



# 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

Comment Category	Number of Times Coded	Percent of Total Codes
Housing	323	28.86%
Food	317	28.32%
Savings	230	20.55%
Education	119	10.63%
Transportation	58	5.18%
Recreation	48	4.28%
Health	15	1.34%
Clothes	9	0.80%

# BYU Faculty Survey Results

<b>Comment Category</b>	<b>Number of Responses</b>	<b>Percent of Total (responses)</b>
Save students money	350	74.15%
Equal quality	121	25.63%
Convenient access	62	13.13%
Ability to customize content	50	10.59%
Variety in classroom	26	5.51%

# 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



# MANAGEMENT COMMUNICATION

BYU Marriott School of Management

MCom  
320

An Open Textbook  
for M Com 320:  
Business  
Communication

slide

An Open Textbook  
for M Com 320:  
Business  
Communication



CHAPTER  
4

# ORGANIZE

STRUCTURE MATTERS

Why?  
How?  
What?

# Why?



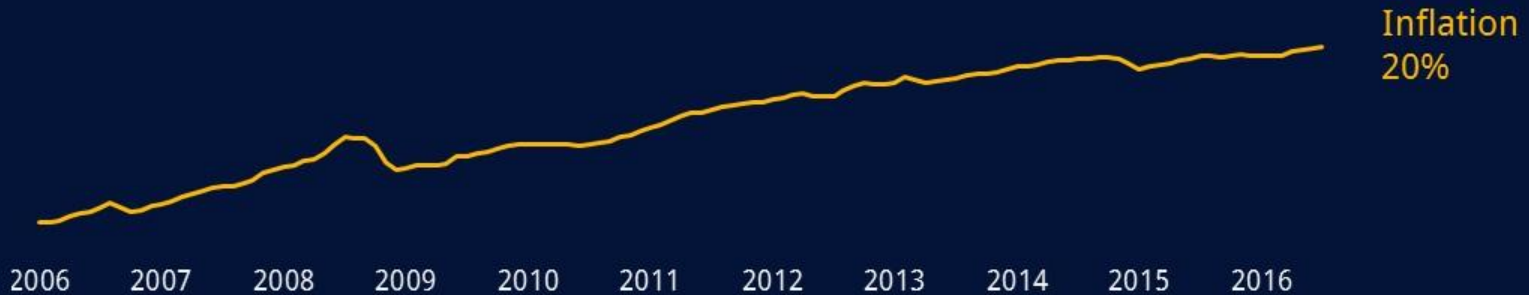
Economics



Curriculum

# Consumer Price Indexes

Source: U.S. Bureau of Labor Statistics



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Source: U.S. Bureau of Labor Statistics



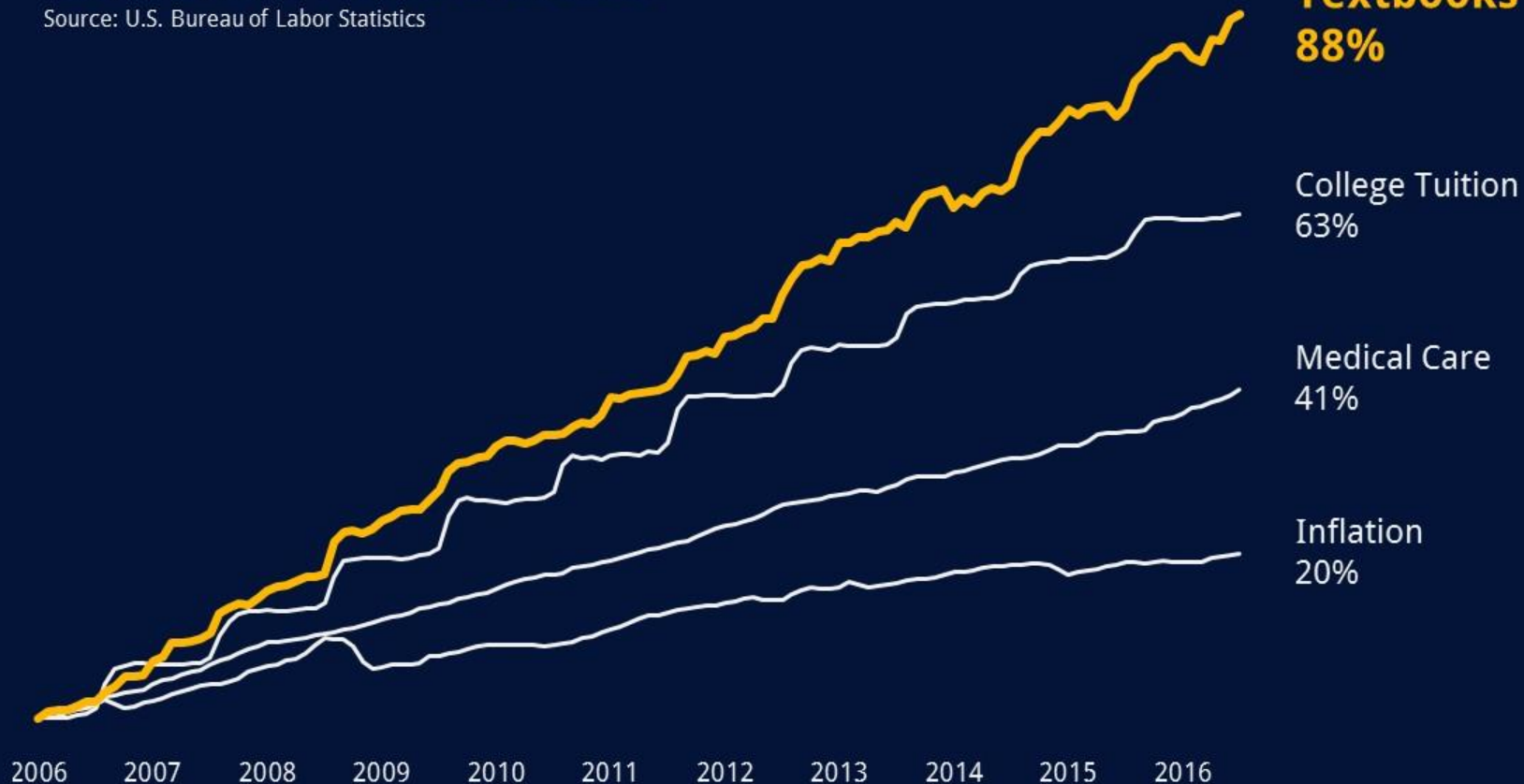
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The average student spends

