The Good, the Bad, and the Ugly: Adopting and Using OERs in a Real Art History Classroom

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Golden West College

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ASCCC OERI - Art History OER Conversation

Golden West College

- Located in Huntington Beach
- One of three colleges in the Coast Community College District
- Founded in 1966 (original campus design by William L. Pereira)
- Medium sized college

Fine Arts Department

- Studio Art and Art History are within the same department
- Art History enrollment averages 500 students per semester across 12-15 sections
- In person and online offerings
- Currently only one full-time art historian in department and district

- Opinions expressed are my own and not necessarily that of GWC
- Collection of data was informal

The OER@GWC Initiative

- Began in Spring 2022 and additional calls have gone out each semester
- Full and part-time faculty could receive a $2500 stipend per new course/section adoption (roughly 50 hours)
- 20-30 stipends were available per semester
- Priority given to GE courses with high enrollments and faculty adopting for the first time
- Courses would be marked as ZTC beginning the next semester
- Faculty needed to complete a self-paced training on Canvas and meet twice with our OER campus liaisons

The OER@GWC Initiative Results

- Spring 2023 call resulted in over 40 adoptions of OERs which was a 6% increase from Fall 2022

- Since Fall 2022, the following Art History courses use OERs:
  - Understanding Art* (half our sections)
  - Survey of Western Art I*
  - Survey of Western Art II* (beginning Spring 2024)
  - History of Photography*
  - Survey of Modern Art
  - Arts of Africa, Oceania, and Indigenous North America

- Exploring OER adoption for the following courses:
    - Art of the Ancient Americas
    - Survey of Asian Art
    - History of Graphic Design
    - Women in Art
    - American Art

Courses I teach

ZTC Pathways Development at GWC

- Expanding the OER initiative to include ZTC pathways for 2024-2025

- Funding from Chancellor's Office Acceleration Grant

- Researching ways to minimize instructional costs to students enrolled in Art History and Studio Art courses (LTC vs ZTC)

Today's Three Case Studies

- Understanding Art (adopted Fall 2022)
  - Adoption would make the biggest impact
  - Online and in person courses

- History of Photography (adopted Fall 2022)
  - An early adoption but without a traditional OER
  - Online only courses

- Survey of Western Art I (adopted Fall 2023)
  - Most recent adoption
  - Online and in person courses
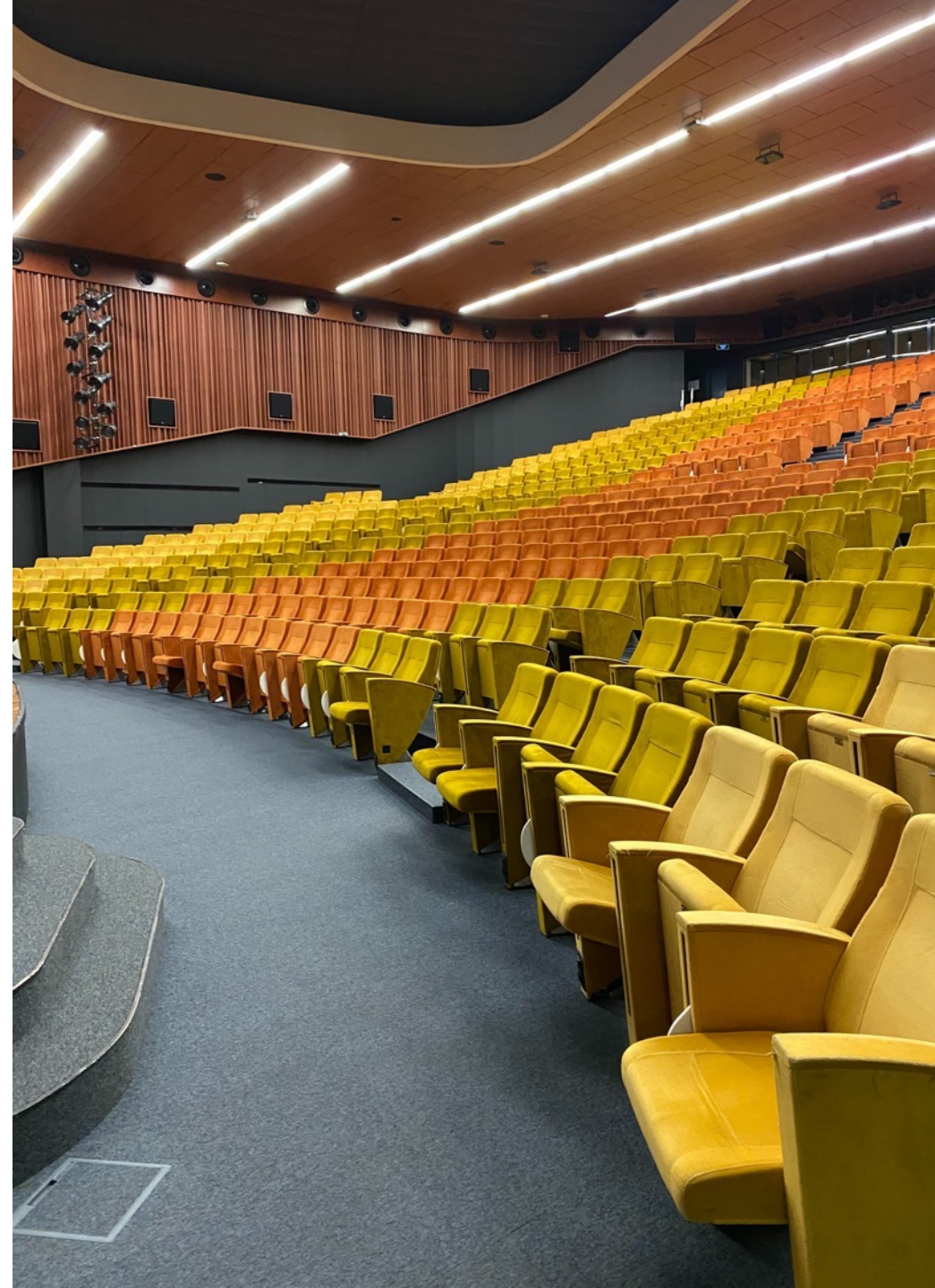
Understanding Art

