
Saddleback College

Building Zero Textbook Cost
Momentum Over 5 Years

Nicole Major & Jennifer Pakula

Timeline Overview

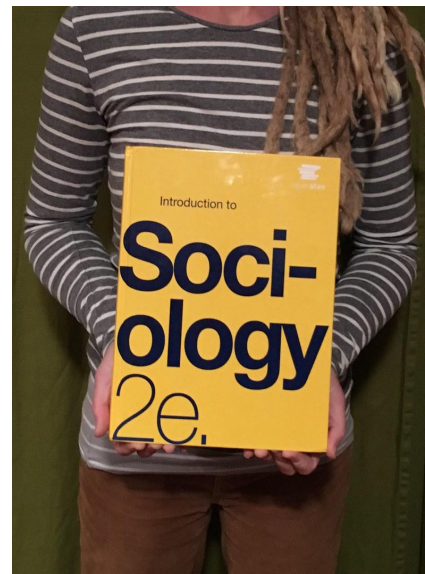
- 2016-2017
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 - Market ZTC Pathways; Low Textbook Cost icon in class schedule

Beginning Stages

- Inspiration from Online Education Conference
- Formed Work Group with Dean of OELR, Librarians, OPRA, ASG, bookstore & Faculty Technical Support staff
- Academic Senate Resolution:
 - The Academic Senate of Saddleback College supports faculty who consider using high quality, no-cost, accessible textbook alternative, known as Open Educational Resources (OER) to promote student success by reducing the cost of textbooks and supplies for students.
- Collaborated with Articulation Officer to dispel myths

Beginning Stages

- In-House funding (explore & adopt)
- Professional Development workshops
- \$35,000 from CCCOER Zero-Textbook Degree grant
- OpenStax Partnership
- OER Summit (James Glapa-Grossklag & Hal Plotkin)
- Signed up for CCCOER emails



Building Relationships Around Campus

- Bookstore, Library, Faculty Technical Support, DSPS & OPRA are part of Work Group
- Attended Board of Trustees meetings
- “Road show” to division & department meetings
- Attended Counseling Department meetings
- Collaborated with Librarians to create an OER/ZTC Website
- Met with college president to discuss ROI for faculty stipends
- Partnered with District IT to develop ZTC/LTC icons in class schedule
- Regular reporting to Student Success Committee & Academic Senate
- Attend College Promise Program meetings
- Individualized emails to faculty

Marketing & Promoting ZTC

- [ZTC Website](#)
- Social Media
- Professional Development Workshops (2x a year)
- Visit Department/Division meetings
- Department Targeting
 - Math, Science, and Communication Studies
- Share ZTC success data and pathways with committees and stakeholders on campus = visibility on campus
- ZTC notecards and infographics
- [ZTC icon](#) in the class schedule & [grouping](#) in the search function
- OpenEd week



ZERO TEXTBOOK COST

There is no cost for textbooks for this class.

ZERO TEXTBOOK COST



WHAT IS ZTC?

ZTC (Zero Textbook Cost) classes have no textbook-related costs, including access fees for online materials. Such classes often use Open Educational Resources (OER) created under a Creative Commons (a public copyright license) that give people the ability to share, use, and build upon a work that has been created. They may also use library ebooks or other sources so there is no cost to the student. Saddleback College faculty have adopted and created OER to provide high-quality educational materials to you at no cost online, and low-cost print options.



HOW DO I FIND ZTC CLASSES?

- 1) Go to the online Class Schedule
- 2) Select the "Zero Textbook Cost" filter bar at the top of the page
- 3) Register for classes in your MySite Portal



BENEFITS OF ZTC:

- > Free
- > Easy to find and access—even before classes begin
- > Customized and relevant

"The biggest benefits of the ZTC courses were the cost savings and the accessibility."

— Ashley L.,
Saddleback College Student



67% of students reported that textbook costs influenced their course enrollment.

7%

Students in online courses that use ZTC have a 7% higher success rate than those with traditional textbooks.

ZTC CLASS SUCCESS

88% students

83% faculty

reported that ZTC materials were as good or better than traditional textbooks.



cost savings to students over the last three academic years.

It is the policy of SCCC to fully comply with the requirements of the Americans with Disabilities Act (Board Policy 5066). Consistent with that policy, this material is available in alternative formats such as large print, braille, or accessible electronic text. Such materials and other disability accommodations will be provided as needed for program access, upon request. For needed accommodations or alternate formats please contact: Anita Lynch, Disabled Students and Program Services Coordinator, acing@sdccollege.edu, 949-562-4266, TTY: 949-562-4230.

