



Zero Textbook Cost Degrees: Past, Present, Future

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Speakers



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Learning Objectives

- Understand ZTC degree pathways and how they are linked with student equity and guided pathways
- Find out how to engage faculty and students in ZTC Degree development
- Learn how to assess your college's readiness for developing ZTC degrees and options for launching at your college



Zero Textbook Cost (ZTC) Degree Goals

Complete pathway of courses converted to use OER or zero cost materials instead of traditional textbooks.

- Reduce costs
- Expand Access & Equity
- Improve outcomes
- Faculty choice
- Enhanced pedagogy
- Grow open course repositories



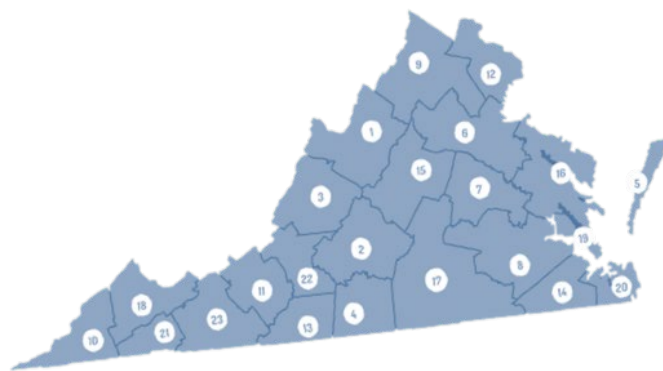
ZTC Degree Landscape

“Full Degree Pathway of OER/Zero Textbook Cost Materials”



Achieving the Dream™

Community Colleges Count



Z-23 Virginia Community Colleges



BCcampus

Learning. Doing. Leading.



California Community
Colleges

Zero Textbook
Cost Degree

openCI



Channel Islands
CALIFORNIA STATE UNIVERSITY



CSU's 1st Z-MAJORS

Three **zero-textbook-cost majors** where students can avoid buying a single book



300+ SECTIONS

Nearly **350 sections** redesigned as no-cost spanning **20 programs**

100% QUALITY

100% of faculty rated the no/low-cost materials as "equal to" or "better than" previous materials



30% of FACULTY

150 of CI's 490 Professors & Lecturers have become **openCI Ambassadors**



\$2,127,336 in SAVINGS

That's a huge number per capita, as compared to larger CSUs. With nearly 50% of CSU students facing food insecurity & over 10% facing homelessness, this also means CI's students have more money for **basic needs!**

Open Educational Resources



... high-quality teaching, learning, and research resources that reside in the public domain or have been released pursuant to an intellectual property license that permits their free use and repurposing by others, and may include other resources that are legally available and free of cost to students.

***California Education Code Section
78052(a)***





Zero Textbook Cost Degrees Phase 1 (2017-19)

- \$5 million total allocation
- Grants up to \$150,000
- 26 grantees
- 34 certificates & degrees
- Technical Assistance

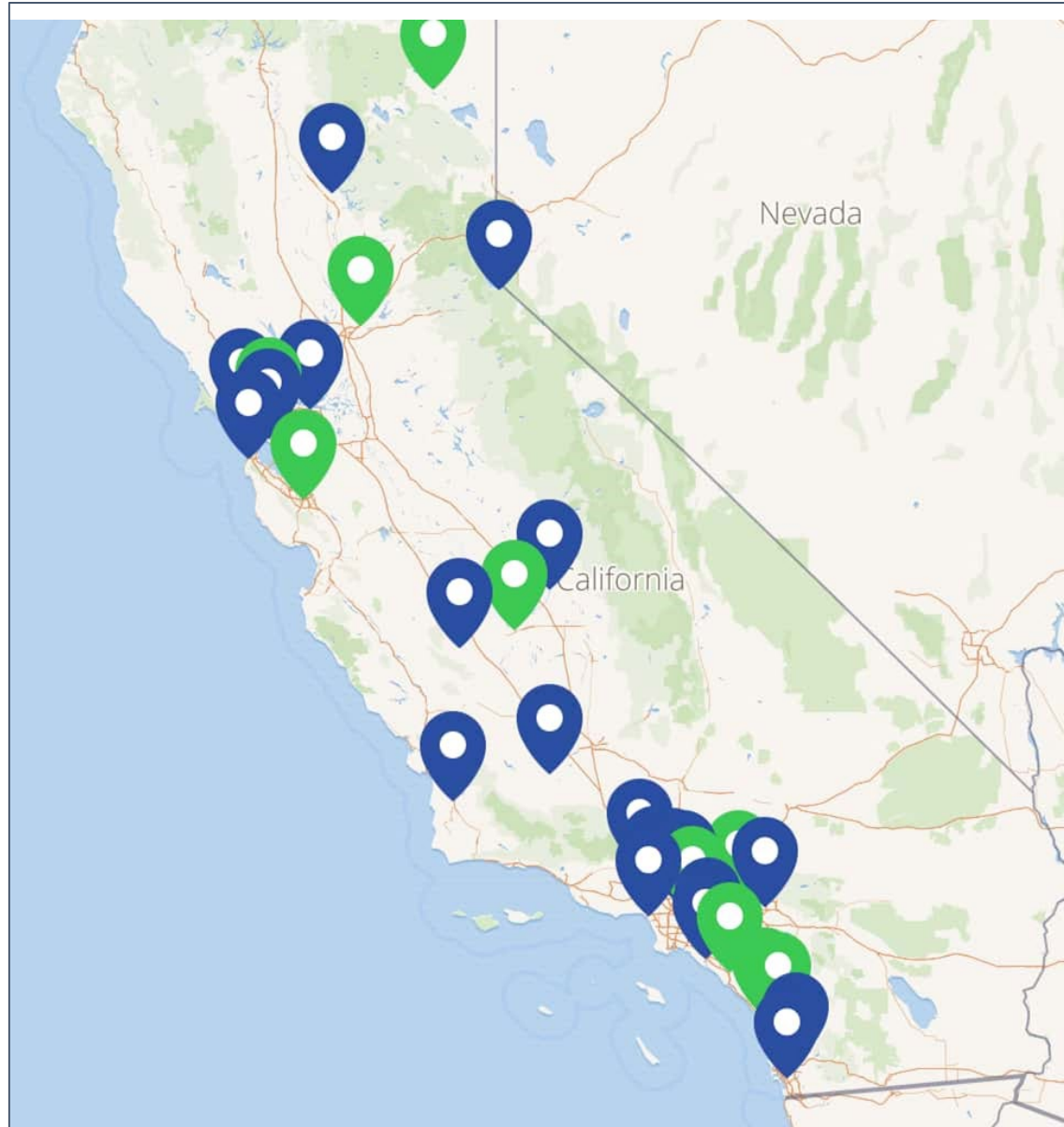
... community college degrees or career education certificates earned entirely by completing courses that eliminate conventional textbook costs by using alternative instructional materials and methodologies, including open educational resources