- Our department's highest enrolled course with the most sections and modalities

- Adopting an OER would make the biggest impact on students

- First adopted an OER in Fall 2022
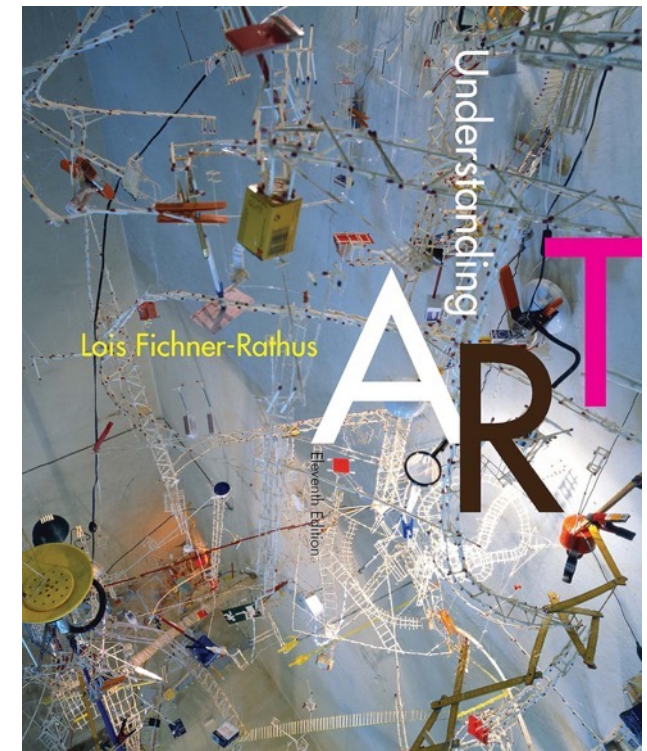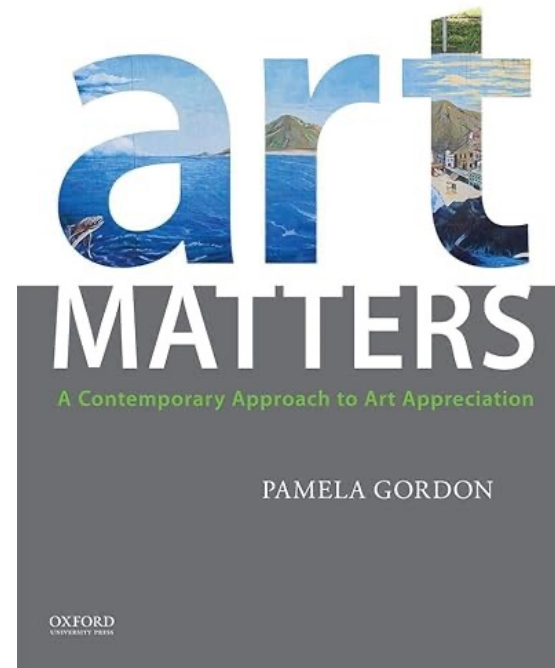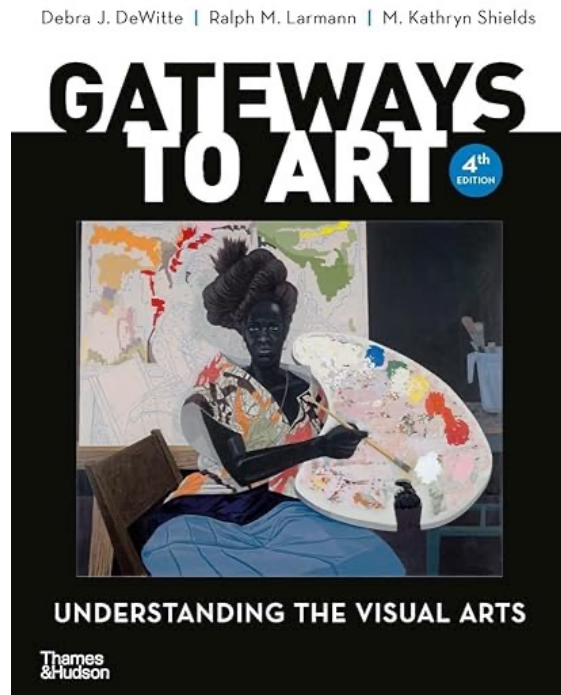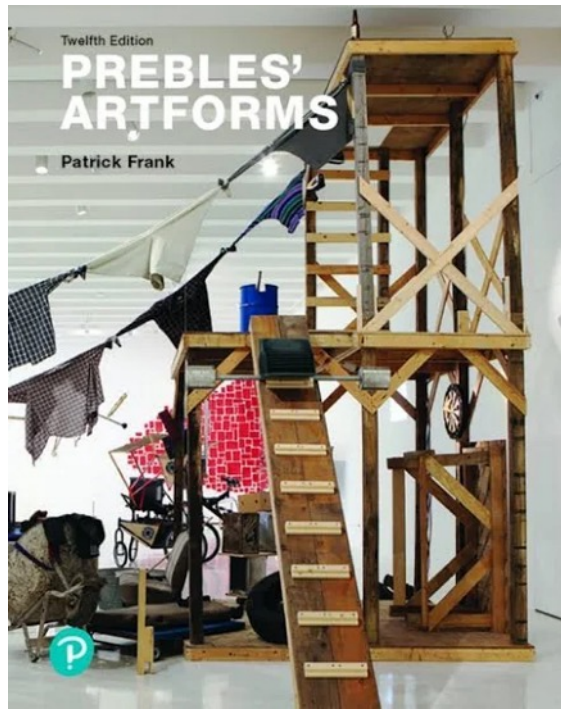
Understanding Art – OER Interest Survey

In thinking about a textbook, what do you think of the following options? Check all that would apply.

I didn't mind renting/buying a hardcopy of the textbook	7 respondents	13 %
I didn't mind renting/buying a ebook version of the textbook	17 respondents	30 %
I'd rather there be a free online textbook option (textbooks are expensive!)	40 respondents	71 %
I'd rather there be no textbook and a collection of videos and articles that we'd read each week	21 respondents	38 %
No Answer	1 respondent	2 %

In thinking about a textbook, what do you think of the following options? Check all that would apply.

I didn't mind renting/buying a hardcopy of the textbook	3 respondents	7 %
I didn't mind renting/buying a ebook version of the textbook	10 respondents	23 %
I'd rather there be a free online textbook option (textbooks are expensive!)	38 respondents	86 %
I'd rather there be no textbook and a collection of videos and articles that we'd read each week	19 respondents	43 %

In thinking about a textbook, what do you think of the following options? Check all that would apply.

I didn't mind renting/buying a printed version of the textbook	10 respondents	19 %
I didn't mind renting/buying a ebook version of the texbook	6 respondents	12 %
I'd rather there be free online textbook (textbooks are expensive!)	38 respondents	73 %
I'd rather there be no textbook and a collection of videos and articles that we'd read each week	26 respondents	50 %
No Answer	1 respondent	2 %

In thinking about a textbook, what do you think of the following options? Check all that would apply.

