

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



Dr. Monica Jovanovich
Golden West College

November 1, 2023



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



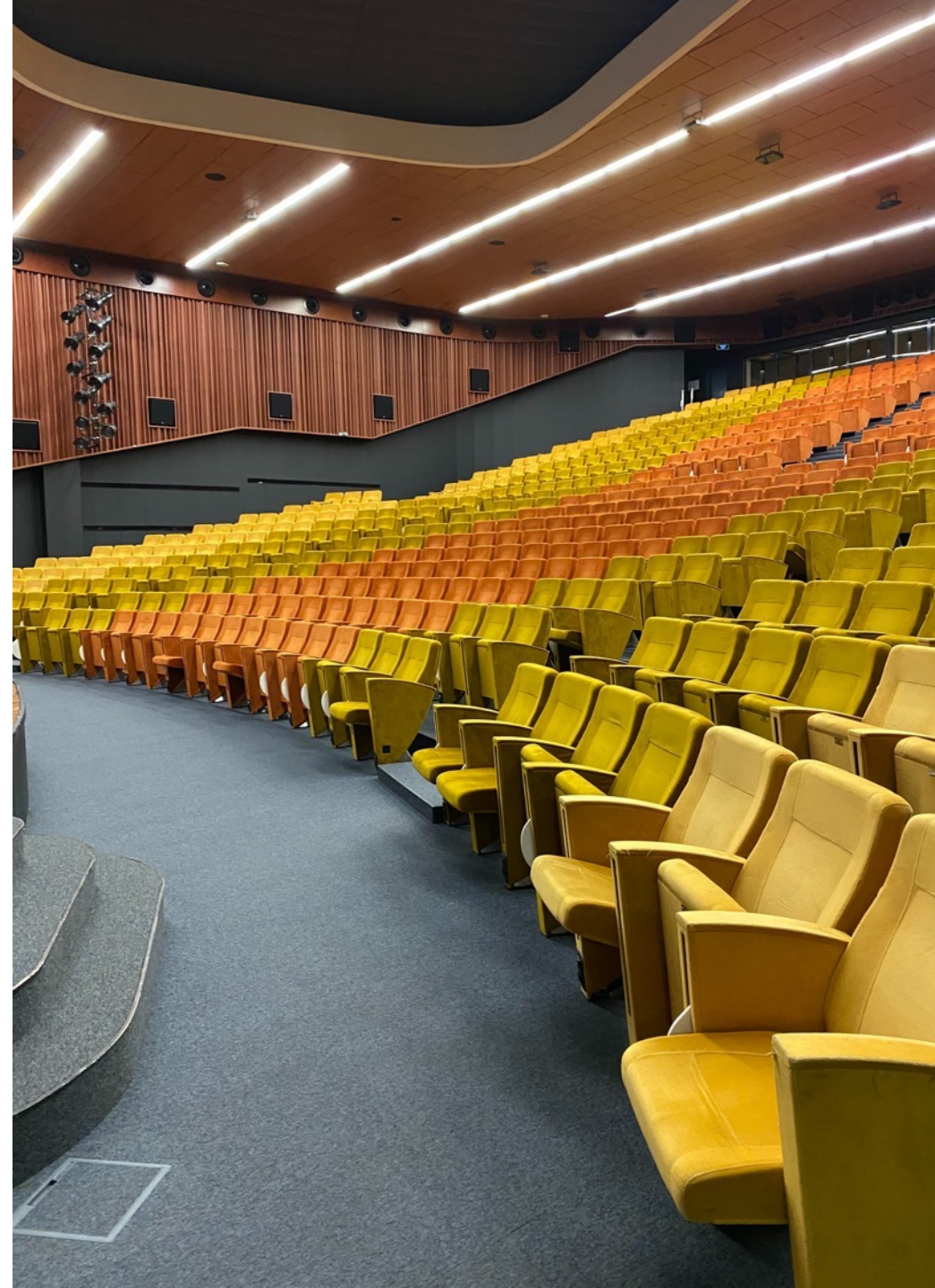
ZTC Pathways Development at GWC

- 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)



