

*Open Educational Resources*  
*Why OER: What our Students Say*

*Allan Hancock College OER Retreat*

*October 2017*

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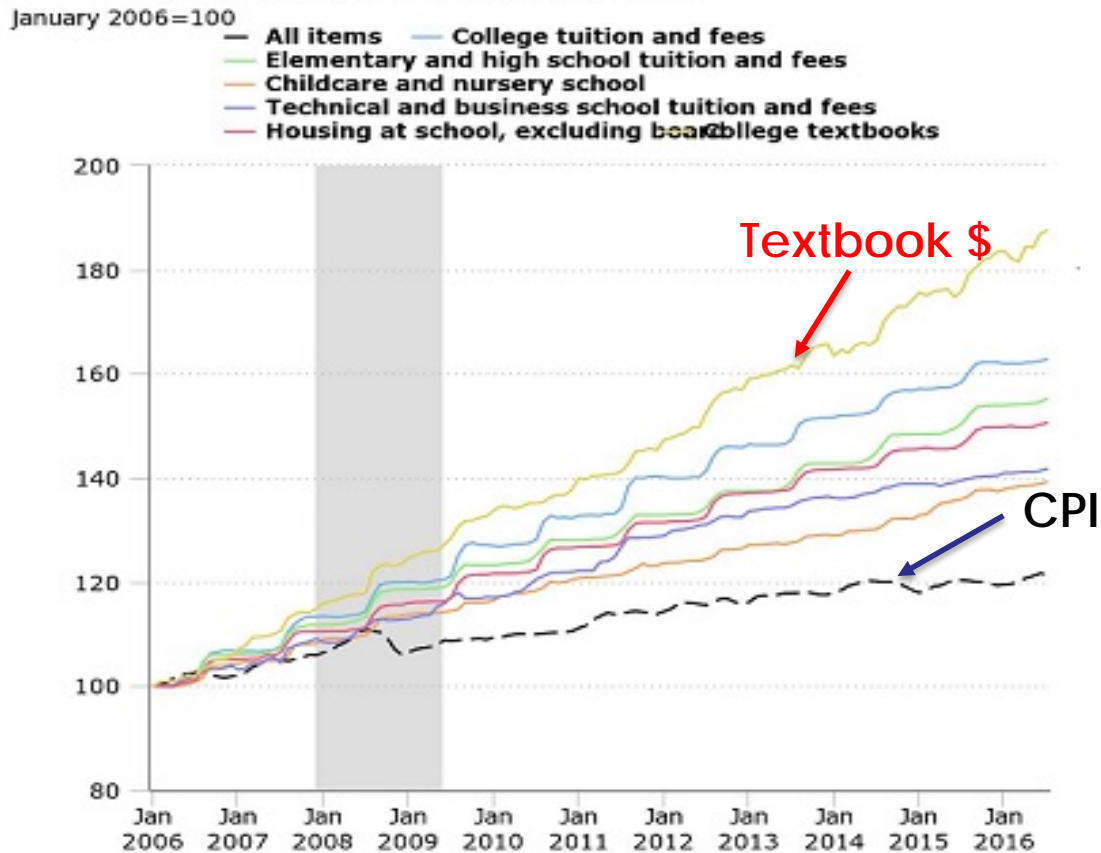


# Background Data

- Impact of textbook costs discussed at the 2017 Planning Retreat & identified as an institutional priority.
- OER was the focus at 2017 AHC Student Success Summit in April 2017.
- National data show rising cost of textbooks relative to other school-related & overall price increases.
- Impact on student success
  - Students respond to incentives
  - Sometimes the incentives cause bad outcomes