I didn't mind renting/buying a hardcopy of the textbook	5 respondents	7 %
I didn't mind renting/buying a ebook version of the textbook	9 respondents	13 %
I'd rather there be a free online textbook option (textbooks are expensive!)	52 respondents	78 %
I'd rather there be no textbook and a collection of videos and articles that we'd read each week	27 respondents	40 %

Surveys taken by students enrolled in various sections from Fall '20-Spring '22
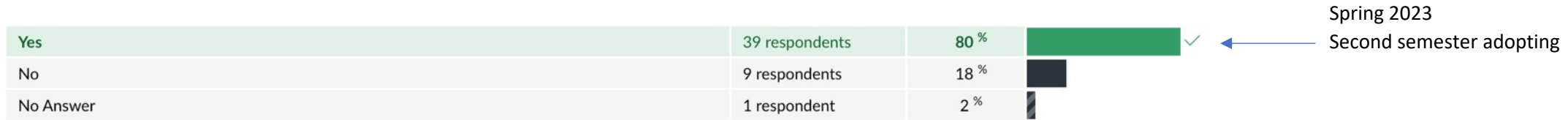
Worked with two OERs

- *Introduction to Art: Design, Context, and Meaning* by Pamela Sachant, Peggy Blood, Jeffery LeMieux, & Rita Tekippe
- *A World Perspective of Art Appreciation* by Deborah Gustlin & Zoe Gustlin
    - Switched to this OER as I liked the chronological organization
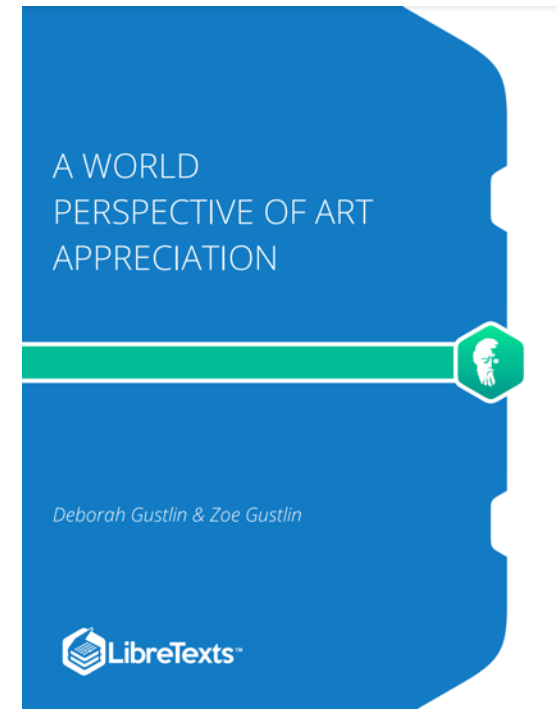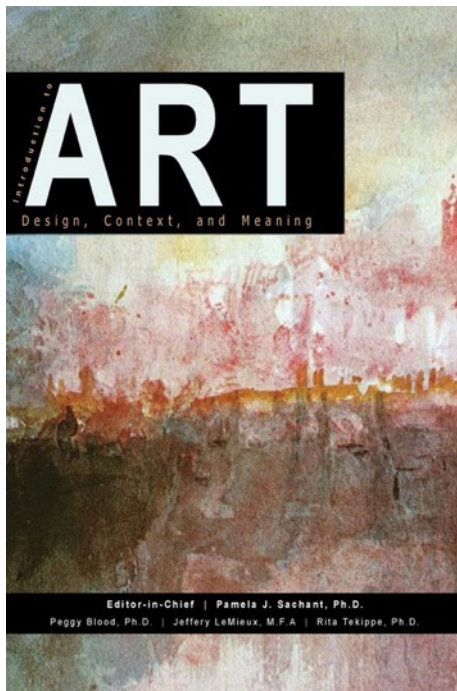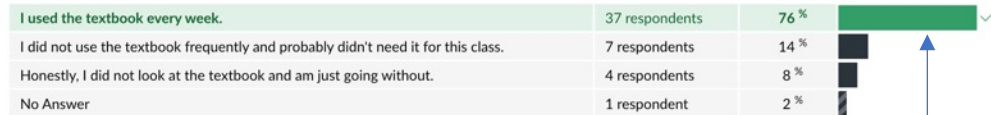
Understanding Art – Post-Adoption Survey

Did having a free online textbook for the class make a difference in your studying or taking notes?

