



ZERO TEXTBOOK COST

Textbook Affordability Solutions at SMCCCD

ZTC & OER DEFINED



Zero Textbook Cost (ZTC)

[S.B. 1359](#): [ZTC] courses that exclusively use digital course materials that are free of charge to students and may have a low-cost option for print versions. [ZTC] course materials ... may include open educational resources, institutionally licensed campus library materials that all students enrolled in the course have access to use, and other properly licensed and adopted materials.

Open Educational Resources (OER)

"Open educational resources" are high-quality teaching, learning, and research resources that reside in the public domain or have been released under an intellectual property license, such as a [Creative Commons license](#), that permits their free use and repurposing by others, and may include other resources that are legally available and free of cost to students. - [Hewlett](#)

OVERVIEW OF DISTRICT EFFORTS

The San Mateo County Community College Textbook Affordability Solutions Work Group's (TASW) primary focus is to increase awareness of textbook affordability and support faculty choice through adoption of Open Educational Resources (OER) and/or use of ZTC course materials. The TASW will support and facilitate faculty zero textbook cost adoption through scaling ZTC/OER use and implementation across SMCCCD. In doing this, we look to create *equitable learning opportunities* and increase access to zero cost classes for our diverse student population enrolled at any/all of the three District colleges.

Efforts to this point have been focused on course-by-course adoption, with the exception of one concentrated effort at Skyline College, which resulted in the Associates of Science in Respiratory Care. Support of the Work Group's actions will significantly reduce financial barriers to higher education, ensure day one access to course materials and textbooks, establish multiple zero-cost OER guided pathways to program completion, and ultimately facilitate equitable student degree attainment in higher education needed to meet California's workforce demands.



STUDENT VOICE ON COURSE MATERIALS AFFORDABILITY

DID YOU KNOW?

Because of the high course material costs SMCCCD students

- 36%** Enrolled in fewer classes
- 30%** Did not purchase course material
- 18%** Did not register for a course they need
- 17%** Dropped a course because [they] could not afford course materials
- 56%** Purchased course materials elsewhere (off campus)



OEW 2021 SMCCCD Student Awareness Survey Responses

(n=505)