**\$1250**

per year on textbooks

# Survey of BYU Students

Because of textbook costs:

**66%** had not purchased a required text

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# Survey of BYU Students

Because of textbook costs:

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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

# Survey of BYU Students

“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

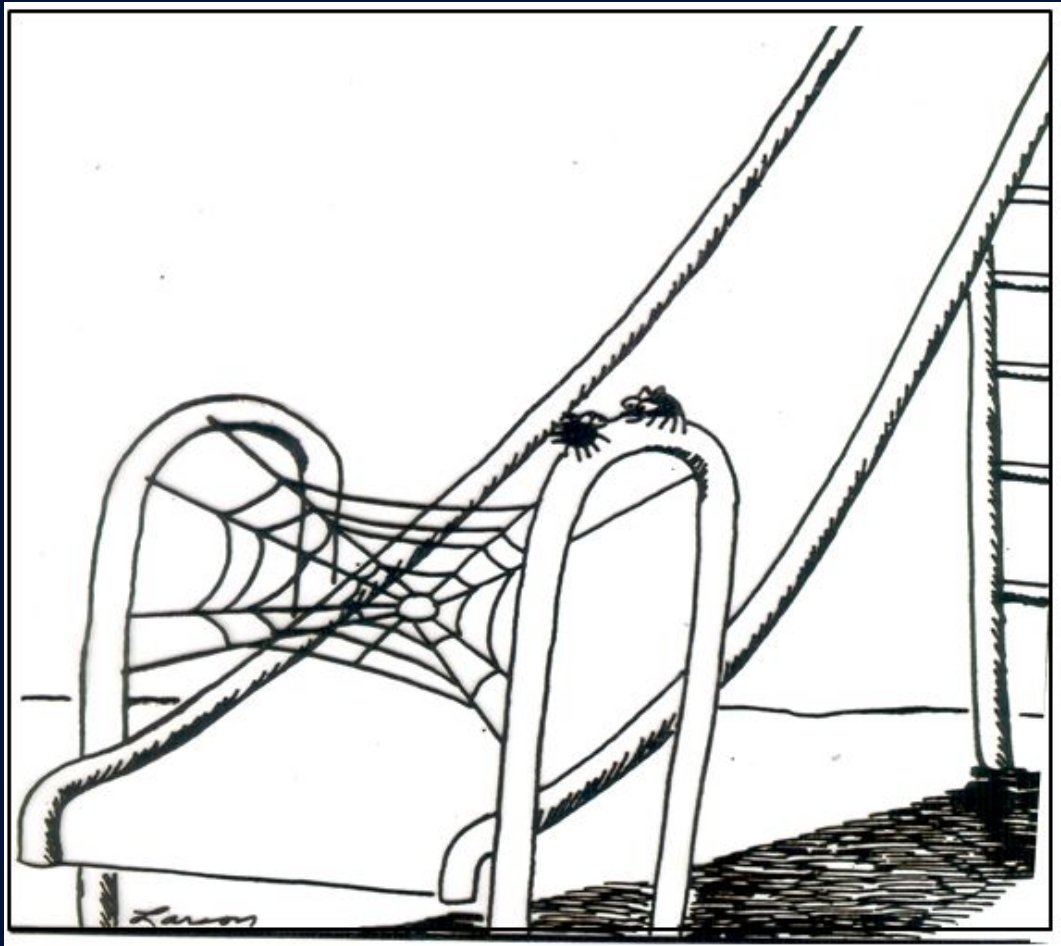


# Dual goals

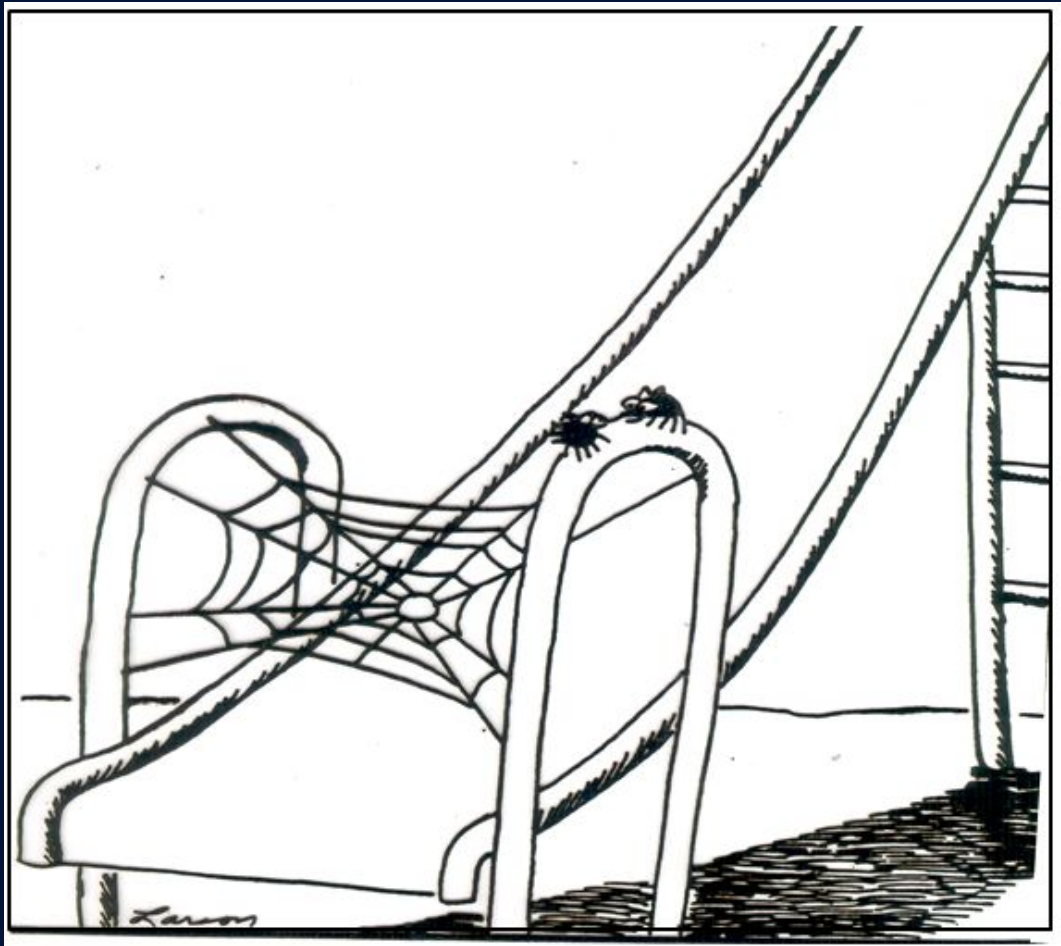
**Product:** a unique, high-quality textbook

**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](http://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?

# MANAGEMENT COMMUNICATION



*BYU Marriott School of Management*

# CONTENTS

1 WHY?  
Be a Skilled Communicator

2 WRITE  
Look Good in Print

3 PLAN  
Think Before You Write

4 ORGANIZE  
Structure Matters

5 BUILD  
Create Clarity & Coherence

6 RESEARCH  
Find the Answers

7 FORMAT  
Make Your Message Inviting

8 REVISE  
Zoom Out – Zoom In

9 MANAGE  
Getting Things Done...With People

10 PERSUADE  
Be Convincing

11 SHOW  
Show What You Mean

12 PRESENT  
Stand & Deliver

13 BRAND  
Manage Your Personal Brand

14 WORK  
Get the Job

CHAPTER

6

# RESEARCH

F I N D   T H E   A N S W E R S



CHAPTER

1

# WHY?

BE A SKILLED COMMUNICATOR

CHAPTER

3

# PLAN

THINK BEFORE YOU WRITE

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STAND AND DELIVER

CHAPTER

13

# BRAND

MANAGE YOUR PERSONAL BRAND

CHAPTER

14

# WORK

GET THE JOB

# 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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