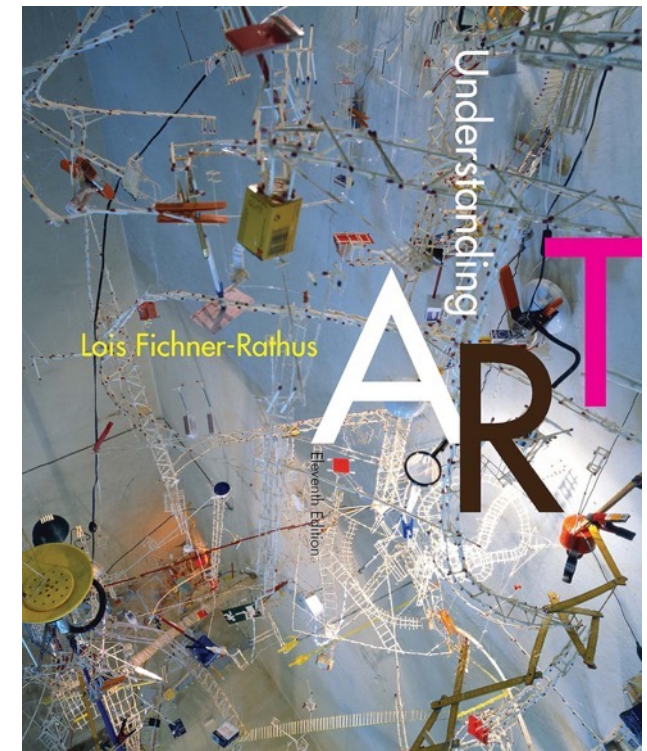
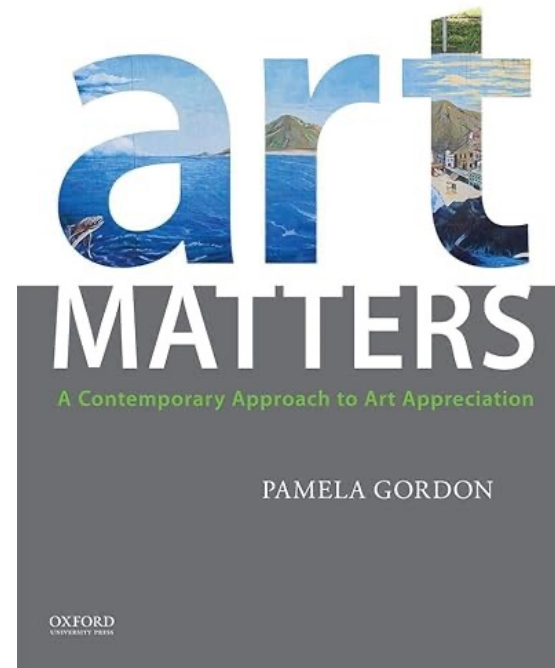
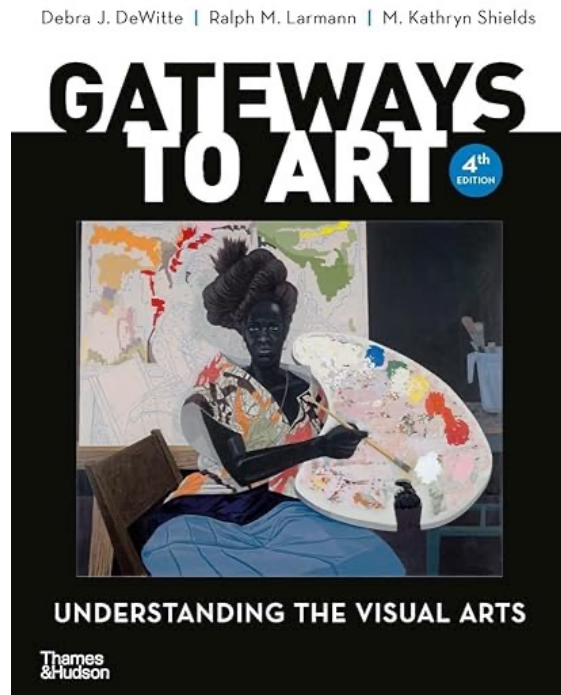
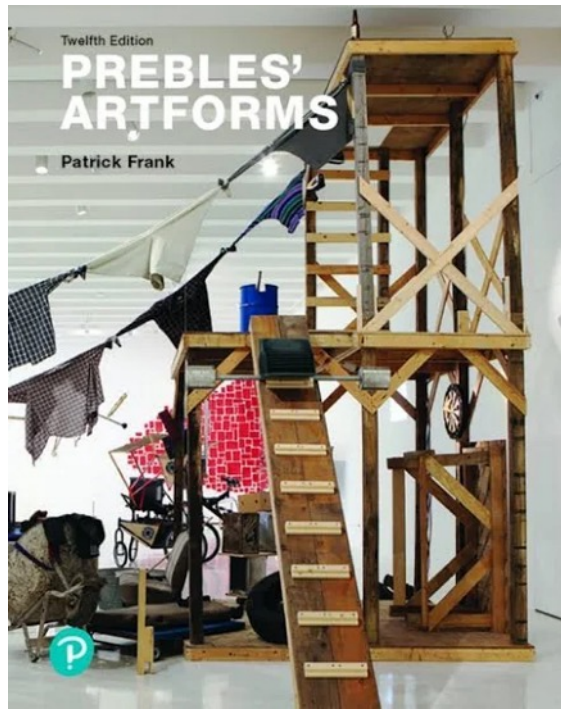
Today's Three Case Studies

