



Textbook Freedom Initiative

May 14, 2024

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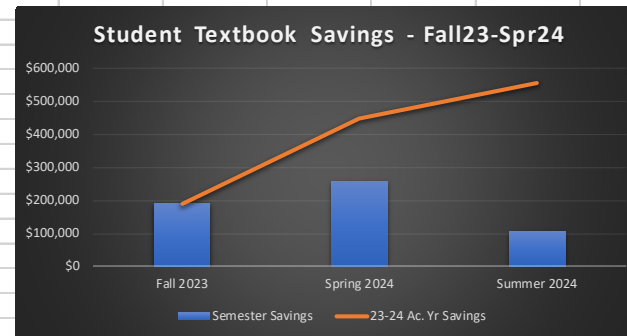
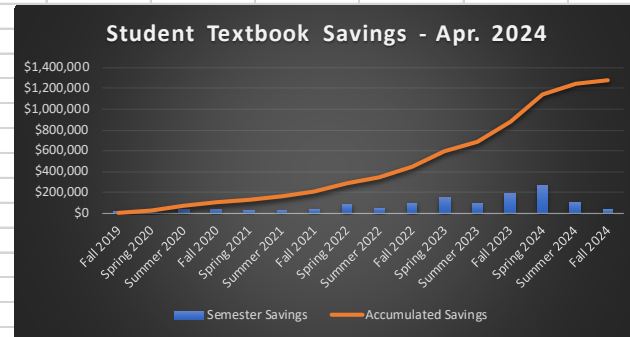
Open Education Resources Initiative

- Higher Learning Commission Conference (2018)
- Commissioned a committee in 2018 led by Lee Miller
- OER certification process supports a faculty member's research to identify open educational resources. Resources may be at no-cost or low-cost (\$50 and under). Faculty members then use the resources to adjust their course design towards certification.
- As of May 6, 2024, 161 classes have been OER certified by 65 faculty members.
- As of May, 2024, students have saved approximately \$1,282,950 in course resources.

Open Education Resources Initiative

	Semester	Semester savings	Accumulated Savings
202001	Fall 2019	\$8,800	\$8,800
202002	Spring 2020	\$22,000	\$30,800
202003	Summer 2020	\$35,950	\$66,750
202101	Fall 2020	\$37,150	\$103,900
202102	Spring 2021	\$30,250	\$134,150
202103	Summer 2021	\$26,300	\$160,450
202201	Fall 2021	\$42,850	\$203,300
202202	Spring 2022	\$85,550	\$288,850
202203	Summer 2022	\$53,450	\$342,300
202301	Fall 2022	\$99,550	\$441,850
202302	Spring 2023	\$150,300	\$592,150
202303	Summer 2023	\$98,300	\$690,450
202401	Fall 2023	\$189,000	\$879,450
202402	Spring 2024	\$259,550	\$1,139,000
202403	Summer 2024	\$108,650	\$1,247,650
202501	Fall 2024	35,300	\$1,282,950

Fall 2023	\$189,000	\$189,000
Spring 2024	\$259,550	\$448,550
Summer 2024	\$108,650	\$557,200



Textbook Freedom Options

- Two pathways
 - New Systemwide General Education
 - Degree Completion (AA, AGS and AS)
- All courses are OER certified; low-cost (maximum \$50 per course)
- 38 faculty contributing to the coursework
- All classes offered via Barton Online

Textbook Freedom Campaign

Campaign Focus: opportunity for students to “free” themselves from the increasing costs of college textbooks and course materials

April

- News release announcing the low-cost pathway
- Postcard to high school students
- Email series to current students
- Updates to college webpages; new landing page
- May
 - Email series to current students continues (June, July & August too)
 - Paid ads begin (social media, Google, local web ads, billboards, tv, radio, theatre ads, FR/FL digital ads)
 - Marketing drip email series begins in conjunction with paid ads/landing page (June, July & August)
 - 2nd news release highlighting chemistry lab kits
- July
 - Second postcard to high school students
- August
 - Posters to all Kansas high schools

Comments & Questions