COMMUNITY COLLEGE
CONSORTIUM FOR
OPEN
EDUCATIONAL
RESOURCES

***California Education Code
Section 78052(a)***

Grantee Support (technical assistance)



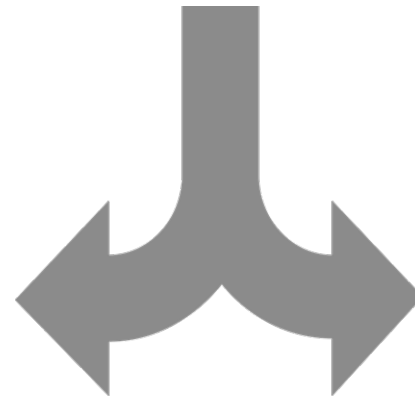
- Monthly webinars
- Regional workshops, summits, and conference meetups.
- Accessibility training to support students with disabilities
- Support local campuses via on-site training
- Document impact via project evaluation
- Sustain momentum via leadership training for college ZTC teams
- Equity Champions program
- Highlight student voices throughout

Diversity of Focus Areas

Academic Transfer

Communications
Geography
Social & Behavioral Sciences
Liberal Arts
Math
Philosophy
Political Science
Psychology
Physics

....



Career Education

Administration of Justice
Biotechnology Lab Technician
Early Childhood Education
Business Administration
Precision Agricultural
Architectural Technology
Small Business
Respiratory Care
Water Systems Technology

....

Vision Resource Center

Home Connect Learn Help

Realizing the Vision for Success



Communities

All Communities

My Communities

CCC | Guided Pathways

This community is a place to collaborate across the state on the implementation of Guided Pathways. Join state- and region-wide conversations, share promising practices, find resources, ask questions, and get involved with transforming our students' college experiences.



CCC | Open Education and Zero Textbook Cost Resources

Find and discuss resources to create courses and programs that use free and low-cost textbooks and educational materials. This includes information about Zero Textbook Cost programs: entire degree and credential programs for which students don't need to pay a dime for textbooks.



Browse Communities

<https://visionresourcecenter.cccco.edu/>



CCC | Open Education and Zero Textbook Cost Resources

Options ▾

Main

Topics

Members

Search within community



OER/ZTC by Discipline



OER/ZTC General Discussion



OER/ZTC Leadership and Advocacy



Z-Degree Program Materials

See complete programs that have no textbook costs!