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

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

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

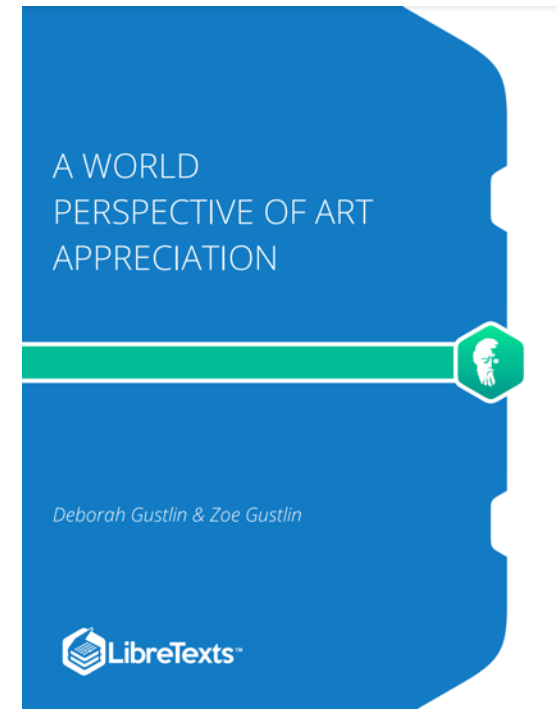
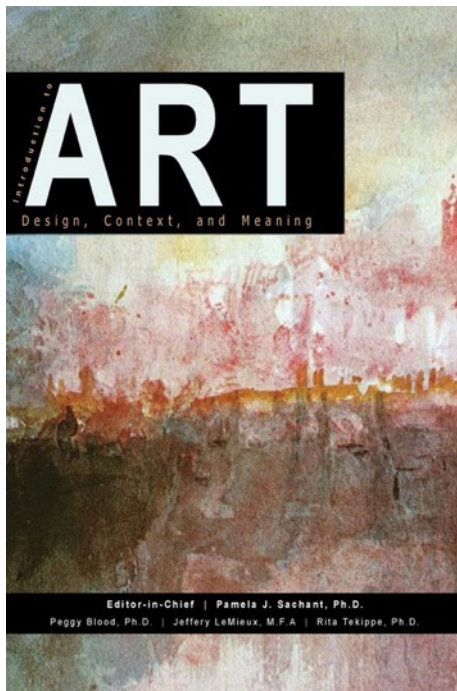
I didn't mind renting/buying a printed version of the textbook	10 respondents	19 %	<input checked="" type="checkbox"/>
I didn't mind renting/buying a ebook version of the textbook	6 respondents	12 %	<input checked="" type="checkbox"/>
I'd rather there be free online textbook (textbooks are expensive!)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

