this presentation is linked
here:
<http://guides.emich.edu/alt-texts/research>