Manage Topic ▾

Create Posting ▾

Search within topic



Subtopics



Administration of Justice AS-T Degree

Taft College



Architectural Design 1 Certificate

Orange Coast College



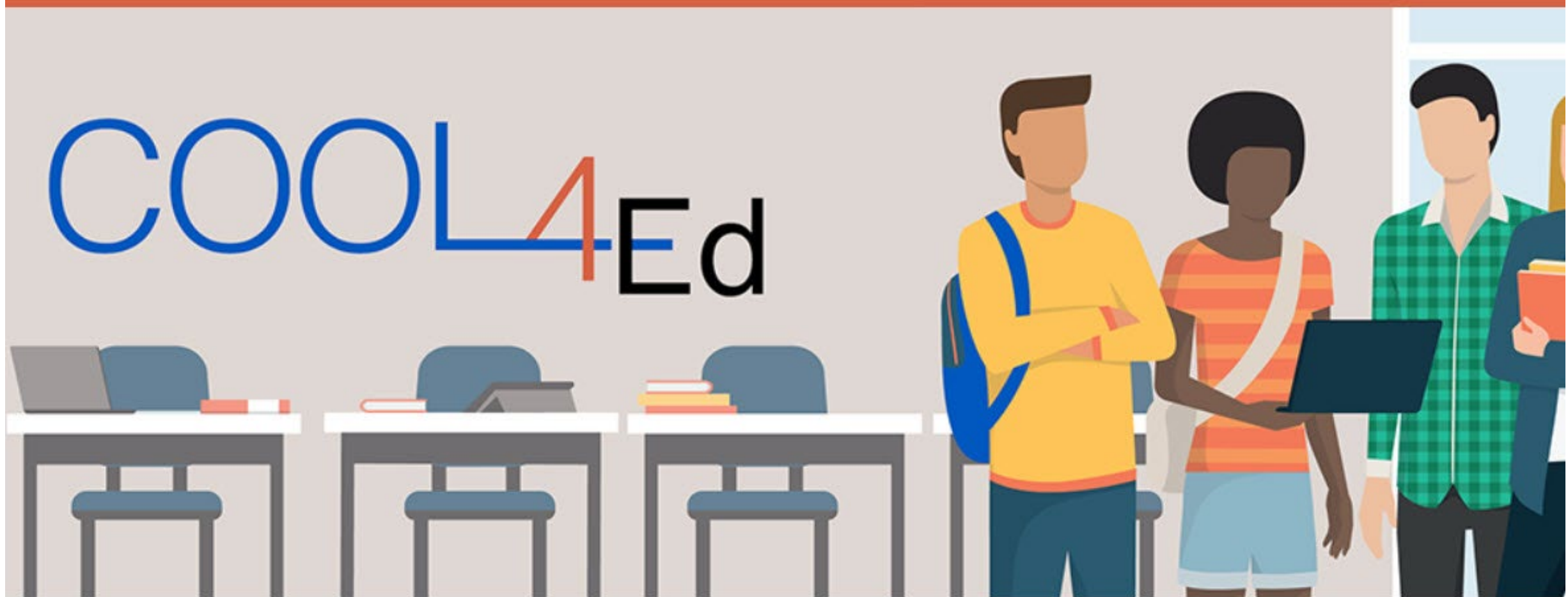
Behavioral and Social Sciences AA

San Jose City College



Biotechnology Laboratory Technician: QA/QC ...

Santa Ana College



Welcome to the California Open Online Library for Education (COOL4Ed)

Equity Champion Program

Expand ZTC programs to to reduce equity gaps by:

- Develop plan to create college-wide awareness of ZTC Degree program
- Link ZTC Degree with Student Equity & Achievement (SEA), Guided Pathways programs, & Integrated Student Success.
- Provide ZTC Degree training for faculty and staff
- Share resources with other ZTC Degree Champions to encourage collaboration and improvement.
- Open to staff, faculty, librarians, etc.





Los Medanos — Scott Hubbard

www.losmedanos.edu/oer

- OER is in our SEA Plan!!! 🔥 🔥 🔥

“One example of our commitment to open and accessible education in an applied form is our commitment to, and expansion of Open Educational Resources (OER) at LMC. Due to income level as a substantial factor in all of the state’s success indicators, *we will use outside funding woven into SEA funds and other operational dollars to build out a robust OER program.*”

ZTC+Equity Course in Canvas Commons



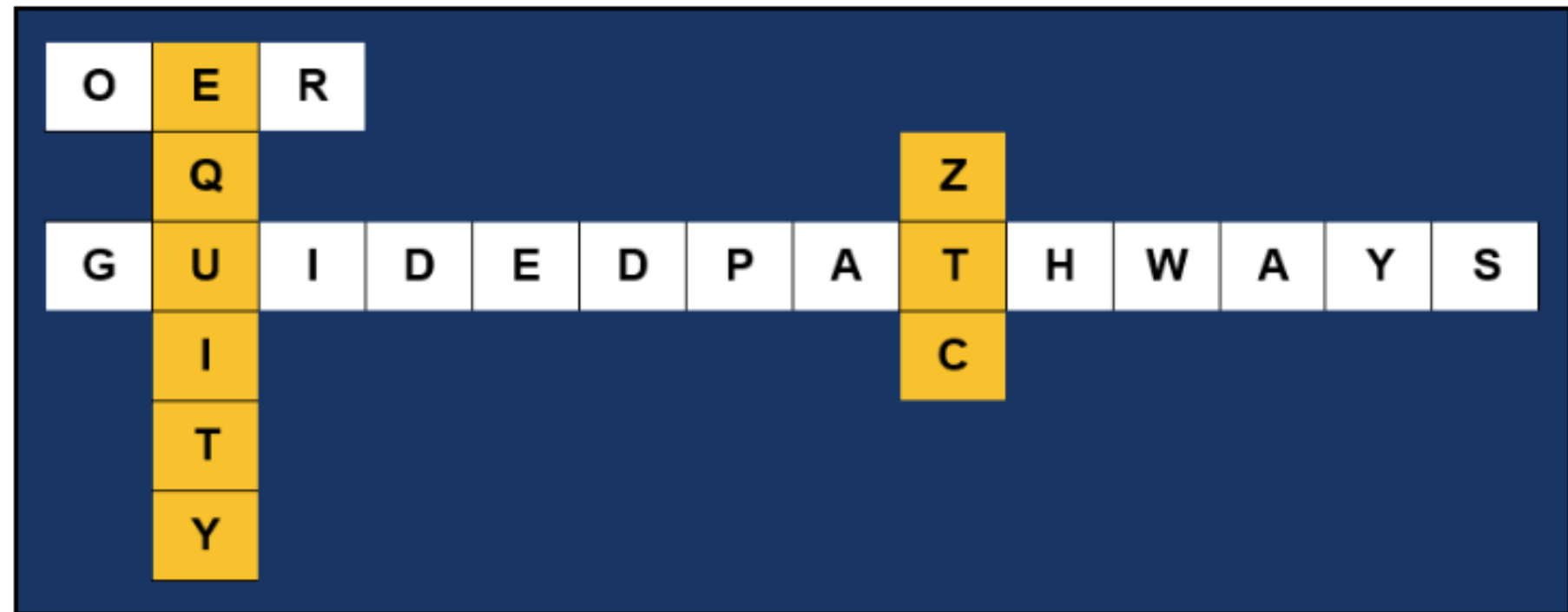
**OPEN COURSE
Award for Excellence
2019**



**Zero Textbook Cost
Pathways:
OER & Equity**

CCC ZTC DEGREE PROGRAM

Welcome!