# The Rising Costs of Textbooks

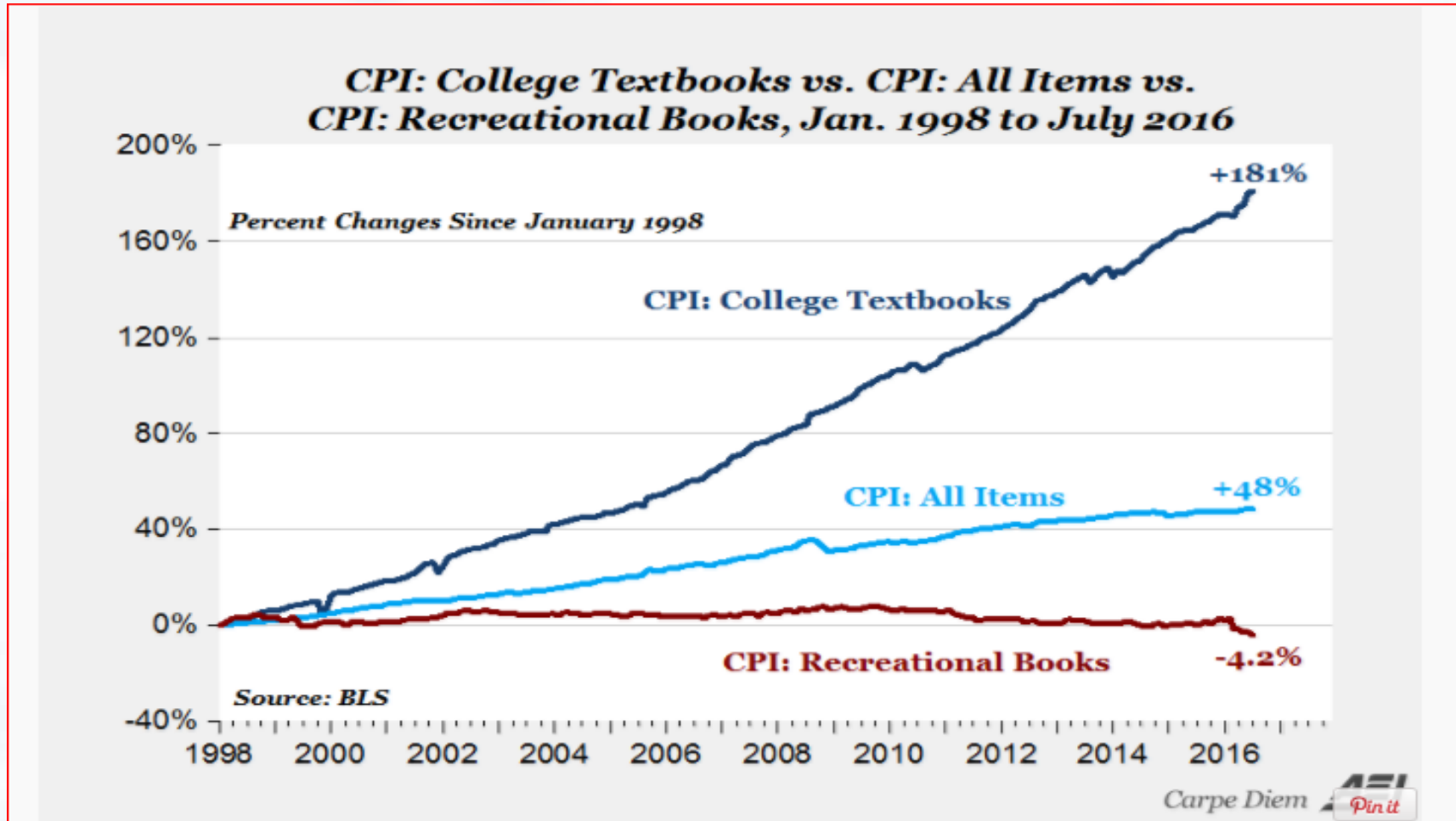
Consumer price indexes for tuition and school-related items, not seasonally adjusted, January 2006–July 2016  
January 2006=100



Click legend items to change data display. Hover over chart to view data.  
Shaded area represents recession, as determined by the National Bureau of Economic Research.  
Source: U.S. Bureau of Labor Statistics.

From January 2006 to July 2016, the Consumer Price Index for college tuition and fees increased 63 percent, compared with an increase of 21 percent for all items (CPI). Over that period, consumer prices for college textbooks increased 88 percent and housing at school (excluding board) increased 51 percent.