45% of respondents report instructors made them aware of OER and/or ZTC classes

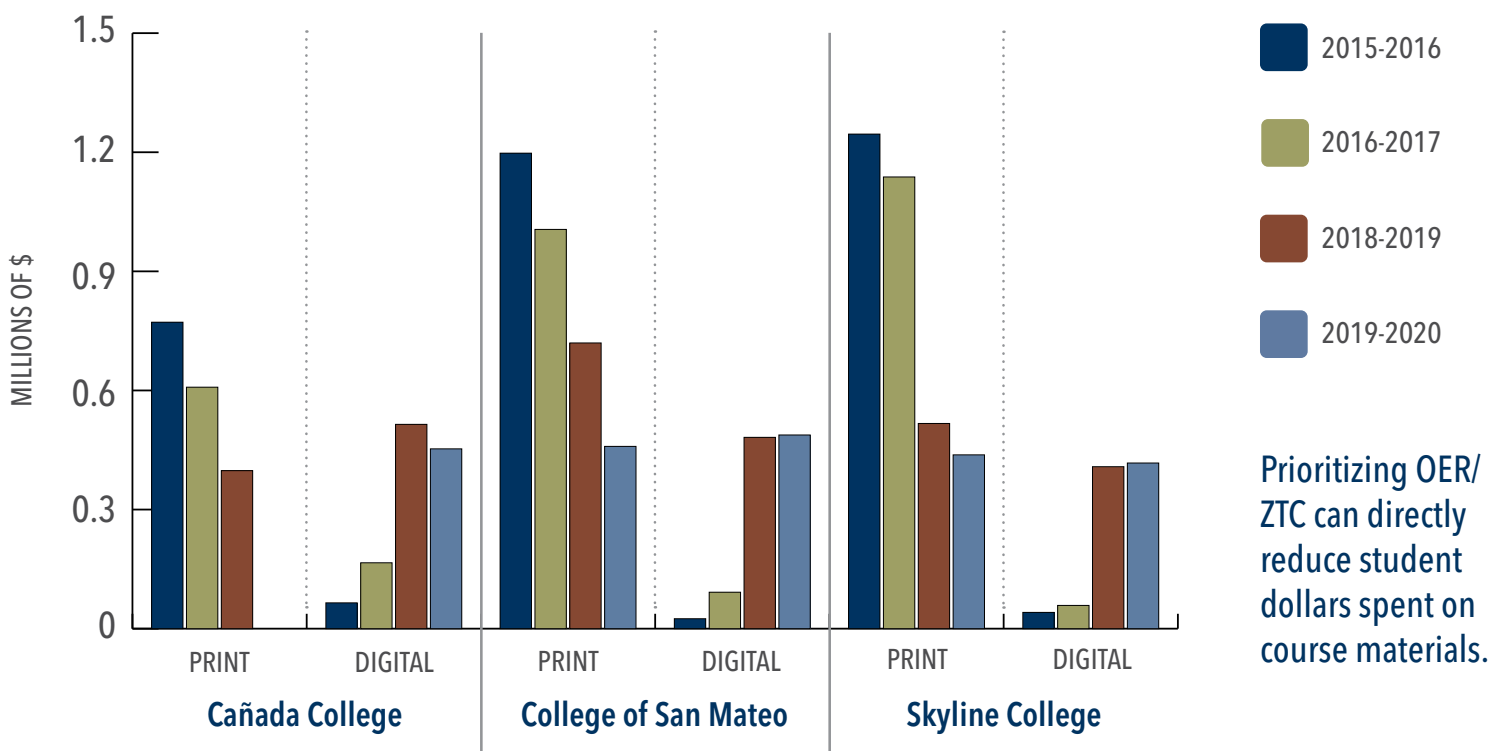


51.3% of respondents report they are aware of ZTC/OER designators in WebSchedule



32.5% of respondents have used OER and/or ZTC indicators to search for no- & low-cost classes.

STUDENT DOLLARS SPENT ON COURSE MATERIALS AT CAMPUS BOOKSTORES



FACULTY VOICE ON COURSE MATERIALS AFFORDABILITY

BARRIERS TO OER ADOPTION (high to low)

	Time 32%
	Knowledge of OER 32%
	Lack of Test Banks & Ancillary Materials 27.7%
	Not enough Resources for my Subject 27.7%
	Not comprehensive catalog of materials 25.5%
	Quality of Materials 23.4%
	Too Hard to Find What I Need 21.3%
	Copyright issues 19%

OEW 2021 SMCCCD Faculty Awareness Survey Responses

(n=47)



91.5%
of respondents are
concerned about
course materials costs



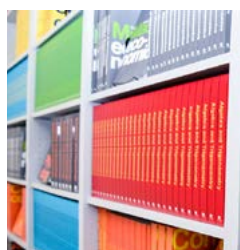
57.5%
of respondents have
adopted a no-cost
textbook, reader,
lab manual, and/or
homework system
to replace publisher
materials

WHAT WE HAVE DONE



- Regularly meet to coordinate efforts, particularly for [Flex Days](#) and [Open Education Week](#).
- Celebrated Open Education Week 2021; created [OER Virtual Petting Zoo](#) and [website](#).
- District-wide surveys of faculty and students on OER awareness (2021).
- District Academic Senate's Taskforce for Teaching and Learning (TTL) presence.
- Work with Curriculum personnel to ensure publication of SB 1359 designators in [WebSchedule](#).
- Collaborate to identify OER resources, support faculty adoption of ZTC/OER, and share best practices.