SOUTH ORANGE COUNTY COMMUNITY COLLEGE DISTRICT BOARD OF TRUSTEES
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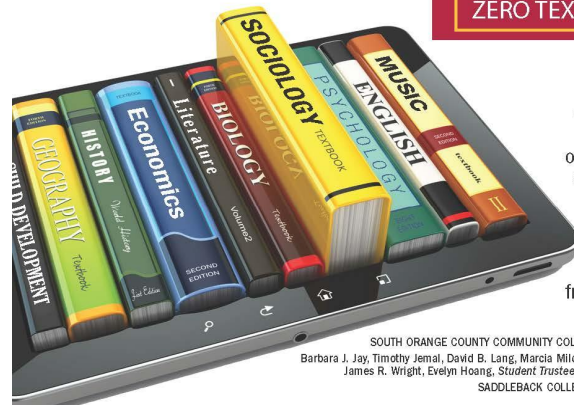
OPEN YOUR TEXTBOOK, NOT YOUR WALLET



Search for Zero Textbook Cost (ZTC) courses in the class schedule. ZTC courses are easy to find!

Look for ZERO TEXTBOOK COST in the red bar along the top of the schedule. All ZTC courses are marked with an icon.

ZERO TEXTBOOK COST



ZTC courses typically use digital textbooks and/or online resources available for download or within Canvas. Printed copies of digital content may be available but are not free. ZTC courses may require materials that are not free, such as calculators, test forms, etc.

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SADDEBACK COLLEGE: James Bysse, Interim President

ZTC Degree/Certificate Pathways at Saddleback

4 - General Studies Degrees (Arts & Humanities, Natural Sciences, Liberal Studies, Social and Behavioral Sciences)

3 - General Education Degrees (IGETC, CSU, and Local)

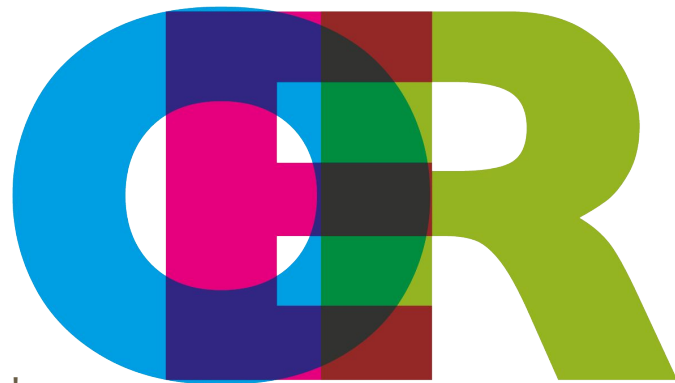
19 - Program Degrees and/or Certificates

- Mathematics AST
- Physics AST & AS
- Political Science AAT
- Aging Studies CA
- Aging Studies Interdisciplinary CA
- Sociology AAT
- Theater Arts AAT
- Theatre Arts Technical Theatre AA

- Child & Adolescent Development AAT
- Associate Teacher CA
- Communication Studies AAT
- Economics AAT & AA
- English Literature AA
- History AAT & AA
- Music Production Entrepreneurship
Certificate of Achievement
- Music Production Occupational Skills Award

Stipends (Funding Sources)

- State Grants
 - CCCCO Zero-Textbook Cost Grant
 - ZTC/OER line item in latest budget by the governor!
- SEAP Funds
 - ZTC for equity
- College Funds
 - Student Success funds; Division general fund from OELR
- Other resources:
 - Lottery funds; Foundation funds; HSI; Perkins



OPEN EDUCATIONAL
RESOURCES

Stipend (Faculty Requirements)

Faculty are compensated \$500 for successful ZTC course conversion and meet the following deliverables:

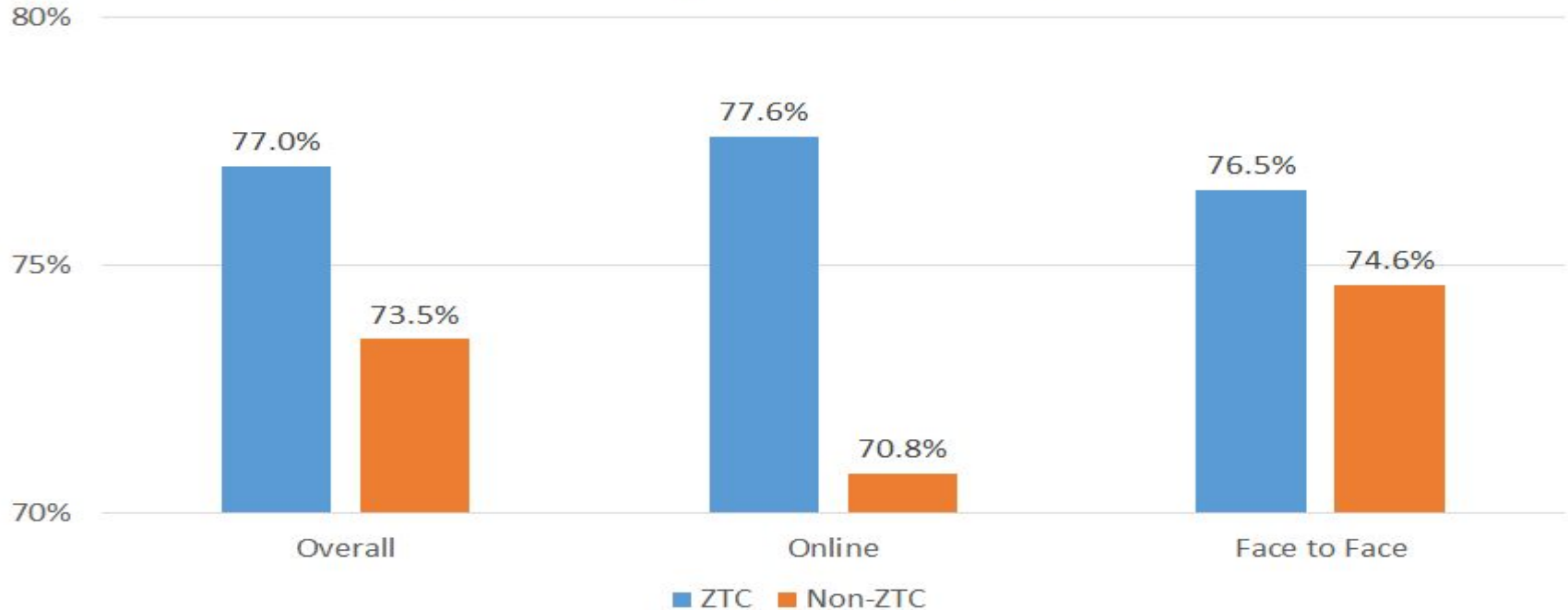
- Complete a Google Doc that gathers information regarding course, including current text being used, number of students, and potential cost savings
- Complete a ZTC online course in Canvas
 - Adopted from Aloha Sargent's Zero Textbook Cost Pathway: OER & Equity in Commons
- Locate ZTC resources
- Meet with Faculty Center for 30 minutes to discuss accessibility related to ZTC resources
- Flag course as ZTC in MySite

Data

- Collaborated with Office of Planning, Research, and Accreditation (OPRA) from the beginning
- Provide data for the following metrics:
 - Number of ZTC Courses
 - Success Rates in ZTC vs. non-ZTC courses
 - Fill Rates ZTC vs. non-ZTC
 - Cancellation Rates ZTC vs. non-ZTC
 - Trends in ZTC courses
- Mapping ZTC Pathways
 - No easy way to do it!
 - College Catalog is likely not in Excel to use “find and replace”
 - Printed out GE requirements and used highlighters to identify pathway
 - Identified “gaps” and targeted department/faculty
 - Developed Google Doc for tracking pathways for Fall 2021

Success Data from 2018-2019

Success Rate by Modality and ZTC Status



ZTC Courses at Saddleback

Fall 2020 & Fall 2021 Comparison:

- The number of individual courses offered with at least one ZTC section increased from 294 to 371. The percentage of courses offered with at least one ZTC section increased from 29% to 34%.
- The number of ZTC sections increased from 690 to 816. The percentage of ZTC sections increased from 31% to 36%.
- The percentage of students enrolled in ZTC sections increased from 42% to 45% (again, showing a clear preference for ZTC sections).
- In Social & Behavioral Sciences, the percentage of ZTC sections increased from 41% to 48%.

Challenges

- Myths about articulation
- Confusion over what is OER and ZTC
- OER for niche subjects
 - Library Reserves
- Courses that never used a textbook
- Manually identifying ZTC courses requires LOTS of faculty reminders
- Accessibility of OER/ZTC resources
- Departments set in their ways
 - Math/Science/Communication Studies

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Questions?

- ZTC Faculty Coordinators
 - Nicole Major (nmajor@saddleback.edu)
 - Jennifer Pakula (jpakula@saddleback.edu)