# The Rising Costs of Textbooks



# How Does This Impact Students?



The direct relationship between **textbook costs and student success:**



**65%** do not purchase textbooks at some point due to cost



**35%** take fewer courses due to textbook cost



choose not to register for a course due to textbook cost



regularly go without textbooks due to cost



have dropped a course due to textbook cost



have withdrawn from a course due to textbook cost



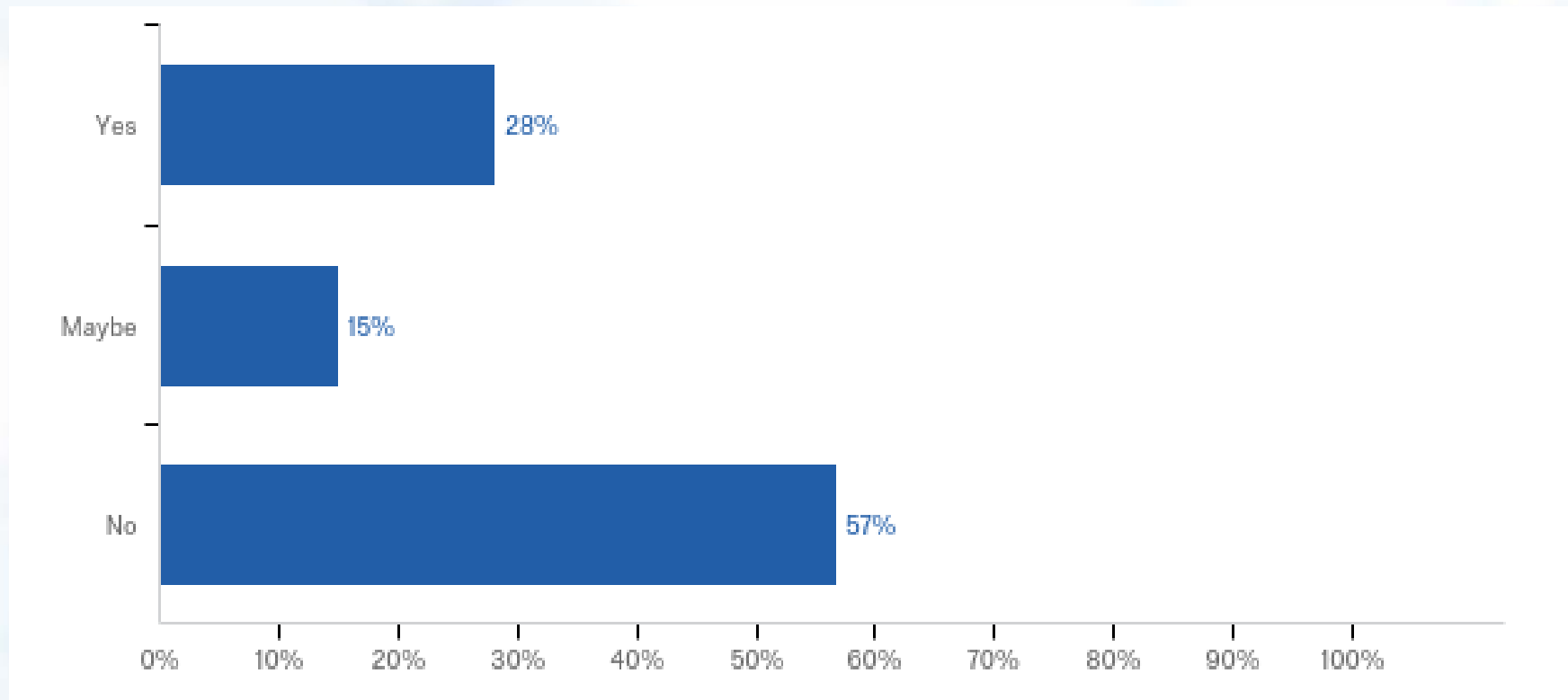
Source: 2012 student survey by Florida Virtual Campus