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

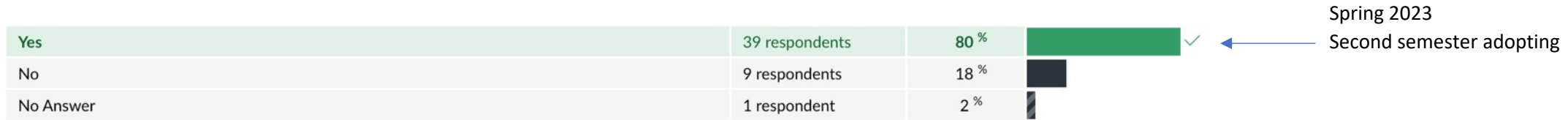
Worked with two OERs

- *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

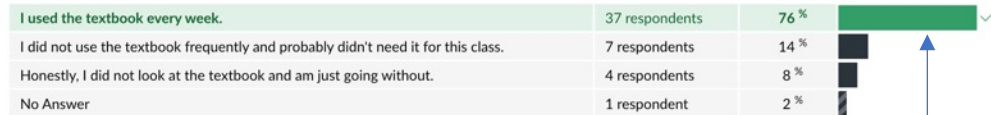
Did having a free online textbook for the class make a difference in your studying or taking notes?



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

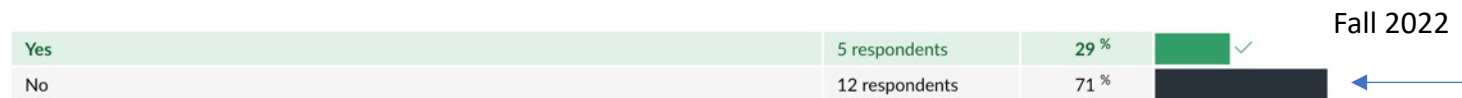


Do you think having a copy of the textbook has been important to your success in this course so far? Select the answer that most closely applies.



Spring 2023 Second semester adopting

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




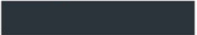
Do you wish there was printed hardcopy of our textbook instead of it being online only?