[Start Here](#)

[Modules](#)

[Q&A](#)

[#ZTC4Equity](#)

This course will examine the fundamental connections between equity, open educational resources (OER), guided pathways, and zero textbook cost (ZTC) programs. We will explore how ZTC pathways can help to reduce equity gaps, particularly at California Community Colleges.

ZTC Degree Projected Impact 3 Years

- Affected students: 23, 373
- 34 certificate and degree programs
- Time frame: 3 years
- Cost savings anticipated **\$42,912,828**



Image: pixaay.com

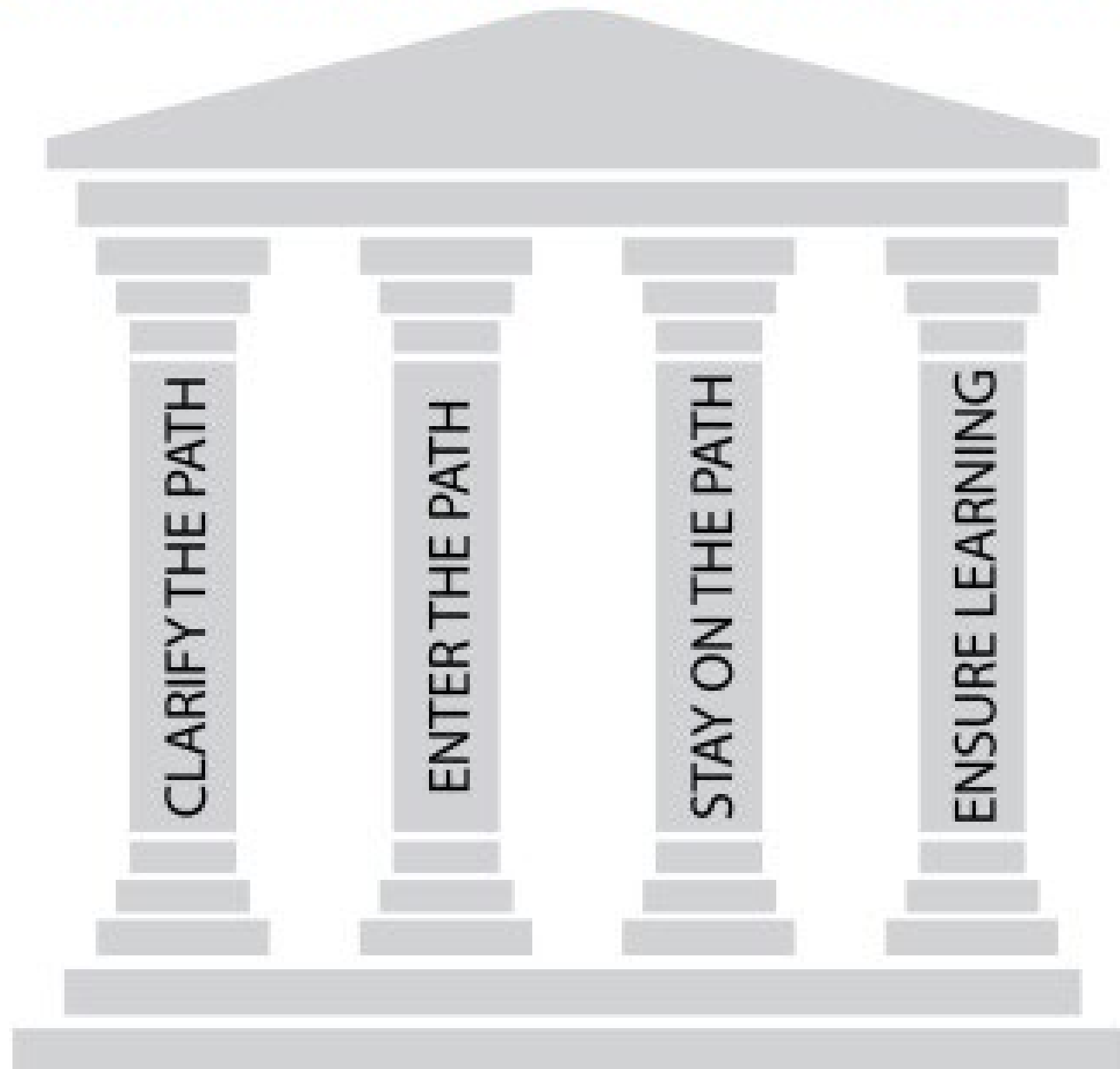


858% ROI of original \$5,000,000

“The system sucks. Only people with money can go to college. So poor people stay poor, and rich people get to stay rich. The system is rigged against the poor”