WHERE WE ARE NOW



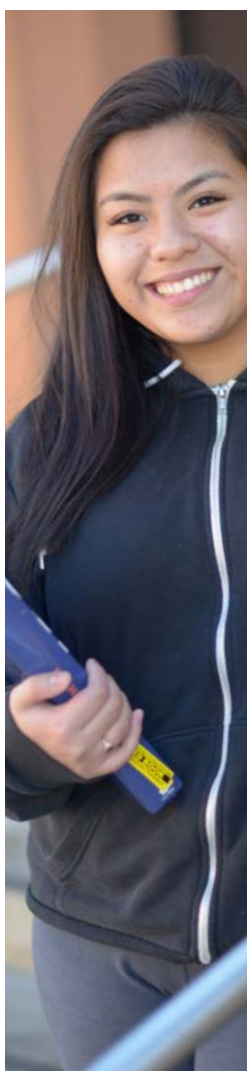
- TASW is comprised of the ASCCC OER Liaisons at the 3 campuses plus an Instructional Designer.
- Faculty and student awareness has increased significantly since we began OER work in 2018.
- District web presence launched on the [SMCCCD ZTC](#) and Faculty Gateway [Getting Started](#) pages.

WHERE WE ARE HEADING



- Identify and implement Zero Textbook Cost (ZTC) degree and certificate pathways
- Focus on ZTC General Education course conversion and increased adoption
- Include Textbook Affordability Solutions as part of equity work
- Engage student voice in OER/ZTC
- Connect with state-wide and national ZTC and OER Champions
- Increase District OER/ZTC web presence to support faculty adoption
- Apply for grants (e.g. Department of Education [Open Textbook Pilot Project](#))
- Expand professional learning opportunities for OER/ZTC and supporting areas
- Establish SMCCCD as a ZTC/OER state leader

WHAT DO WE NEED TO GET THERE



DISTRICT-WIDE COORDINATION

- District policy guidance for ZTC and OER adoption and use
- District and Campus databases tracking support for measurable benchmarks of courses such as: ZTC degree and certificate pathways, student impact, S.B. 1359 applied online schedule designators
- Continuation of optional print-on-demand at-cost, with access for students at all campus Bookstores
- Dedicated budget for ZTC program support, including increasing ZTC electronic collections in the Libraries and Professional Development
- Faculty incentive program for adoption, remixing, and authoring of ZTC/OER materials
- Establishing regular communication with the Chancellor's Office re: ZTC/OER

PERSONNEL AND INFRASTRUCTURE

- Faculty Services Librarian (ZTC/OER)
- Zero Textbook Cost (ZTC) Coordinator for administrative support
- Dedicated Student Assistants to support a range of projects that increase awareness of ZTC and OER, such as Open Ed Week, panel discussions, and student outreach
- Permanent 1.0 FTE Accessibility Specialist for ZTC/OER materials (ensures ADA compliance sec. 504 & 508)
- Summer semester personnel supports



ZERO TEXTBOOK COST

Textbook Affordability Solutions at Cañada

OVERVIEW



Cañada College's goal is to provide resources to students at the lowest cost possible to meet the educational needs of the student, faculty, transfer institutions, community expectations and employers. Our intention is to create a structure that finds options for implementation through support and development that explores and finds instructional material, encourages creation and curation of resources, and assesses and evaluates their suitability for implementation as teaching material. The College recognizes the impact cost can have on students' progress and success and acknowledges the responsibility of faculty to choose appropriate, suitable and exceptional material to teach their courses in the best possible manner with the lowest cost possible.

WHAT WE HAVE DONE

SPRING 2021



Estimated
Student Savings
\$40,200



ZTC student
enrollment
336



ZTC classes
offered
22

FACULTY



Bi-monthly
newsletter



Textbook Affordability
Subcommittee of
Academic Senate,
formed Spring 2019



Faculty
OER surveys

STUDENTS



Increase OER
awareness &
ZTC awareness



Increase number
of ZTC and OER
course offerings



Student
OER surveys

CAMPUS-WIDE



Flex Day professional
development



ZTC Website



[Library Research Guide](#)



Established key partnerships with
the Promise Scholars Program;
working on others with the
College for Working Adults and
the upcoming Umoja program

WHO WE ARE

TAS

The [Textbook Affordability Subcommittee \(TAS\)](#) of the Academic Senate is the group whose responsibilities include advocating for increased adoption and remixing of open educational resources.

WHERE WE ARE NOW

STUDENT VOICE ON COURSE MATERIALS AFFORDABILITY

Source: SMCCCD Open Education Week 2021 Student Survey, n=113

DID YOU KNOW?