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 %	 ←

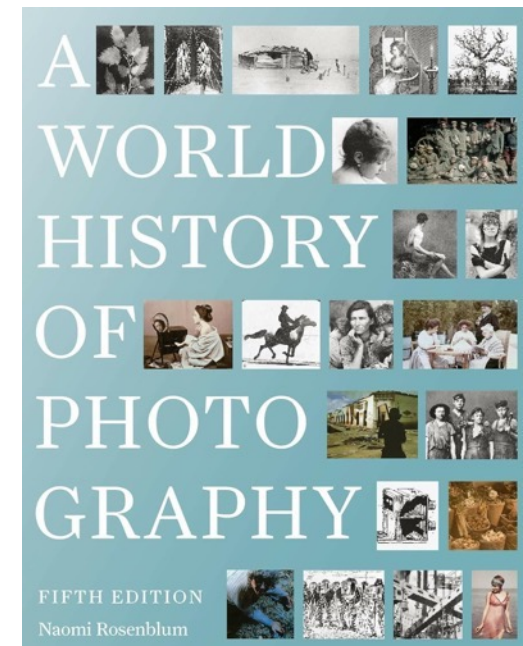
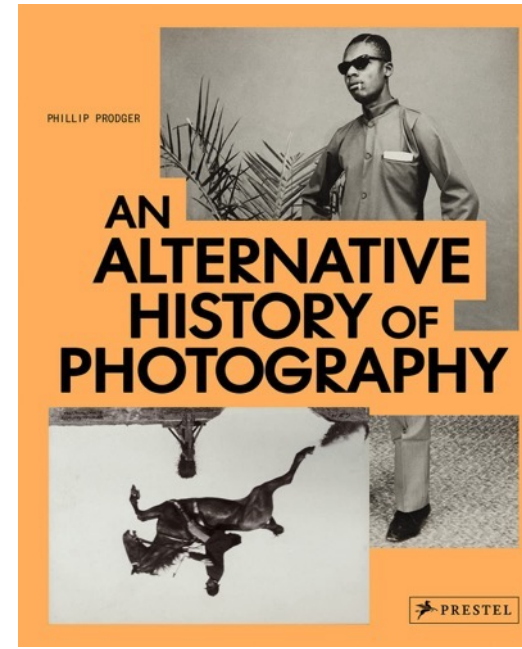
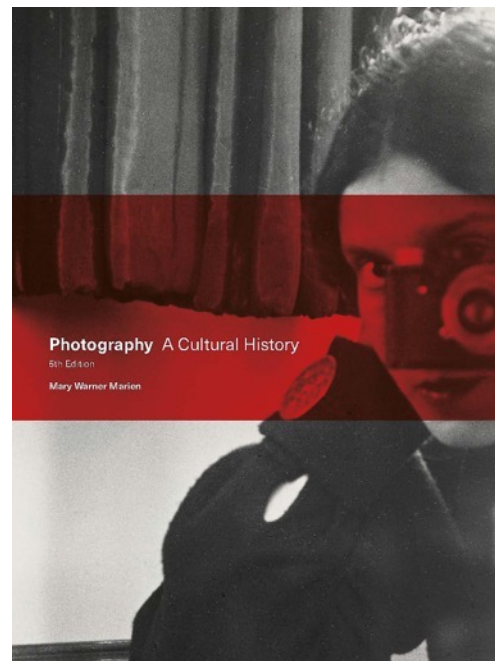
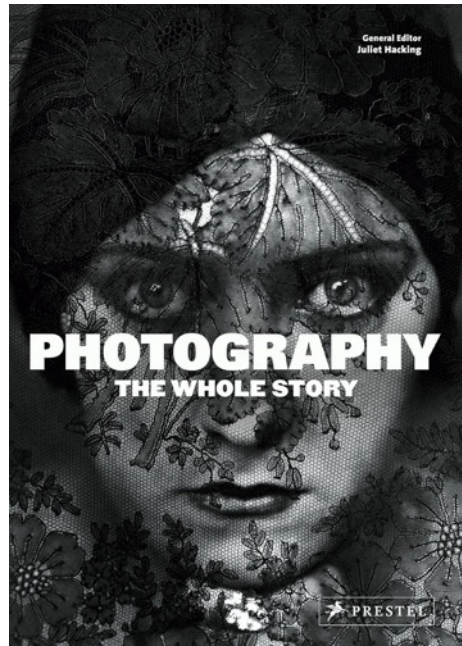
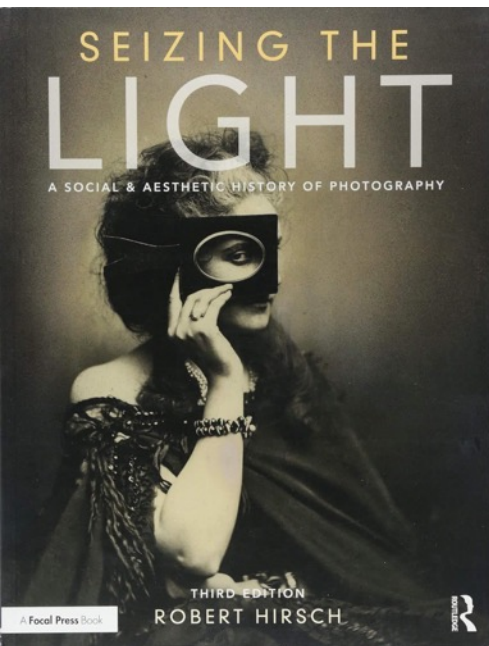
Was one of the reasons you took this class because we used a free online textbook?

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 an 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

HEILBRUNN TIMELINE OF ART HISTORY · ESSAYS

Photography and the Civil War, 1861–65



[Senator and Mrs. James Henry Lane]
Brady & Co.

Brigadier General Gustavus A. DeRussy and Staff on Steps of House, Arlington, Virginia
Alexander Gardner

On April 15, 1861, President Abraham Lincoln called up 75,000 militiamen to put down an insurrection of southern states. Mathew B. Brady secured permission from Lincoln to follow the troops in what was expected to be a short and glorious war; he saw only the first engagement, however, and lost his wagons and equipment in the tumult of defeat. Deciding to forgo further action himself, Brady instead financed a corps of field photographers who, together with those employed by the Union military command and by Alexander Gardner, made the

smarthistory
THE CENTER FOR PUBLIC ART HISTORY

ABOUT FOR LEARNING BOOKS FOR TEACHING SUPPORT SEARCH

A history of photography

Where would we be without our cameras?
c. 1827–now

Beginner's guide
"To collect photographs is to collect the world."
—Susan Sontag, *On Photography* (1977)

Making photographs: a video series

Early Chinese photography

Early photography: Niépce, Talbot and Muybridge

Introduction to photography in the early 20th century

videos + essays
We're adding new content all the time!