FOUR PILLARS OF GUIDED PATHWAYS

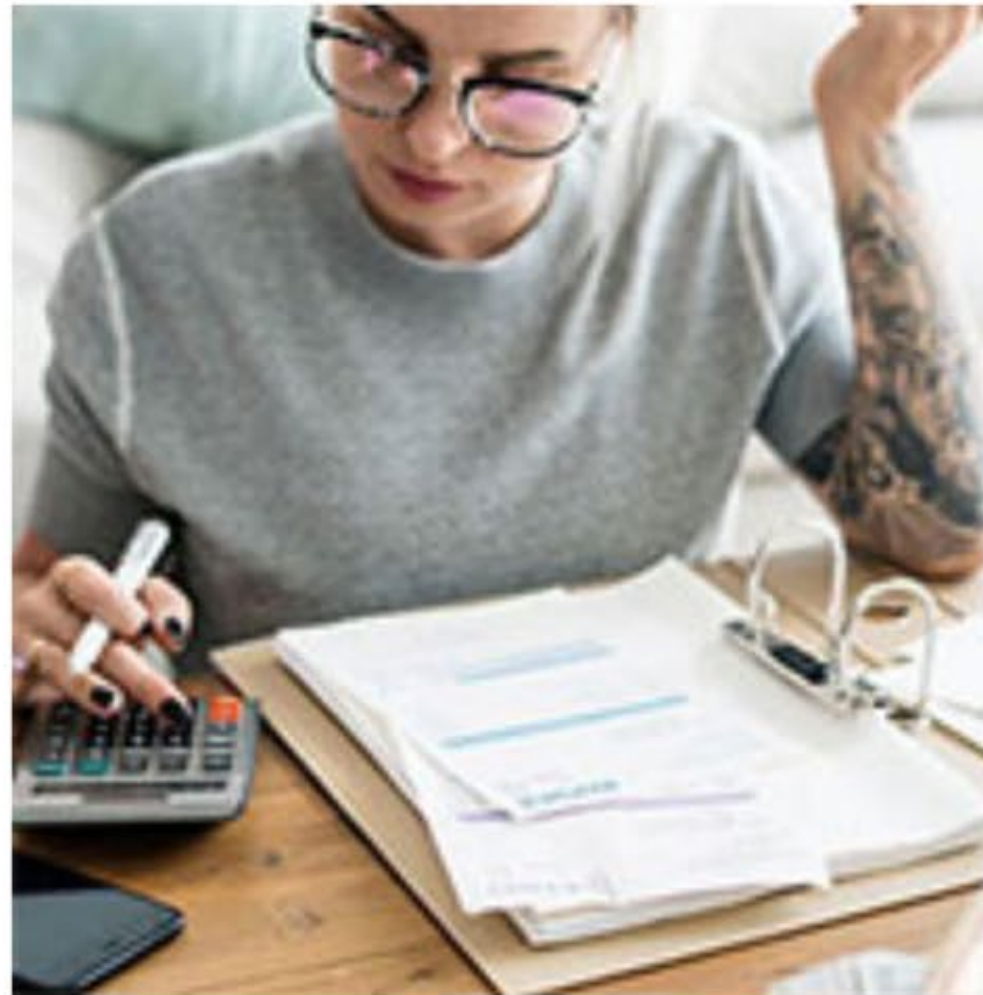


Counseling



New Students

Meet with an Academic Advisor and plan your first-semester classes



Appointments

Make a Counseling appointment to build your comprehensive educational plan



Career Counseling

Meet with a Career Counselor to discover your college major and career path







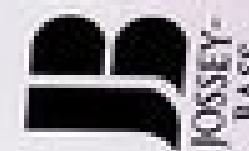
THE DIGITAL INVASION

Hart + Frejd



BONK

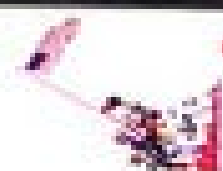
The World Is Open



ROGERS

DIFFUSION OF INNOVATIONS

FIFTH EDITION



THE DUMBEST GENERATION

MARK BAUERLEIN

Teaching and Learning in the Digital Age

Louise Star

FOUNDATIONS OF EDUCATIONAL TECHNOLOGY

J. MICHAEL S

REISER
DEMPSEY

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TRENDS AND ISSUES IN
INSTRUCTIONAL DESIGN AND TECHNOLOGY

\$1,600,000,000,000



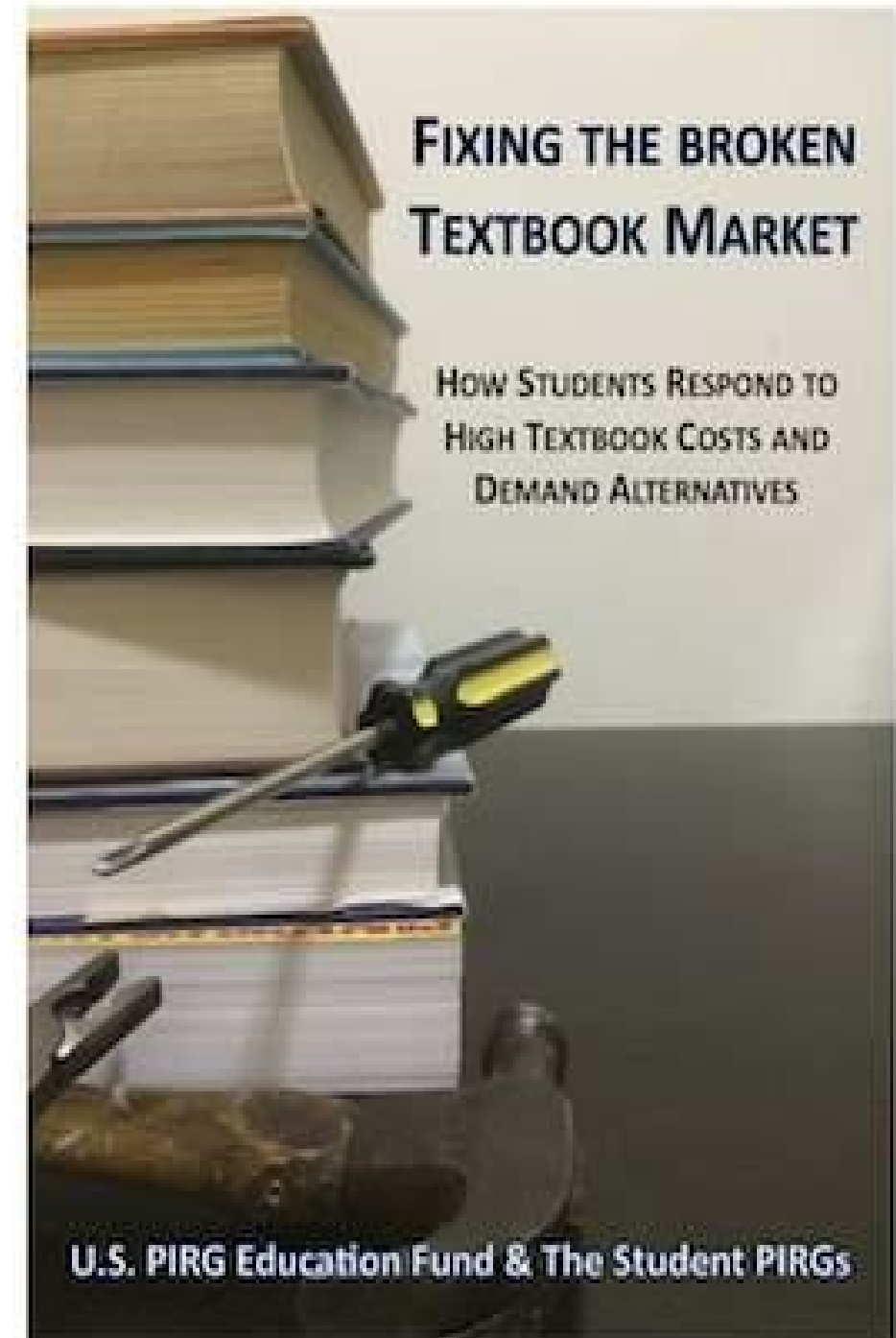
CALIFORNIA COMMUNITY COLLEGES #REALCOLLEGE SURVEY

- 50% food insecure in the prior 30 days
- 60% housing insecure in the previous year
- 19% homeless in the previous year
- n = 40,000

"It's crazy to know that one textbook can cost as much as my college tuition for a semester. It is a burden for me. My family and I live paycheck to paycheck..."

LOS MEDANOS
COLLEGE

- 1/2 take fewer or different classes
- 2/3 choose to not buy textbook
- 9.5/10 concerned about grades

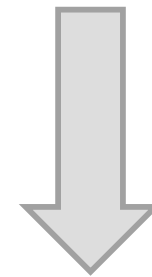


Survey of 2039 students at 156
campuses across 33 states

Source: Fixing the Broken Textbook Market, 2014

**Influences enrollment
70%**

**Not bought required textbook
57%**



**Concerned about grades
87%**

“I took a lot of time off school JUST BECAUSE I couldn’t afford the textbooks, even after I became a student purchasing the textbook was THE HARDEST PART.”



