eText Discussion - Educause 2014 – Barbara Friedman

Tuesday, September 30, 2014 – Room W311 A-B

* Barbara opened the discussion to the audience which consisted of approximately 65 people from various colleges across the country
* Don from Brigham Young University commented that Brigham Young does not currently have an eText process but they are charged with exploring what options are available and identifying the issues other Universities are experiencing.
* Mary Jane from Brockport State University of New York (SUNY) commented that faculty are publishing their own text books and they are hoping to publish 15 eText books annually.  This project is Grant funded. The number of student downloads has been phenomenal.  The school is using “Open Monograph Press.”  This is a SUNY collaboration project.
* Contract language for royalties.  Open SUNY press.  PDF and Epubs.
* Michigan State - part of pilot – commented that accessibility and student fees are a challenge.
* Blinn College stated the biggest problem they are experiencing is adaptability.  Students get confused over platforms and reader models.
* USC looking at eText but has issues with different reader models.  Looking at Course Load and Course Smart.  iPad only can be read.  Too many obstacles.  Looking for platform agnostic solution.
* USF uses Kindle and iBooks and really like the fact that a student can take notes and can open different document types
* (college unknown) Faculty book was out of print.  Faculty asked for options that were on subject matter and was able to provide to students for $75.
* Open university in UK - online delivery mechanism.  Mature XML workflow upload to PDF and other formats and has taken years to get there.  Want offline reading. ePub 3 Forcing change in Pedagogy.  Have to develop for lowest common denominator
* Harvard – Hard copy books in Library are out of date an eBooks are current
* Internet 2 - pilot with Cengage/CourseLoad.  Publisher content is not accessible.  No motivation for change.
* NCU - Trying to figure out how to solve accessibility issues with eTexts
* Cornell leaves the choice up to faculty to decide if they want to offer eTexts.  Accessibility is an issue for Cornell.
* Ken Petri from Ohio State has performed a lot of work to work through accessibility issues
* Students don't adapt well to all the different content formats.
* Humanities students adapt better due to the lack of heavy text books in backpacks
* Observations have been made in regards to students multitasking during class when using eReaders and Tablets.  Digital natives (young people) who use reading devices may adapt.
* Southern Illinois rents text books for affordability.  Digital rights management is an issue due to costs.
* MOOC’s only have OER.
* Indiana state, faculty are given a stipend to convert materials to an electronic version.  Observed a 3%. Adoption Rate
* University of Missouri is tracking anything with a digital component.  Digital sale.  Coursesmart is less than 10 %.  It's all about price to the students.  Students would adopt if prices are reasonable.
* Interesting discussions between College book stores and publishers.  It is encouraging and publishers are very interested in collaborating.
* Faculty were initially happy about CourseSmart and like interactive test.  In pilot faculty didn't use the graphic options due to time constraints.
* Harvard - large markup costs to have graphic design options.
* Zanadu provides course design.
* Copyright and royalties are on ongoing issuse
* Many schools use Copyright Center.  Faculty disagrees on what is copyrightable.
* Course packs are popular and have grown. Students have to print their own documents.  Financial aid issues.
* Golden Gate University - is anyone trying to coordinate eText activities? They have many adjuncts and need a formal process.
* Digital course materials committee.  Was necessary because of laws and coordination.
* After the I2 pilots what will happen next.  Cornell has given the pilot responsibility to the bookstore to work out all the issues.
* Packback: Rent a textbook for $5 (can’t remember name of product)
* Amazon provides time based rentals.
* Technologists like the newness of some of the products on the market but they need to coordinate with Libraries and Bookstores.
* Always strive for a coordinated effort.

Audience Poll by raise of hands:

Question: What departments support eTexts in your organization

* Bookstore = 3
* IT = 2
* Library = 2
* Purchasing? = ?
* None = Rest of room
* UC Davis support versions of all kinds.  It's the student’s choice.  Students still have to print.
* Benefits of interaction.  Students can't comprehend as well using eTextbooks.  Some students want
* Some students order from international sources due to lower costs
* Bookstores should list all price options between renting, purchasing and eTexts. Students tent to go for the cheapest option.  Provide all options and they have the right addition and new version.
* McGraw stated in a previous session that a popular feature was changing text on the fly. This doesn’t necessary work for faculty and the students who just purchased a past version.
* Some people think it's just a matter of time before the shift to electronic courses take off.
* K-12 are using tablets.  Predict 10 year transition.
* University of San Francisco reports 99% of interaction from students to the library is from electronic means.
* Closing statement was made: How do we look for information we need? The information may not be in book or eText formats.  We need to think differently about how we look at content.
* Wrap-up