John Choate, Boarding School Portraits of Tom Torlino
Meet the two women behind this iconic 1936 photograph.

Dorothea Lange, *Migrant Mother*
Meet the two women behind this iconic 1936 photograph.

Shigemi Uyeda's *Reflections on the Oil Ditch Getty Conversations*
Using photography, Shigemi Uyeda captured the environment of Los Angeles and the growing popularity of oil production in the early 20th century.

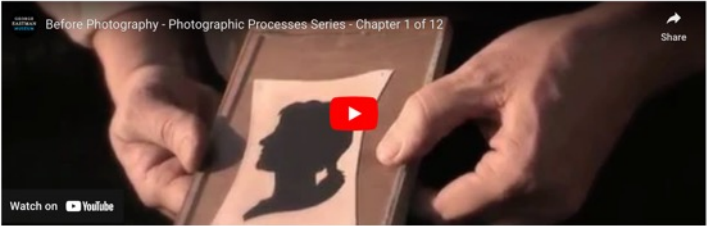
EASTMAN MUSEUM
ABOUT VISIT COLLECTIONS EXHIBITIONS EVENTS LEARN JOIN & GIVE

PHOTOGRAPHIC PROCESSES VIDEO SERIES & GLOSSARY

The George Eastman Museum photography collection is among the best and most comprehensive in the world. Learn more about the major types of photographic processes, from early daguerreotypes to digital prints.

Before Photography

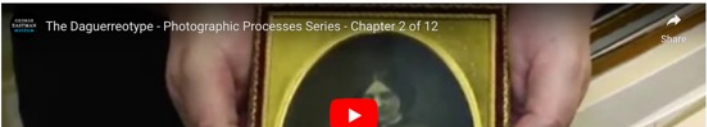
From the ancient discovery of the camera obscura to the 18th century mechanical devices used to create silhouettes such as the physionotrace, this initial chapter explores the inventions and inventors that preceded photography. It recreates the experiments of Johann Schulze who proved the light sensitivity of certain silver salts and Thomas Wedgwood's early attempts to make photographic images. These early pioneers contributed to the discovery of photography in 1839.



Watch on [YouTube](#)

The Daguerreotype

Daguerreotypes are sharply defined, highly reflective, one-of-a-kind photographs on silvercoated copper plates, usually packaged behind glass and kept in protective cases. The first commercially successful photographic process, the daguerreotype was popular through the 1840s and into the 1850s, especially for portrait photography. They were primarily replaced by less-expensive ambrotypes and tintypes, as well as by the improved negative-positive techniques of collodion-on-glass negatives and albumen silver prints.



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 %	<div style="width: 17%; background-color: #28a745;"></div> ✓
I didn't mind renting/buying a ebook version of the textbook	1 respondent	8 %	<div style="width: 8%; background-color: #343a40;"></div>
I'd rather there be free online textbook (textbooks are expensive!)	6 respondents	50 %	<div style="width: 50%; background-color: #343a40;"></div> ←
I'd rather there be no textbook and a collection of videos and articles that we'd read each week	3 respondents	25 %	<div style="width: 25%; background-color: #343a40;"></div> ←

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 %	<div style="width: 33%; background-color: #28a745;"></div> ✓
I didn't mind renting/buying a ebook version of the textbook	5 respondents	24 %	<div style="width: 24%; background-color: #343a40;"></div> ↓
I'd rather there be free online textbook (textbooks are expensive!)	15 respondents	71 %	<div style="width: 71%; background-color: #343a40;"></div>
I'd rather there be no textbook and a collection of videos and articles that we'd read each week	11 respondents	52 %	<div style="width: 52%; background-color: #343a40;"></div>

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 %	<div style="width: 19%; background-color: #28a745;"></div> ✓
I didn't mind renting/buying a ebook version of the textbook	8 respondents	31 %	<div style="width: 31%; background-color: #343a40;"></div>
I'd rather there be a free online textbook option (textbooks are expensive!)	19 respondents	73 %	<div style="width: 73%; background-color: #343a40;"></div> ←
I'd rather there be no textbook and a collection of videos and articles that we'd read each week	13 respondents	50 %	<div style="width: 50%; background-color: #343a40;"></div> ←