✓ Access to materials on first day of class

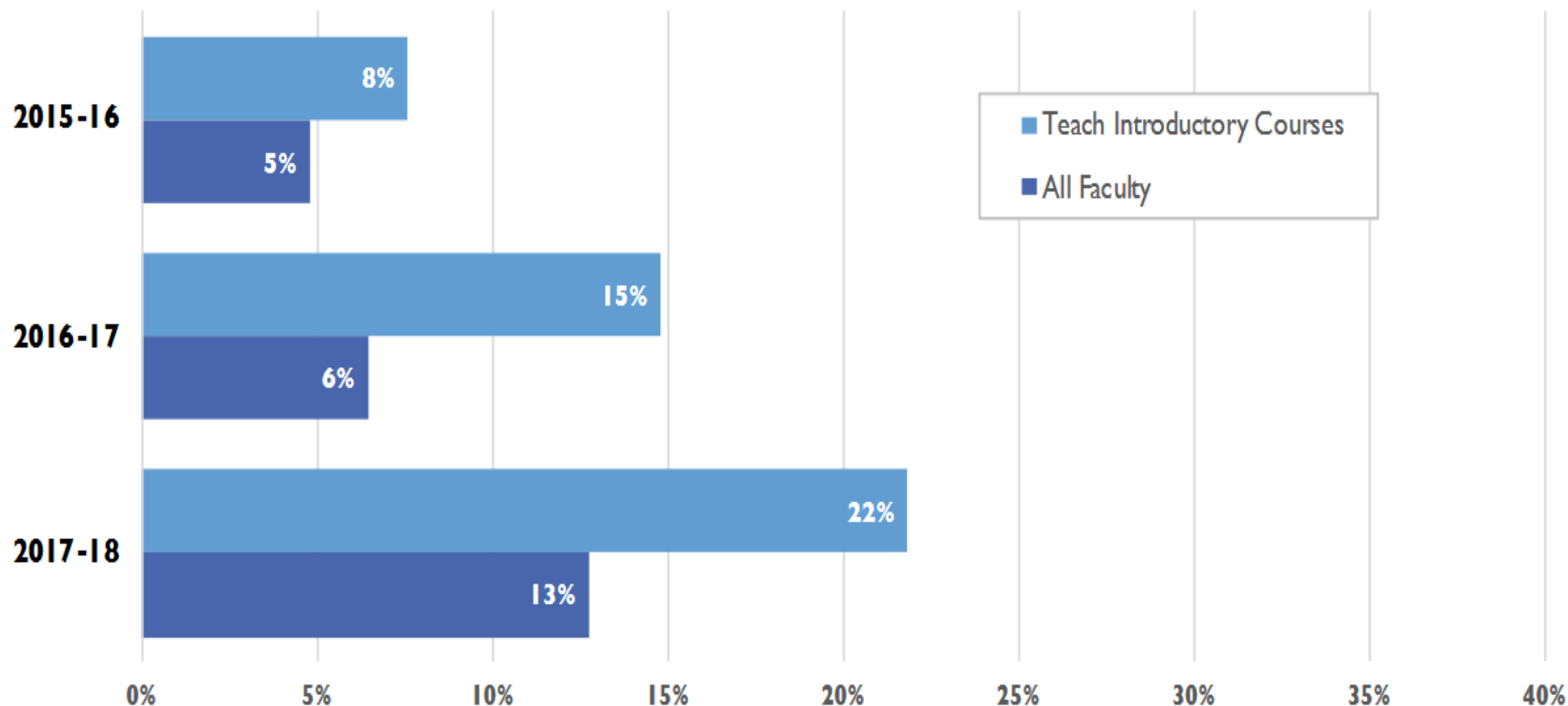
✓ Free online, low-cost print option

✓ Relevant and current content

✓ Faculty control of content

Faculty Say

USED OER IN ANY COURSE AS REQUIRED MATERIAL: 2015-16 TO 2017-18



Students Say

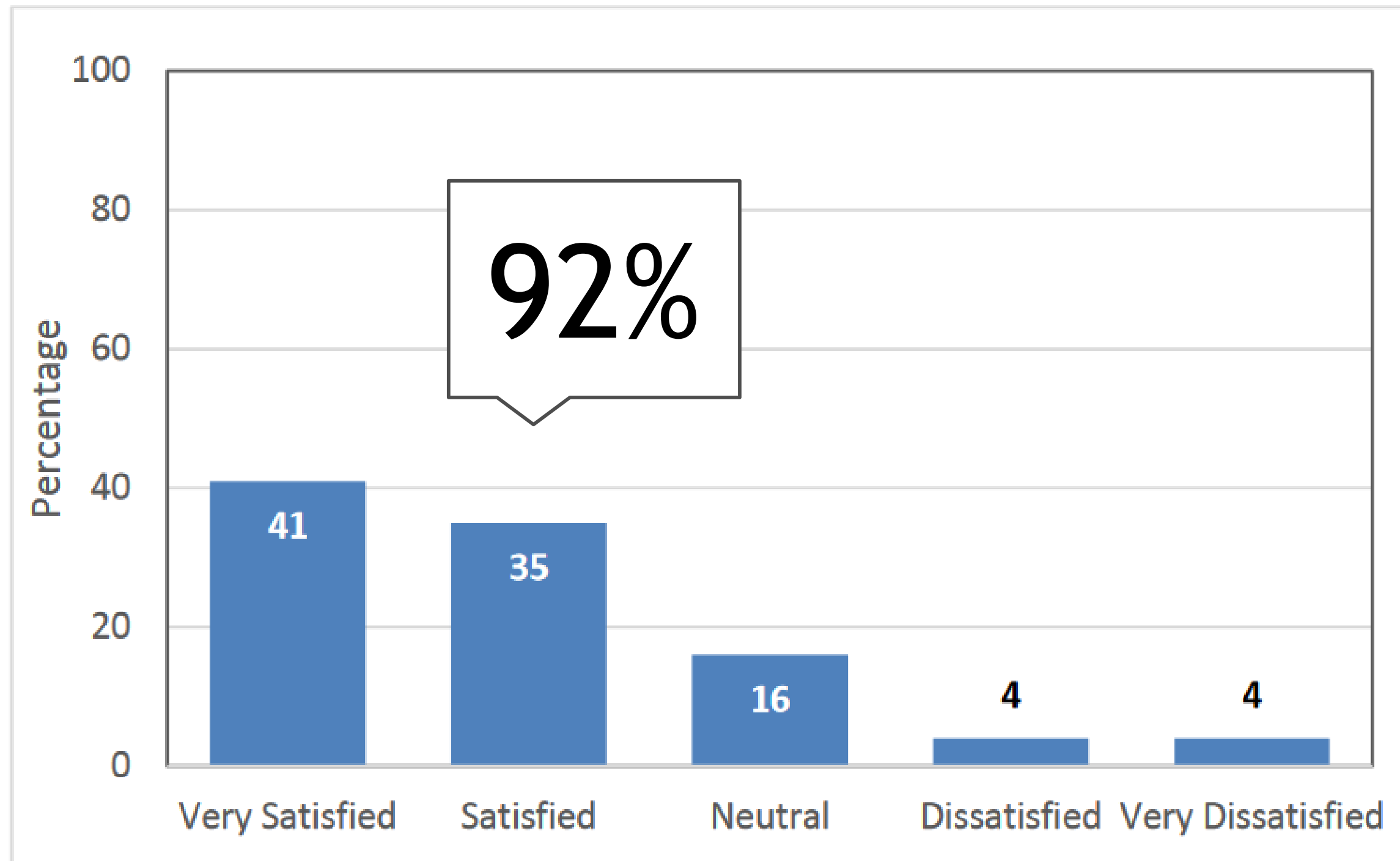


Figure 1. Satisfaction with OER (Percentage)

Improved Outcomes with OER at COC



Fall 2018	OER	Not OER
Retention	89%	87%
Success	73%	70%

- Success rates for **Latinx male** students grew from **58%** in 17FA to **66%** in 18FA.
- Success rates for **Pell grant** recipients grew from **69%** in 17FA to **71%** in 18FA.
- Success rates for **Latinx, male, Pell** recipients grew from **60%** in 17FA to **67%** in 18FA.
- Success rates for **African American, Pell** recipients grew from **57%** in 17FA to **63%** in 18FA.

