A Bottom-up Approach to OER Development: A Case Study
Definitions

OA (Open Access)
OER (Open Educational Resources)
5 R Activities
Affordable Course Materials
OTN (Open Textbook Network)
UALC Survey
BYU

676 student participants
573 faculty participants

Full results available at: https://openpraxis.org/index.php/OpenPraxis/article/view/432/244
### BYU Student Survey Results

<table>
<thead>
<tr>
<th>Comment Category</th>
<th>Number of Times Coded</th>
<th>Percent of Total Codes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Housing</td>
<td>323</td>
<td>28.86%</td>
</tr>
<tr>
<td>Food</td>
<td>317</td>
<td>28.32%</td>
</tr>
<tr>
<td>Savings</td>
<td>230</td>
<td>20.55%</td>
</tr>
<tr>
<td>Education</td>
<td>119</td>
<td>10.63%</td>
</tr>
<tr>
<td>Transportation</td>
<td>58</td>
<td>5.18%</td>
</tr>
<tr>
<td>Recreation</td>
<td>48</td>
<td>4.28%</td>
</tr>
<tr>
<td>Health</td>
<td>15</td>
<td>1.34%</td>
</tr>
<tr>
<td>Clothes</td>
<td>9</td>
<td>0.80%</td>
</tr>
</tbody>
</table>
## BYU Faculty Survey Results

<table>
<thead>
<tr>
<th>Comment Category</th>
<th>Number of Responses</th>
<th>Percent of Total (responses)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Save students money</td>
<td>350</td>
<td>74.15%</td>
</tr>
<tr>
<td>Equal quality</td>
<td>121</td>
<td>25.63%</td>
</tr>
<tr>
<td>Convenient access</td>
<td>62</td>
<td>13.13%</td>
</tr>
<tr>
<td>Ability to customize content</td>
<td>50</td>
<td>10.59%</td>
</tr>
<tr>
<td>Variety in classroom</td>
<td>26</td>
<td>5.51%</td>
</tr>
</tbody>
</table>
What are we doing at BYU?

BYU Affordable Course Materials Working Group
Library Affordable Course Materials Committee
Library Grant Program

Funded by the Friends of the Library Board
Psychology 111
PD Biology 220
M Com 320
An Open Textbook for M Com 320: Business Communication
Why?

Economics Curriculum
Consumer Price Indexes

Source: U.S. Bureau of Labor Statistics

Inflation 20%
Consumer Price Indexes

Source: U.S. Bureau of Labor Statistics

Medical Care
41%

Inflation
20%
Consumer Price Indexes

Source: U.S. Bureau of Labor Statistics

- College Tuition: 63%
- Medical Care: 41%
- Inflation: 20%
Consumer Price Indexes

Source: U.S. Bureau of Labor Statistics

- Textbooks 88%
- College Tuition 63%
- Medical Care 41%
- Inflation 20%
The average student spends $1250 per year on textbooks.

Source: The College Board
Survey of BYU Students

Because of textbook costs:

66% had not purchased a required text

Survey of BYU Students

Because of textbook costs:

66% had not purchased a required text

47% of those said their grade suffered as a result

Survey of BYU Students

Because of textbook costs:

66% had not purchased a required text

47% of those said their grade suffered as a result

21% registered for fewer classes, delaying graduation

We could save students over $40,000 by switching to an open textbook.
“It is simply frustrating to have to pay 400 dollars for a book that we have to have because of only a few assignments, and then when you go to do the assignments, you find out that you don't even have to have the book to complete it.”
The New Textbook

Tailored to our curriculum

Dynamic and evolving, like business communication

Free!
Can a textbook also be a model document?
The Model Textbook

Tailored to our curriculum
Dynamic and evolving
Free!

Concise
Graphically rich
Audience-centric
How?

Creating
Funding
Hosting
Maintaining
The creative team

**Director:** Kurt Sandholtz (full-time)

**Manager:** Lisa Thomas (adjunct)

**Authors:** Five adjunct instructors

**Reviewers:** Everyone (all adjuncts)

**Designer:** An external professional
Dual goals

Product: a unique, high-quality textbook

Process: more meaningful adjunct work

(Hackman & Oldham 1980)
“If we pull this off, we’ll eat like kings.”
“If we pull this off, we’ll get absolutely nothing out of it.”
The funding challenge

How to pay the authors?
Current funding
Future funding

Alumni

$\$

Students

Instructors
Additional Materials for Professors

Lesson Plans for the Semester
Additional Classroom Activities
Bank of Questions for Designing Assessments
PowerPoint Templates
Beyond the bookstore

Creative Commons license:
Attribution-NonCommercial-ShareAlike 4.0 International

Hosting:
Online access or download from mcom320.net (currently under construction)
Keeping it fresh

Each semester:
Check hyperlinks, update examples

Annually:
Tweak content, update chapter resources

Every three years:
Thorough review of topics and design
What?
<table>
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<tr>
<th>CONTENTS</th>
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<tbody>
<tr>
<td>1 WHY? Be a Skilled Communicator</td>
</tr>
<tr>
<td>2 WRITE Look Good in Print</td>
</tr>
<tr>
<td>3 PLAN Think Before You Write</td>
</tr>
<tr>
<td>4 ORGANIZE Structure Matters</td>
</tr>
<tr>
<td>5 BUILD Create Clarity &amp; Coherence</td>
</tr>
<tr>
<td>6 RESEARCH Find the Answers</td>
</tr>
<tr>
<td>7 FORMAT Make Your Message Inviting</td>
</tr>
<tr>
<td>8 REVISE Zoom Out – Zoom In</td>
</tr>
<tr>
<td>9 MANAGE Getting Things Done...With People</td>
</tr>
<tr>
<td>10 PERSUADE Be Convincing</td>
</tr>
<tr>
<td>11 SHOW Show What You Mean</td>
</tr>
<tr>
<td>12 PRESENT Stand &amp; Deliver</td>
</tr>
<tr>
<td>13 BRAND Manage Your Personal Brand</td>
</tr>
<tr>
<td>14 WORK Get the Job</td>
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</tbody>
</table>
Student Feedback

“This new format is **fan-freaking-tastic**. It is **easier** to digest all of the content, and I feel much more **appropriate** for business style learning. I love the **links** included to articles and examples. The whole thing is much more **interactive** and will be useful.”
Student Feedback

“The new book format is a fresh change from the traditional textbook. The links, colors, spacing, and conciseness help the reader to recognize what is important with ease and help promote active learning. The content itself is also very useful.”
Availability
Availability

Fall of 2017
Our vision

1. Create an online textbook that both teaches and models **concise, graphically rich** business communication.
2. Unify and **strengthen** our **instructor team**.
3. **Distribute** the textbook to students **for free**.

If you want updates:  
http://tinyurl.com/mcomupdates
Acknowledgements

Icons designed by Madebyoliver and Vectors Market from Flaticon

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