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 %	<div style="width: 13%; background-color: #28a745;"></div> ✓
I didn't mind renting/buying a ebook version of the textbook	4 respondents	17 %	<div style="width: 17%; background-color: #343a40;"></div> ↓
I'd rather there be a free online textbook option (textbooks are expensive!)	16 respondents	70 %	<div style="width: 70%; background-color: #343a40;"></div>
I'd rather there be no textbook and a collection of videos and articles that we'd read each week	7 respondents	30 %	<div style="width: 30%; background-color: #343a40;"></div>




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



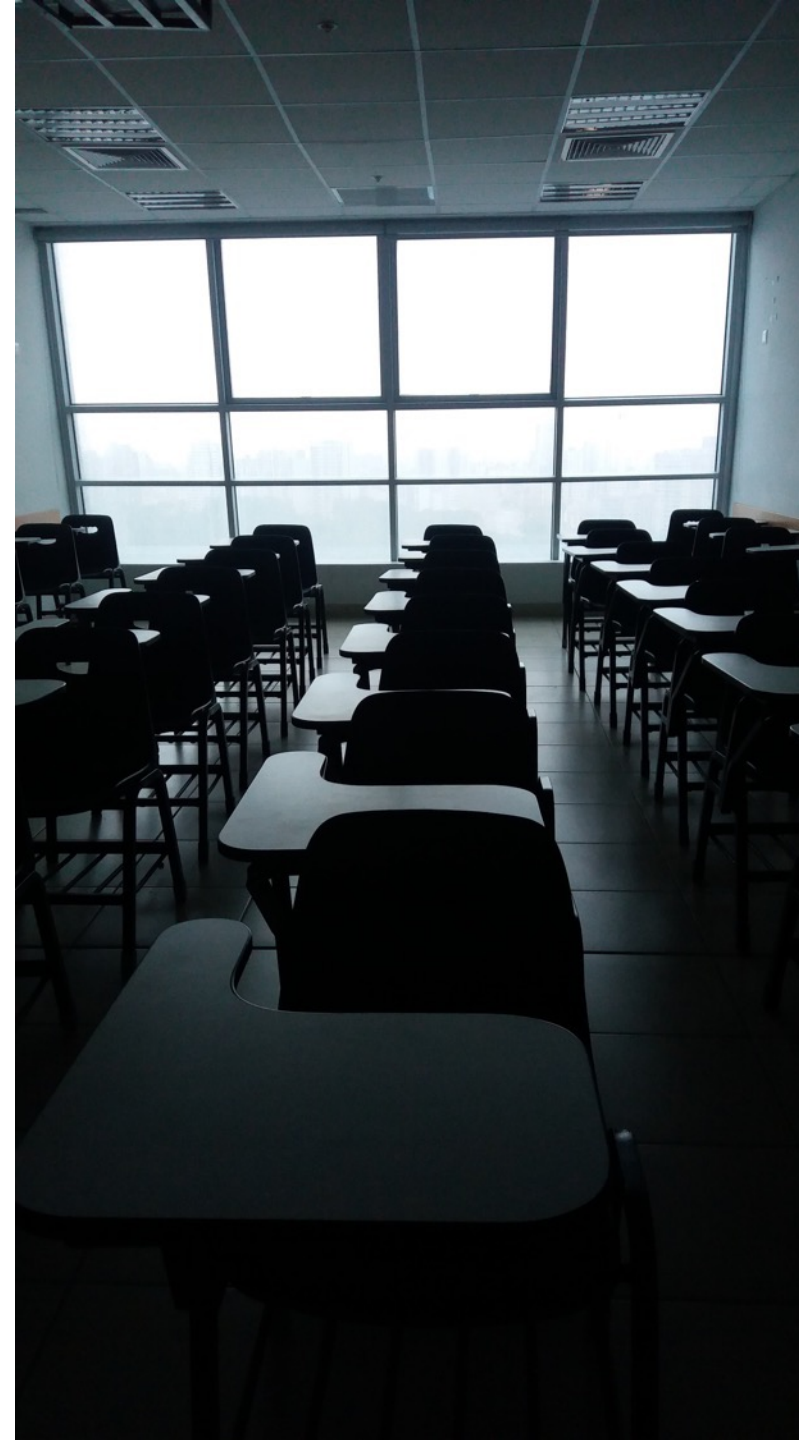
What worked well for me

- 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?