OER Closes Equity Gaps: National Study

OER vs commercial	Change Grade	Change DFW
All Students	+8.6	-2.68%
Non-Pell Eligible	+7.4%	-2%
Pell Eligible	+12.3%	-4.4%
Non-White	+13%	-5%
Part-Time	+28%	-10%

ZTC Grantee Success Data

- Grades for all students: +3.1%
- Female students: +3.2%
- Non-White students: +3.1%
- Pell Recipients: +7.6%
- Success rates: +2.5%
- Grades of A: +7.3%
- Grades of D: 15.6%
- Grades of F: 11.2%
- 179,050 letter-graded outcomes
- ZTC courses = 37,475 (21%)
- Non-ZTC courses = 141,575 (79%)





FREE TEXTBOOKS **OER** YOU KIDDING ME!?

- save money
- access immediately
- customized for your class

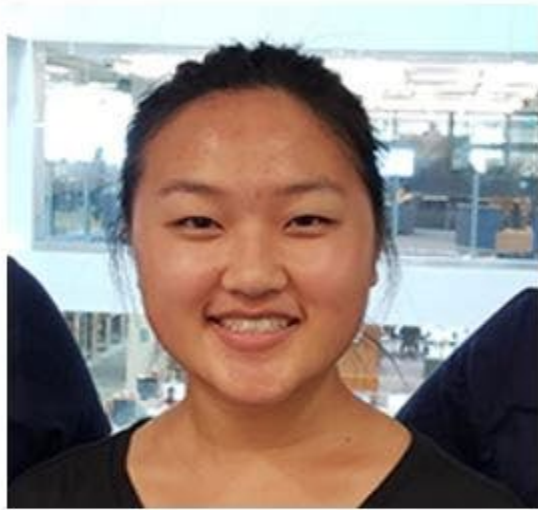
www.canyons.edu/OER



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Student Impact Stories

San Jose State University OER Student Advocate



Jenifer Vang is a biology major in her senior year at San Jose State University. She is one of eight California state university and community college students selected to launch the statewide OER Student Advocacy Network. The goal of the network is to promote the use of OER on campuses and develop a toolkit to train other students in OER advocacy.

Tell us about any barriers that you've encountered or made it difficult for you to stay on track towards graduation.

I grew up as a first-generation student from a really big immigrant family. My dad told me in high school that he wouldn't be able to financially support me so I would have to search for scholarships or take out loans to attend college. One of the biggest barriers though was that my whole life has revolved around my family so moving to San Jose State to pursue higher education meant I had to learn how to pursue my education without worrying about what's going on at home or what I should be doing to help the family. That was really hard for me.

One of my goals as I went into university was to avoid or keep my loans to a minimum. That wasn't possible because it was so expensive and I had to use all my financial aid to just cover bills and tuition. I was looking for a job on-campus when I learned about the Affordable Learning Solutions (ALS)

Student Advocacy

Created by CCC & CSU OER Student Advocacy leaders

- Motivational
- How to guide
- Practical examples
- Background of OER
- CC BY licensed
- pdf and docx formats

<https://www.oercommons.org/courseware/lesson/65748>



Generously funded by [Michelson 20MM Foundation](#), fiscal agent College of the Canyons

Vision for Success & ZTC

Vision for Success	ZTC Programs
Increase completion by 20%	<p>National surveys show more than 50% of students take fewer or different classes due to textbook costs.</p> <p>Course throughput data from Tidewater Community College shows increased average throughput in ZTC courses of 6%</p>
Increase transfers by 35%	50% of the ZTC programs are AS-T or AA-T; increased throughput in these programs will increase the number of students eligible for transfer
Decrease number of excess units taken	ZTC programs offer courses in a deliberate, pathway model.
Increase % of CTE students working in their field	40% of the ZTC programs are in CTE areas.
Reduce equity gaps by 40%	<p>OER/ZTC courses help reduce equity gaps (University of Georgia study)</p> <p>High textbook prices disproportionately impact underserved students (CSUCI study)</p>

Adapted from "Vision for Success-GP-ZTC Map" by Kelsey Smith, West Hills College Lemoore, licensed under [CC BY 4.0](#)



\$10 million for ZTC!

- Supported by CCC Chancellor's Office
- Supported by Department of Finance
- Loved by Governor Newsom!
- Tied to Vision for Success
- Tied to Student Equity Plans
- Removes cost barrier in courses so students can get back in the workforce more quickly

What's in the \$10 million for ZTC?

- \$ going directly to colleges for:
 - 44 AA/AS-T grants
 - 44 Certificates
 - Librarians to Use for Professional Development
 - Technical Assistance
- \$ to CCCCO for ZTC support

And then came COVID-19....

- Funding was removed from CA 2020-2021 budget
- ZTC Funding is needed even more now!
 - Gives students a way to stay in school, which...
 - Gives students a way to complete their CCC education, which...
 - Gives colleges a way to keep more enrollment, which...
 - Gives colleges a way to recover from COVID-19!
- Be proactive about advocating for ZTC funding!

Thank you for joining us!

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Discussion

- Who are the stakeholders in developing a successful ZTC degree?
- How to engage faculty and students in ZTC degree development?
- How can college policy and culture contribute to success?

