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OERI Student Impact Toolkit: implementing a student survey on your campus

a pilot survey project from California Community Colleges

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Agenda

- Introduction: OERI Student Impact Project
- The survey: creation and distribution
- A look at the data: discoveries, insights, and predictions
- The Toolkit
- Going Further: implementing a survey and video project at your campus

OERI Student Impact Project

Three goals:

- collaboratively develop and administer a survey measuring impact of textbook costs and experience in ZTC/OER classes across ten pilot colleges
- support the creation of campus-based videos highlighting student experiences with textbook costs and ZTC/OER classes
- develop and share resources (webinars and a toolkit) to guide other CCC campuses to create similar projects



DVC



Cerritos
College



MOORPARK
COLLEGE



Reedley
College



MIRACOSTA
COLLEGE



CHABOT
COLLEGE



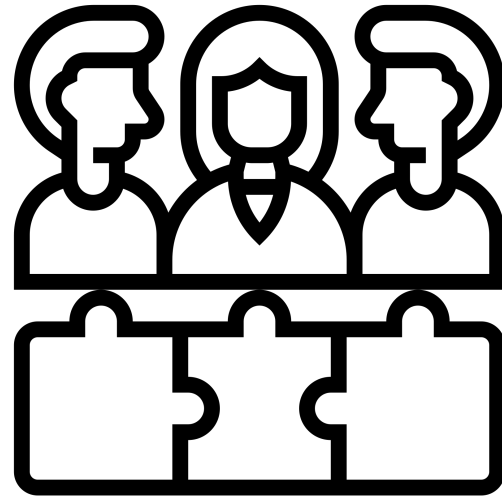


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Student survey: initial discoveries and insights

Survey development...

- Collaboration across ten colleges
- Short/direct survey
- Small pilot (December), large pilot (March-May)
- 1,730 student responses



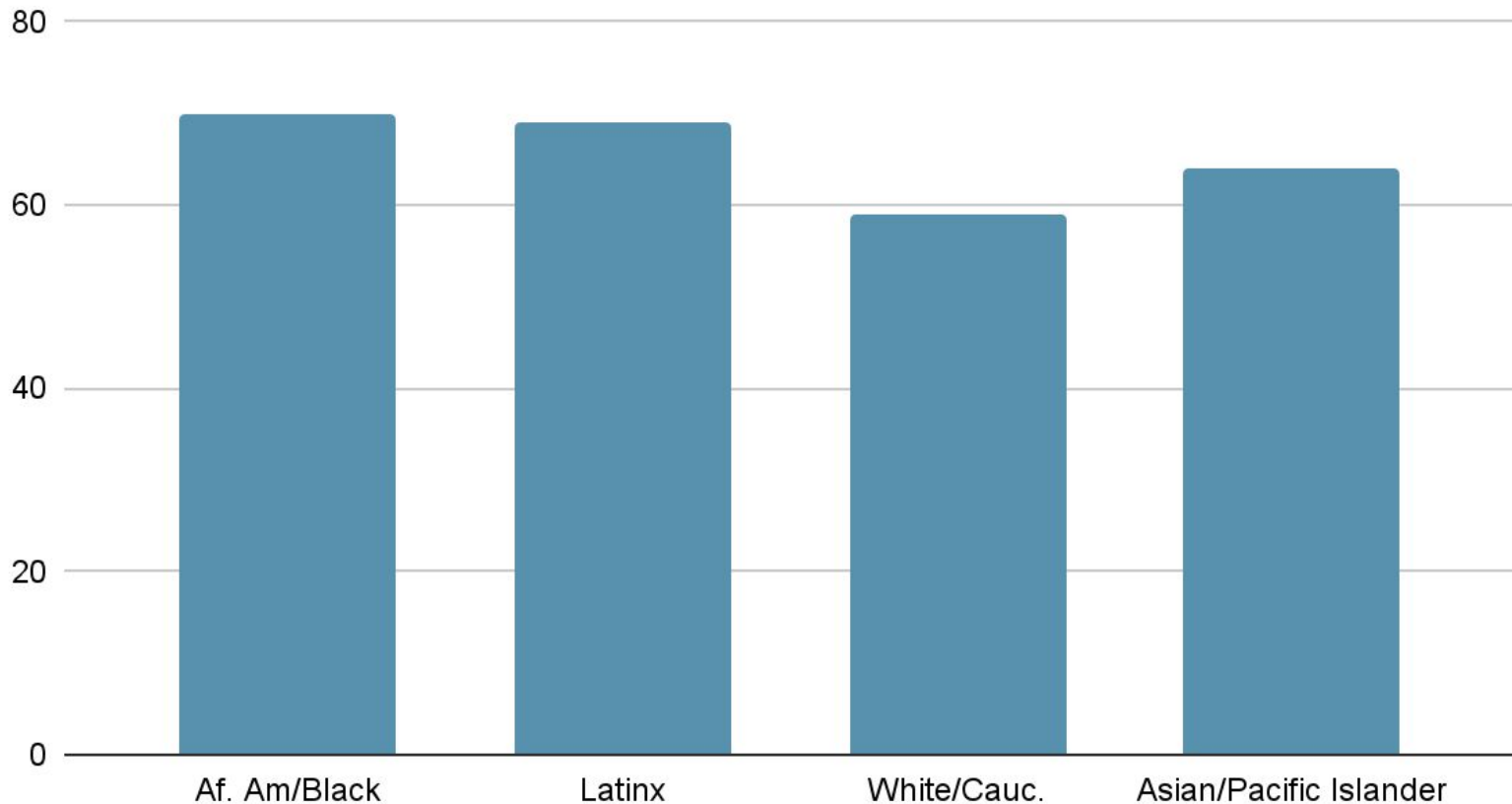
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Three big takeaways (which may not be surprising)