Because of the high course material costs Cañada students

- 36%** Take fewer classes
- 26%** Dropped a course because I could not afford course materials
- 23%** Not purchase course material
- 16%** Not register for a course
- 50%** Purchase course materials elsewhere (not Bookstore)



OEW 2021 Cañada Student Awareness Survey Responses



Source: SMCCCD Open Education Week 2021 Student Survey, n=113



25.7% of respondents report instructors made them aware of OER and/or ZTC classes

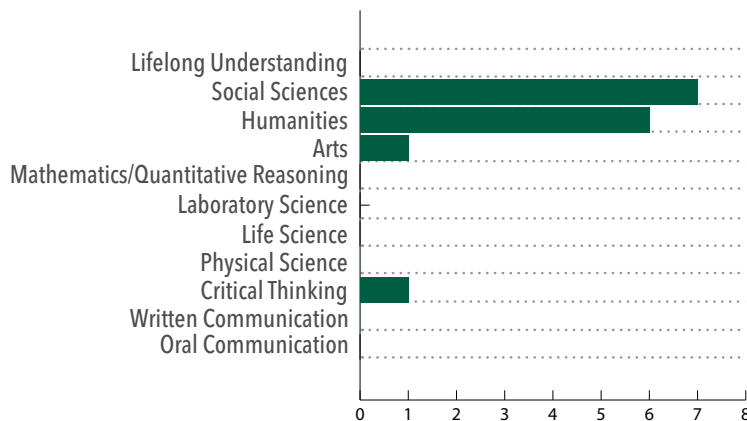


42.5% of respondents report they are aware of ZTC/OER designators in WebSchedule



17.7% of respondents have used OER and/or ZTC indicators to search for no- & low-cost classes.

CSU GE PATTERN AND CAÑADA ZTC COURSES, AY20-21



FACULTY VOICE ON COURSE MATERIALS AFFORDABILITY

OEW 2021 Cañada Faculty Awareness Survey Responses



Source: SMCCCD Open Education Week 2021 Faculty Survey, n=15

WHERE WE ARE HEADING

GOALS



In a given term, 75% of courses/sections would be OER-converted (ZTC, Low-Cost, No-Textbook);



Develop a repository of permanent campus-wide resources;



Develop partnerships with transfer institutions/programs (through Curriculum);



Create a program of incentives for all instructors to put their materials in the public domain, including adoption of low-cost materials and ZTC.

WHAT DO WE NEED TO GET THERE

CAMPUS-WIDE COORDINATION



Unified campus messaging about ZTC goals



Formalized institutional support for ZTC



Included ZTC & textbook affordability messaging in hiring interviews



ZTC integration into curriculum offerings and planning



Marketing and promotion of ZTC & OER course offerings



Identification of ZTC degree and certificate pathways



Faculty incentive program for adoption, remixing, and authoring of ZTC/OER materials



Measurable benchmarks of courses such as: ZTC degree and certificate pathways, student impact, S.B. 1359 applied online schedule designators



Dedicated budget for ZTC program support, including increasing ZTC Collections in the Libraries and Professional Development

PERSONNEL & INFRASTRUCTURE



Faculty Services Librarian (ZTC/OER)



Zero Textbook Cost (ZTC) Coordinator at .4 FTE release time per semester (current coordinator release time is .25 FTE annually)



Dedicated Student Assistants to support a range of projects that increase awareness of ZTC and OER, such as Open Ed Week, panel discussions, and student outreach



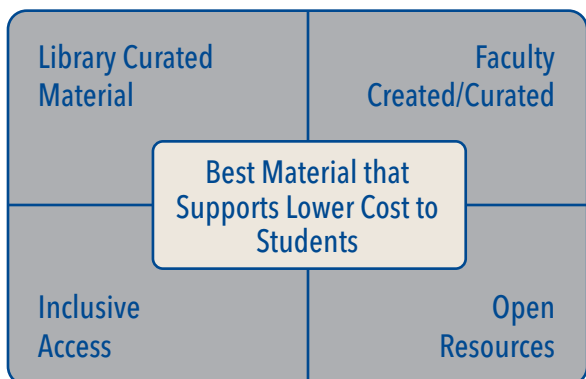
Permanent 1.0 FTE Accessibility Specialist for ZTC/OER materials to ensure ADA compliance sec. 504 & 508



