Timeline Overview

- **2016-2017**
  - Academic Senate resolution; formed Work Group; C CCCO Zero-Textbook Cost Degree grant
- **2017-2018**
  - OpenStax partnership; Data collection
- **2018-2019**
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- **2019-2020**
  - Marketing campaign; Direct targeting to departments/faculty
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  - Mapped ZTC General Education Pathways; Accessibility checks for ZTC courses
- **2021-2022**
  - 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
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.

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.
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**
  - CCCCZero-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
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

- Overall: 77.0% ZTC, 73.5% Non-ZTC
- Online: 77.6% ZTC, 70.8% Non-ZTC
- Face to Face: 76.5% ZTC, 74.6% Non-ZTC
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?

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