- ✓ The high cost of textbooks disproportionately impacts students of color
- ✓ OER/ZTC courses need to be better advertised and students need to know HOW to find them
- ✓ Students find the quality of OER and ZTC materials to be the same or better than traditional materials

The cost of textbooks influences students' decision to enroll in courses...

Strongly Agree or Agree



High textbook costs result in risky behaviors by students...

“Had to incur some financial debt to get textbooks.”

Financial strain/debt

“Sometimes I look and notice items cost \$80+ and just think, “I won’t do as good as I can, but I’ll pass.” So I choose struggle over paying.”

Not purchasing material

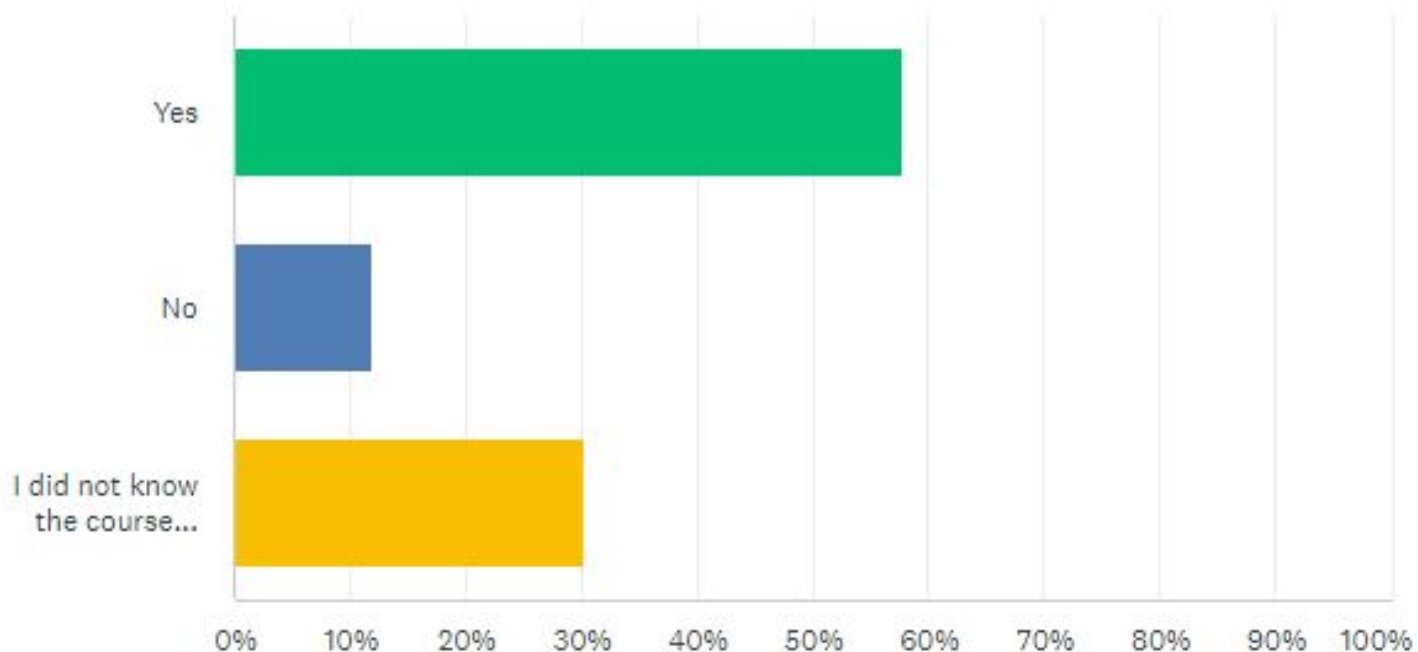
“I would have to search for other sources online to attempt to see if I could find them in some of my other courses. So I’d search the internet desperately for a free textbook.”

Seeking unvetted sources online

Students need to know how to find OER/ZTC classes...

Did free course materials impact your decision to enroll in this class?