ZERO TEXTBOOK COST

Textbook Affordability Solutions at College of San Mateo

OVERVIEW



College of San Mateo's goal is to provide resources to students at the lowest cost possible to meet the educational needs of the student, faculty, transfer institutions, community expectations and employers. Our intention is to create a structure that finds options for implementation through support and development that explores and finds instructional material, encourages creation and curation of resources, and assesses and evaluates their suitability for implementation as teaching material. The College recognizes the impact cost can have on students' progress and success and acknowledges the responsibility of faculty to choose appropriate, suitable and exceptional material to teach their courses in the best possible manner with the lowest cost possible.

WHAT WE HAVE DONE

FACULTY/CLASSIFIED STAFF



Textbook Taskforce goal: to explore textbook cost at CSM



OER Working Group goal: to investigate textbook costs and lower cost alternatives with a diverse representation of faculty, student services and CSM bookstore.



Increase OER awareness



Faculty OER surveys

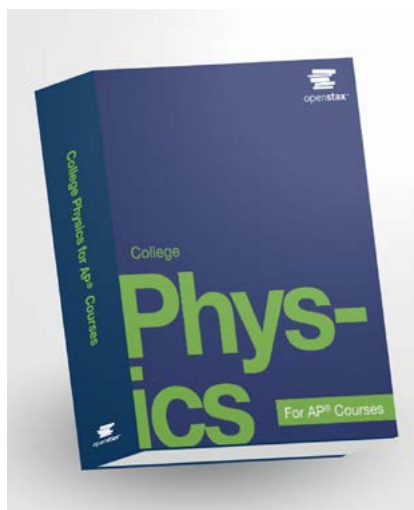
STUDENTS



Increase OER awareness & ZTC awareness



Increase number of ZTC and OER course offerings



CAMPUS-WIDE



Flex Day professional development



[Library Website](#)



[Library Research Guide](#)