Yes	39 respondents	80 %	
No	9 respondents	18 %	
No Answer	1 respondent	2 %	

Spring 2023
Second semester adopting

Did having a free online textbook for the class make a difference in your studying or taking notes?

Yes	7 respondents	41 %	
No	10 respondents	59 %	

Fall 2022
First semester adopting

Do you think having a copy of the textbook has been important to your success in this course so far? Select the answer that most closely applies.

I used the textbook every week.	37 respondents	76 %	
I did not use the textbook frequently and probably didn't need it for this class.	7 respondents	14 %	
Honestly, I did not look at the textbook and am just going without.	4 respondents	8 %	
No Answer	1 respondent	2 %	

Spring 2023   Second semester adopting

Do you wish there was printed hardcopy of our textbook instead of it being online only?
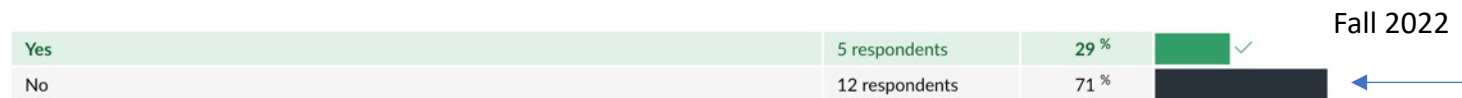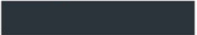
Yes	5 respondents	29 %	
No	12 respondents	71 %	

Fall 2022

Do you wish there was printed hardcopy of our textbook instead of it being online only?

Yes	9 respondents	18 %	
No	39 respondents	80 %	
No Answer	1 respondent	2 %	

Spring 2023

Student knowledge of ZTC courses

Did you know this class used a free online textbook when you first signed up for it?

Fall 2022

Yes, I knew when I signed up	4 respondents	24 %	
No, I didn't know until we started the class	13 respondents	76 %	

Did you know this class used a free online textbook when you first signed up for it?

Spring 2023

Yes, I knew when I signed up	27 respondents	56 %	
No, I didn't know until we started the class	21 respondents	44 %	
No Answer	1 respondent	2 %	

Was one of the reasons you took this class because we used a free online textbook?

Fall 2022

Yes, it made a difference in my decision	2 respondents	12 %	
No, it didn't factor into my decision	15 respondents	88 %	

Was one of the reasons you took this class because we used a free online textbook?

Spring 2023

Yes, it made a difference in my decision	19 respondents	39 %	
No, it didn't factor into my decision	29 respondents	59 %	
No Answer	1 respondent	2 %	