Answered: 1,650 Skipped: 140



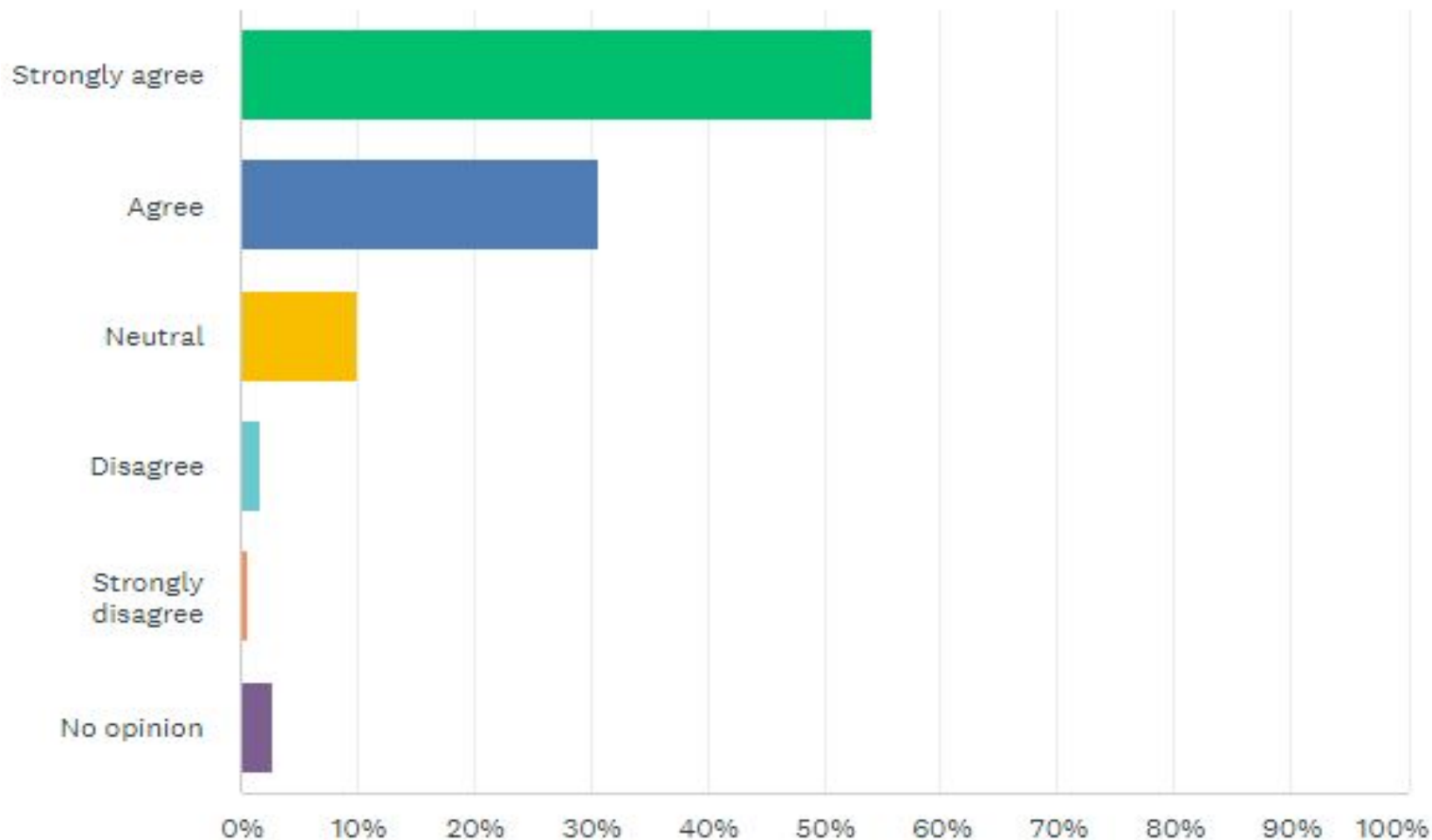
How do students find ZTC/OER classes?

ANSWER CHOICES	RESPONSES	
Classmate	2.12%	35
Online schedule	27.15%	448
Counselor	4.06%	67
List of free course materials classes	6.42%	106
Instructor announcement	30.97%	511
Campus bookstore	2.18%	36
Class syllabus	24.85%	410
Other (please specify)	Responses	2.24% 37

“I did not know at all.”

“I found out when class started and after I already purchased my book.”

The quality of ZTC/OER materials are the same or better than traditional materials, according to students.



Students comment on how using free course materials impacted their learning experiences

“I thought it was very helpful to have the materials ready to go without having to wait for them to come in the mail or having to go to the bookstore.”

Easy access

“I felt stress free. I didn’t have to worry about [purchasing] a material and [it] helped me relax about the course.”

Reduces stress

“I have purchased many expensive books that are door stops. The free materials were easy to use and interact with.”

Better or similar quality



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Toolkit: A Resource for You!

Next Steps

1. Will the survey work for you?
2. Discuss the survey with stakeholders
3. Develop a strategy for distribution
4. Create a timeline and response goal
5. Gather results
6. Examine data
7. Follow-up actions

References

[ASCCC OERI No Cost Course Materials Survey, raw data](#)

[ASCC OERI Student Impact Toolkit](#)

[Spreadsheet for categorizing open ended questions](#)

Questions?



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