Working with OERI and Libtext

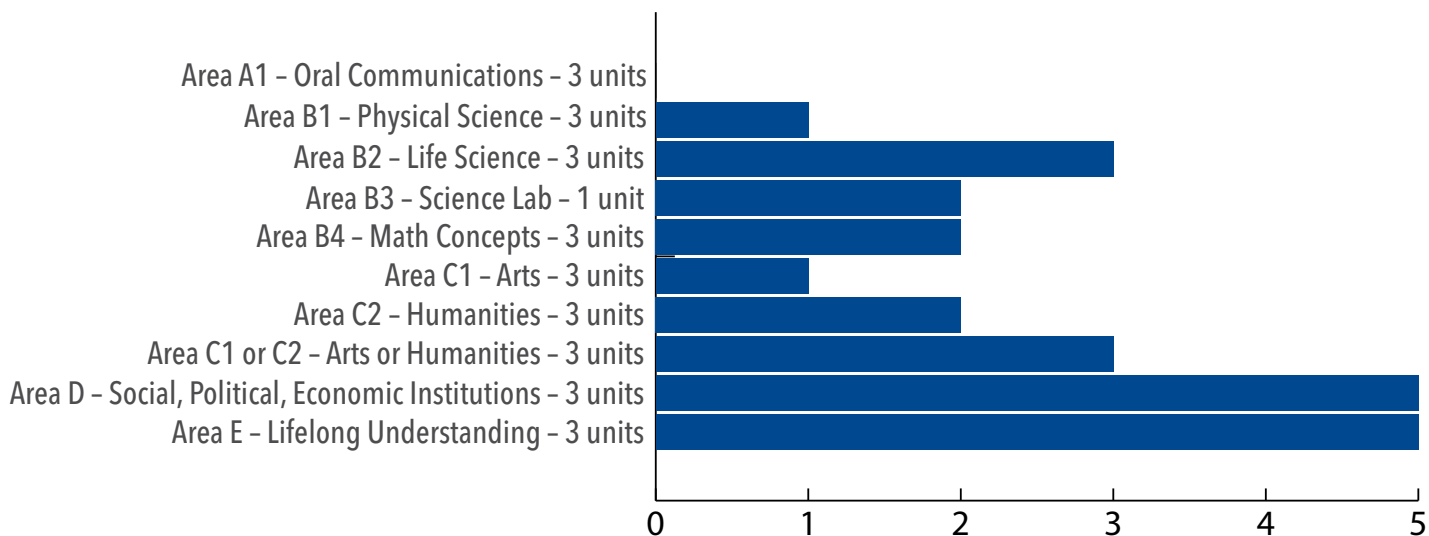


WHERE WE ARE NOW

CSM-only data points

- On average 55 courses with 75 sections listed as ZTC in WebSchedule per semester (over 4 semesters, not including Summer)
- OE Week data collection from CSM faculty about OER material currently in use.

CSU GE PATTERN AND CSM COURSES, FALL 2020



STUDENT VOICE ON COURSE MATERIALS AFFORDABILITY

DID YOU KNOW?

Because of the high course material costs CSM students

60% Purchase course materials elsewhere (not Bookstore)

35% Take fewer classes

26% Not purchase course material

15% Not register for a course

9% Dropped a course because I could not afford course materials

OEW 2021 CSM Student Awareness Survey Responses

Source: SMCCCD Open Education Week 2021 Student Survey, n=113



31.9% of respondents report instructors made them aware of OER and/or ZTC classes



40.7% of respondents report they are aware of ZTC/OER designators in WebSchedule



26.6% of respondents have used OER and/or ZTC indicators to search for no- & low-cost classes.

FACULTY VOICE ON COURSE MATERIALS AFFORDABILITY

OEW 2021 CSM Faculty Awareness Survey Responses

Source: SMCCCD Open Education
Week 2021 Faculty Survey, n=15



WHERE WE ARE HEADING

LOWER COST DEGREE/CERTIFICATES

Through:

- Open Education resources
- Bookstore involvement: inclusive access
- Faculty Contribution and participation
- Library support

Will lead to:

- ZTC degree and certificate pathways
- Decreased time to program completion
- Increased success rate

WHAT DO WE NEED TO GET THERE

PROFESSIONAL DEVELOPMENT



Overall ZTC/OER professional development



Continued outreach to faculty, staff and administrators



Financially supported project-based OER development



Identify OER currently in use for development

PERSONNEL & INFRASTRUCTURE



Faculty Services Librarian (ZTC/OER)



Zero Textbook Cost (ZTC) Coordinator for administrative support



Accessibility Specialist for ZTC/OER materials



Dedicated Student Assistants

CAMPUS-WIDE COORDINATION



Institutionalized financial support for ZTC/OER



Integrated campus communication about ZTC/OER



Improved ZTC/OER reporting and identification in WebSchedule



Include textbook affordability in hiring interviews



ZTC/OER awareness in the curriculum design and approval process



Transparent data collection and evidence based decision making



ZERO TEXTBOOK COST

Textbook Affordability Solutions at Skyline College

OVERVIEW



Skyline College is committed to improving access and educational success for our students. As part of our College Redesign, a significant part of improving access will be making impactful changes to teaching and learning, and integrating efforts across the college. Textbook Affordability Solutions at Skyline promote equitable access to education through focusing on textbook affordability solutions such as zero textbook cost materials (ZTC) and open educational resources (OER). Textbook affordability will reduce equity gaps and ensure that education is available to every member of our community without the barriers of unpredictable and frequently rising prices of textbooks and course materials.

WHAT WE HAVE DONE

SPRING 2018 - SPRING 2021



Student
Savings

\$4,631,357.73



Student
Enrollments

31,076



ZTC & OER
classes offered

203

FACULTY

- Hired dedicated FT Faculty Services Librarian (ZTC/OER)
- OER Faculty Awareness Survey, 2021
- Ongoing Professional Development presence (Flex Days, Adjunct Symposium, ZTC & OER, Copyright, CC Licensing, and OER Basics workshops, and 1:1 consultation)
- Increased faculty participation in ZTC & OER Adoption from 34 (Spring 2018) to 92 (Spring 2021)
- Launched ZTC Early Adopters and Discipline Leads Faculty Incentive Program in Spring 2019