History of Photography

- Used many textbooks in the past of varying cost to students
- Settled on Mary Warner Marien's *Photography: A Cultural History*
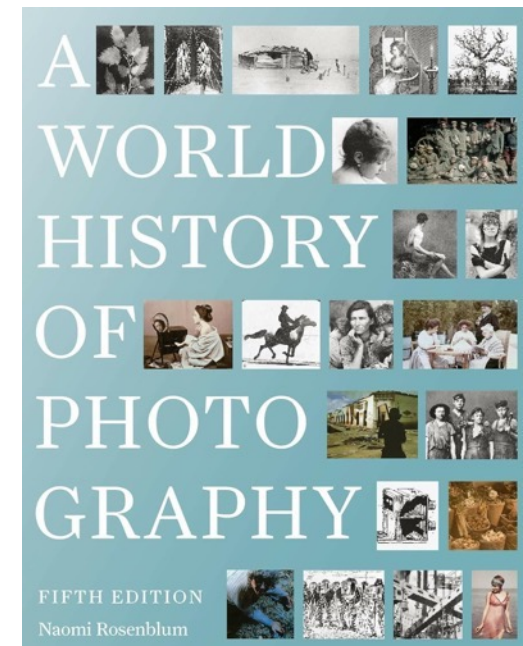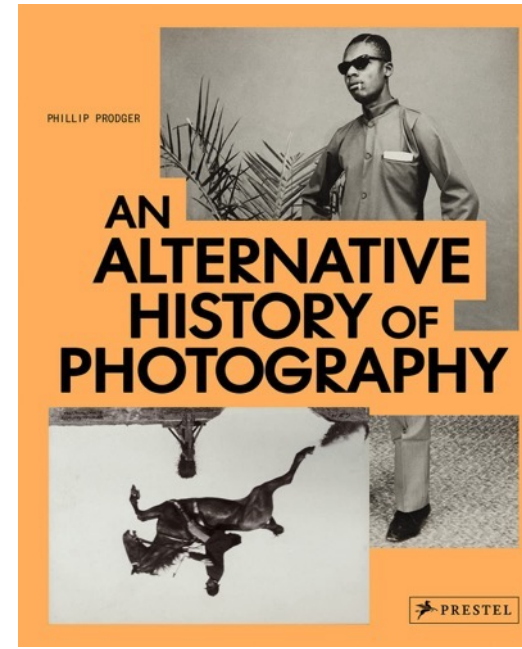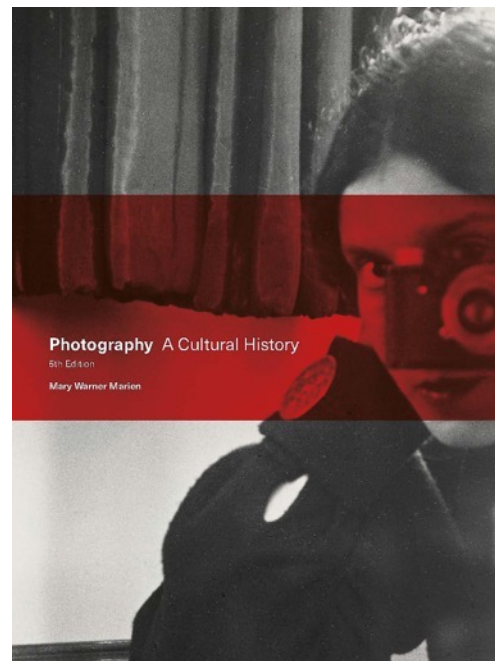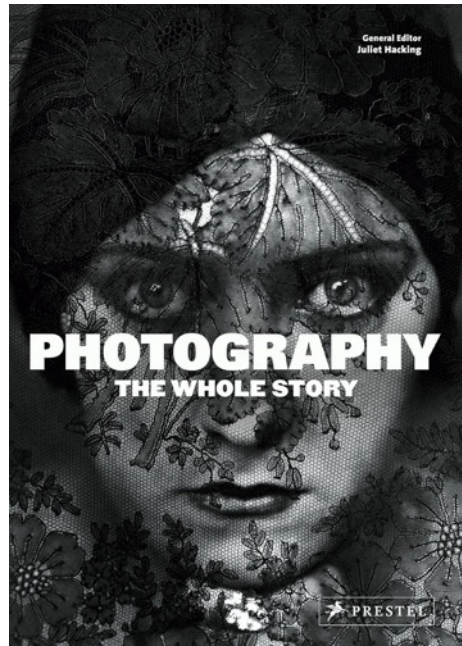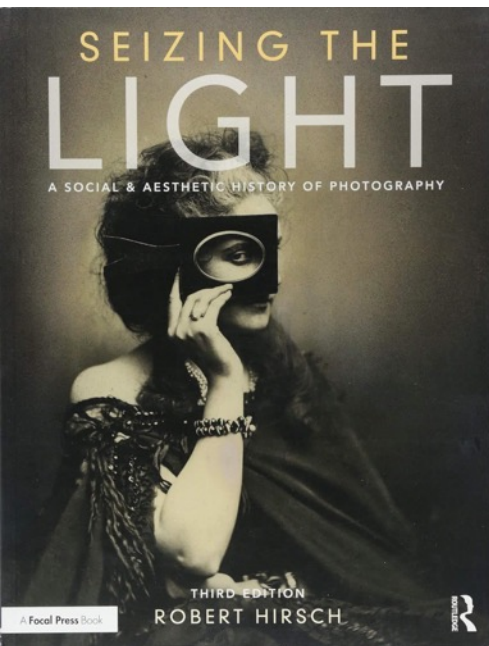
History of Photography

- The cost ($50-$100) largely stopped students from renting/purchasing it and, I believe, impacted enrollment

In thinking about a textbook, what do you think of the following options? Check all that would apply.