STUDENTS

- Launched first ZTC degree pathway, A.S. Respiratory Care, including prerequisites (19 classes and 7 pre-reqs)
- Added ZTC and OER Course Designators to WebSchedule and enabled search for ZTC & OER courses
- Conducted Student Textbook Affordability Surveys, 2018 & 2021
- Hired Federal Work Study ZTC Student Assistant, Spring 2021
- Added searchable OER and ZTC course materials to Library electronic course reserves (ALMA)

CAMPUS-WIDE

- Celebrated Open Education Week 2018 - 2021
- Created a [ZTC Website](#) and [OER by Subject Research Guide](#)
- Established key partnerships with the Library, Bookstore, CTTL, ASSC, Academic Senate, Curriculum Committee, and Divisions/Departments, and SMCCCD ZTC & OER Champions
- **Established ZTC Task Force and launched ZTC Early Adopter and Discipline Lead Incentive Program SP 2019; 77-courses completed or in-process of transition to OER/ZTC**
- Participated in statewide and national conferences 2017-2021

WHO WE ARE

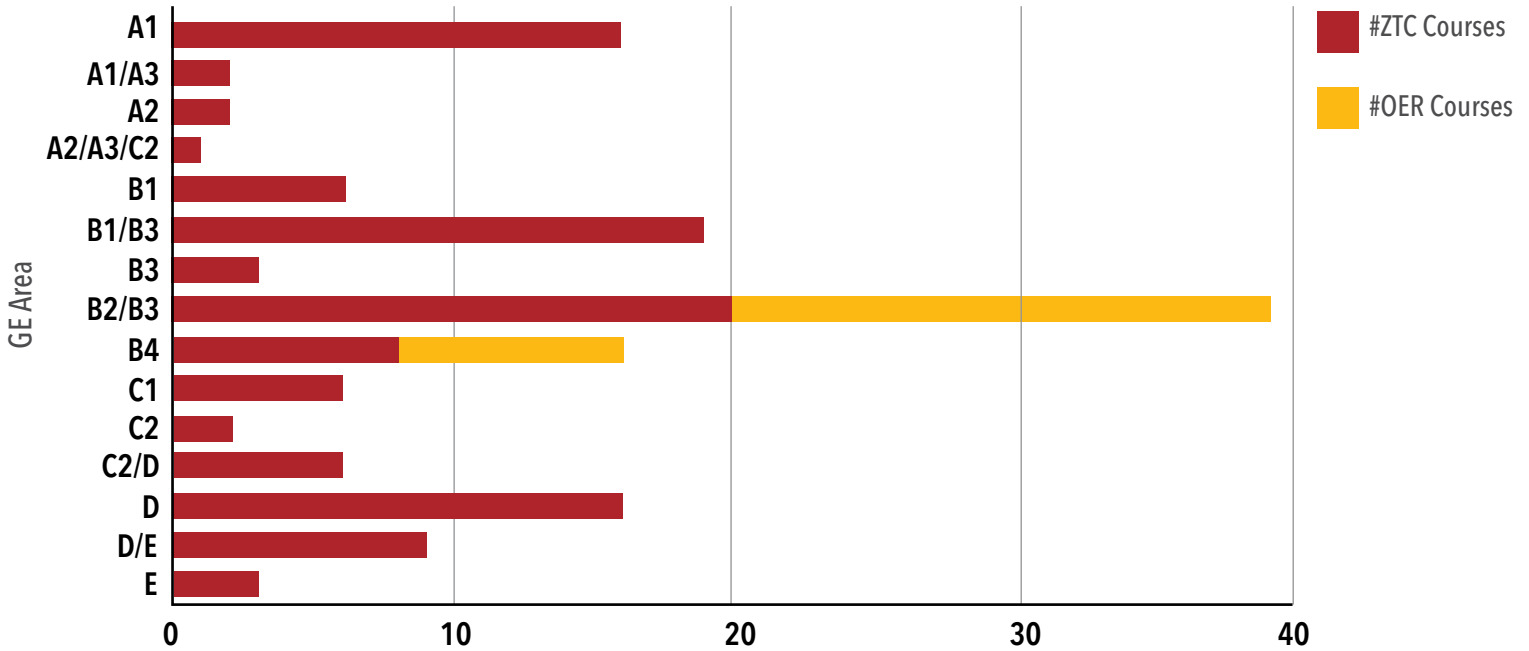
ZTC TASK FORCE

ZTC Task Force, began September 2018

Team Members: Ame Maloney, Dr. Bianca Rowden-Quince, Kevin Chak, Sanjyot (Pia) Walawalkar, Gabriela Nocito, & Kim Saccio-Kent, Dr. Jennifer Taylor-Mendoza, and Dr. Rolin Moe

WHERE WE ARE NOW

CSU GE PATTERN AND SKYLINE COLLEGE COURSES, AY20-21



STUDENT VOICE ON COURSE MATERIALS AFFORDABILITY

Source: SMCCCD Open Education Week 2021 Student Survey, n=152

DID YOU KNOW?

Because of the high course material costs Skyline College students

42% Take fewer classes

36% Not purchase course material

23% Not register for a course

18% Dropped a course because [they] could not afford course materials

53% Purchase course materials elsewhere (not Bookstore)

OEW 2021 Skyline Student Awareness Survey Responses



64.5% of respondents report instructors made them aware of OER and/or ZTC classes



61.8% of respondents report they are aware of ZTC/OER designators in WebSchedule



40% of respondents have used OER and/or ZTC indicators to search for no- & low-cost classes.

FACULTY VOICE ON COURSE MATERIALS AFFORDABILITY

Source: SMCCCD Open Education Week 2021 Faculty Survey, n=15

OEW 2021 Skyline Faculty Awareness Survey Responses

n=15



WHERE WE ARE HEADING