I didn't mind renting/buying a hardcopy of the textbook	7 respondents	41 %	
I didn't mind renting/buying a ebook version of the textbook	2 respondents	12 %	
I'd rather there be a free online textbook option (textbooks are expensive!)	10 respondents	59 %	
I'd rather there be no textbook and a collection of videos and articles that we'd read each week	8 respondents	47 %	

I have an earlier edition of the textbook and use it every week.	1 respondent	8 %	
I have a copy of the textbook, but I do not use it frequently and probably didn't need it for this class.		0 %	
I have an earlier edition of the textbook, but I do not use it frequently and probably didn't need it for this class.		0 %	
Honestly, I did not buy/rent the textbook and am just going without.	5 respondents	42 %	
I have a copy of the textbook and use it every week.	6 respondents	50 %	

History of Photography

- Went ZTC in Fall 2022 and enrollment has doubled
- Use a mix of essays and videos from SmartHistory, Heilbrunn Timeline, Eastman Museum, and other online sources

Survey of Western Art I

- Have consistently used *Gardner's Art Through the Ages* over the years

- Student interest in an OER was high for this course

- In Fall 2023, adopted *Introduction to Art History I* by Cerise Myers, Ellen C. Caldwell, Alice J. Taylor, Margaret Phelps & Lisa Soccio

Survey of Western Art I – OER Interest Survey

In thinking about a textbook, what do you think of the following options? Check all that would apply.

I didn't mind renting/buying a printed version of the textbook	2 respondents	17 %
I didn't mind renting/buying a ebook version of the texbook	1 respondent	8 %
I'd rather there be free online textbook (textbooks are expensive!)	6 respondents	50 %
I'd rather there be no textbook and a collection of videos and articles that we'd read each week	3 respondents	25 %

In thinking about a textbook, what do you think of the following options? Check all that would apply.

I didn't mind renting/buying a printed version of the textbook	7 respondents	33 %
I didn't mind renting/buying a ebook version of the texbook	5 respondents	24 %
I'd rather there be free online textbook (textbooks are expensive!)	15 respondents	71 %
I'd rather there be no textbook and a collection of videos and articles that we'd read each week	11 respondents	52 %

In thinking about a textbook, what do you think of the following options? Check all that would apply.

I didn't mind renting/buying a hardcopy of the textbook	5 respondents	19 %
I didn't mind renting/buying a ebook version of the textbook	8 respondents	31 %
I'd rather there be a free online textbook option (textbooks are expensive!)	19 respondents	73 %
I'd rather there be no textbook and a collection of videos and articles that we'd read each week	13 respondents	50 %

In thinking about a textbook, what do you think of the following options? Check all that would apply.

I didn't mind renting/buying a hardcopy of the textbook	3 respondents	13 %
I didn't mind renting/buying a ebook version of the textbook	4 respondents	17 %
I'd rather there be a free online textbook option (textbooks are expensive!)	16 respondents	70 %
I'd rather there be no textbook and a collection of videos and articles that we'd read each week	7 respondents	30 %

Surveys taken by students enrolled in various sections from Fall '20-Spring '23

Survey of Western Art I – Post-Adoption Survey*

Do you think having a copy of the textbook has been important to your success in this course so far? Select the answer that most closely applies.

I used the textbook every week.	22 respondents	79 %
I did not use the textbook frequently and probably didn't need it for this class.	7 respondents	25 %
Honestly, I did not look at the textbook and am just going without.	2 respondents	7 %
No Answer	2 respondents	7 %

Was one of the reasons you took this class because we used a free online textbook?

Yes, it made a difference in my decision	6 respondents	21 %
No, it didn't factor into my decision	23 respondents	79 %
No Answer	1 respondent	3 %

Did you know this class used a free online textbook when you first signed up for it?

Yes, I knew when I signed up	14 respondents	48 %
No, I didn't know until we started the class	15 respondents	52 %
No Answer	1 respondent	3 %

Did having a free online textbook for the class make a difference in your studying or taking notes?

Yes	20 respondents	69 %
No	9 respondents	31 %
No Answer	1 respondent	3 %

Do you wish there was printed hardcopy of our textbook instead of it being online only?

Yes	4 respondents	14 %
No	25 respondents	86 %
No Answer	1 respondent	3 %

*At the time of this talk, only one 8-week section has completed the course with the OER

What worked well for students

- Students have access to the materials at the start of the course
- Many OERs easily integrate into LMS frameworks such as Canvas
- Often easy to download as a PDF
- Bookstores may be able to print for students
- ...and, of course, zero cost to students

What worked well for me

- Process to transition was fairly easy
- Smoothest with traditional Art History courses (C-ID courses)
- Wealth of high-quality, online resources, especially post-COVID
- From student feedback, it was making a difference
- I've been able to encourage others in my department and college

For the future adoptions

- Be aware of what is and isn't included that you may currently use
  - Such as quiz banks, publisher PowerPoints, information in captions, glossaries, figure numbers, etc.
- Some may not be organized in a traditional chapter format
- Consistency when using a collection of resources
- Time commitment
- Some students may prefer printed books
- Inconsistent advertising of ZTC courses to students
- Updating CORs to reflect OER titles
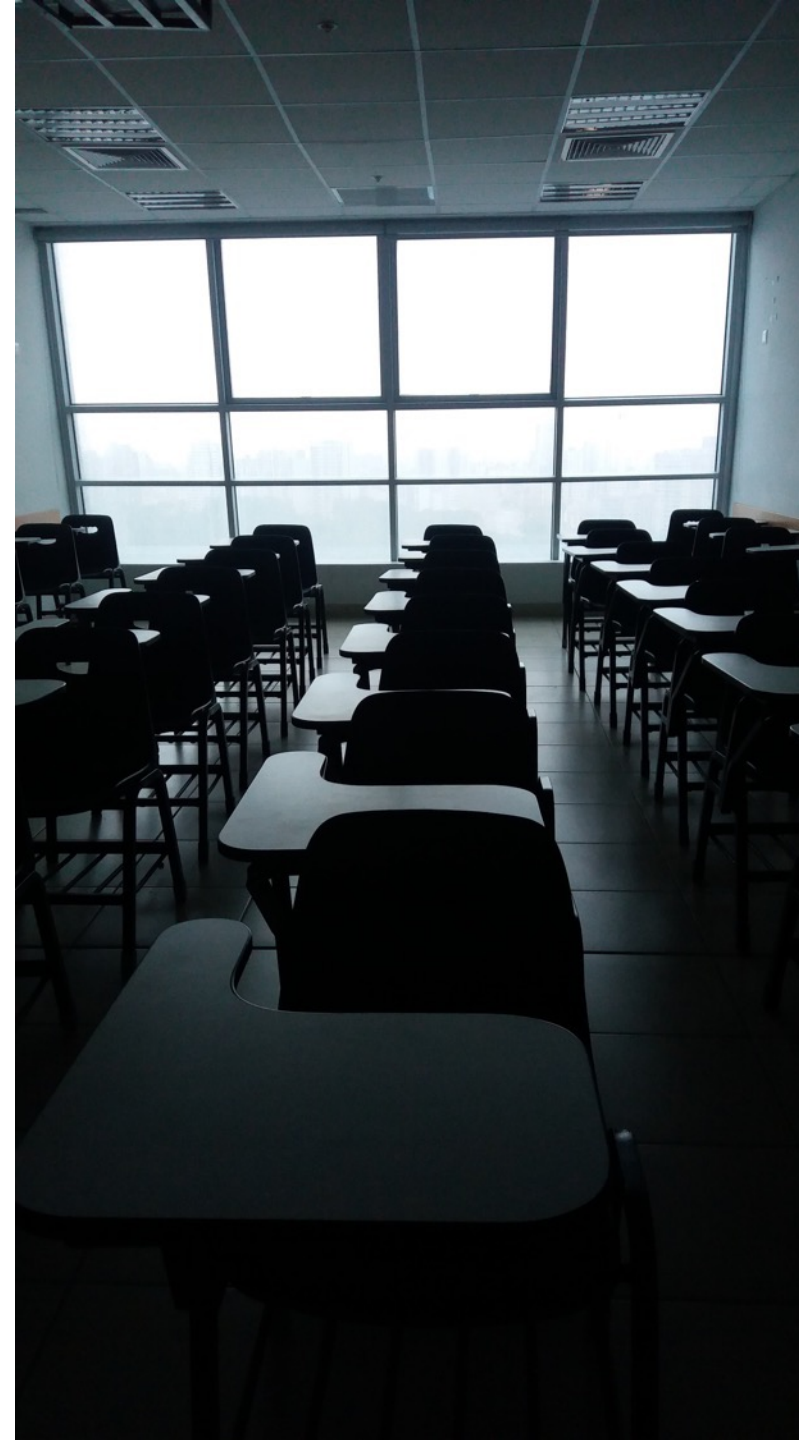
Knowing all that I know now, would I still adopt an OER?

Absolutely!

Join the Art History
Google Group!

Questions?
Thoughts?