FOCUS ON ZTC/OER GE & INCREASED ADOPTION

- [ZTC Adoption Expansion Plan \(Cabinet Presentation 2018\)](#)
- Expanding GE to accommodate a 100% ZTC General Education pathway
- Meet or surpass 50% of course offerings designated as ZTC or OER within four years, with accelerated increase in campus-wide adoption
- Identify new ZTC/OER certificate and degree pathways

TEXTBOOK AFFORDABILITY SOLUTIONS AS PART OF EQUITY WORK

- Increase ZTC Adoption in Promise Scholar Program class sections
- Incorporate ZTC expansion into Equity Plan

ENGAGE STUDENTS IN ZTC WORK

- Partner with ASCC to inspire student OER/ZTC Champions
- Onboard students to help with OER production, packaging, and outreach

INCREASE FACULTY PARTICIPATION & PROFESSIONAL DEVELOPMENT

- Goal of 75% FT Faculty OER/ZTC participation in at least one course by 2022
- Regularly update ZTC & OER repository and share discipline materials
- Ongoing Flex Day and professional learning opportunities presence

ESTABLISH SKYLINE COLLEGE AS A ZTC STATE LEADER

- Partner with CSM & Canada OER Liaisons to further district ZTC coordination
- Expand regional ASCCC OERi, ZTC, and Library partnerships with Northern California CC's
- Host annual ZTC & OER symposium
- Present Skyline College course Textbook Affordability Solutions journey at local, regional, and national conferences.



WHAT DO WE NEED TO GET THERE

CAMPUS-WIDE COORDINATION



Dedicated budget for ZTC program support, including increasing ZTC Collections in the Libraries and Professional Development



Dedicated budget for faculty incentive program for adoption, remixing, and authoring of ZTC/OER materials



Unified Campus Messaging about ZTC/OER



Campus databases tracking support for measurable benchmarks of courses such as: ZTC degree and certificate pathways, student impact, S.B. 1359 applied online schedule designers

PERSONNEL & INFRASTRUCTURE



Zero Textbook Cost (ZTC) Coordinator for administrative and office support



Permanent 1.0 FTE Accessibility Specialist for ZTC/OER materials (ensures ADA compliance sec. 504 & 508)



Dedicated Student Assistants to support a range of projects that increase awareness of ZTC and OER, such as Open Ed Week, PD panel discussions, and student outreach



Summer personnel supports