# Impact of Textbook Prices at AHC

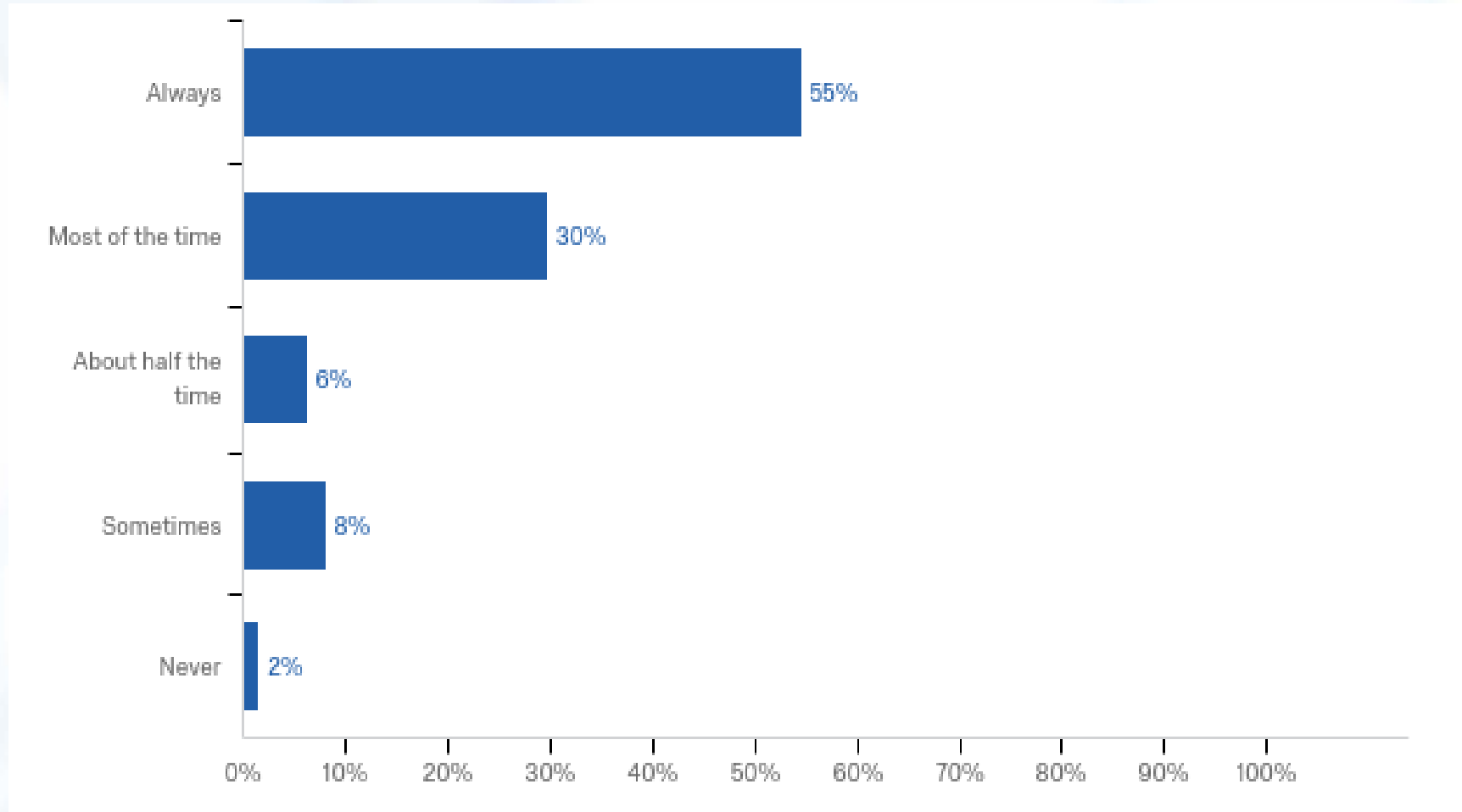
- Student survey administered to AHC students in fall 2017:
  - Survey intended to support (successful) OER grant application
  - Results consistent with national survey results
  - Students spend resources & incur consequences of avoiding textbook costs (search costs, delayed purchases, not purchasing text)
- Student Sample N= 1,038.
- Goals: 82% Transfer or AA degree (64% district)
- Where enrolled: On campus only 51%; online only 12% (10% district)
- Full-time 47% (30 to 35% district)

# Have you taken a course at Allan Hancock College that used open educational resources instead of a textbook?



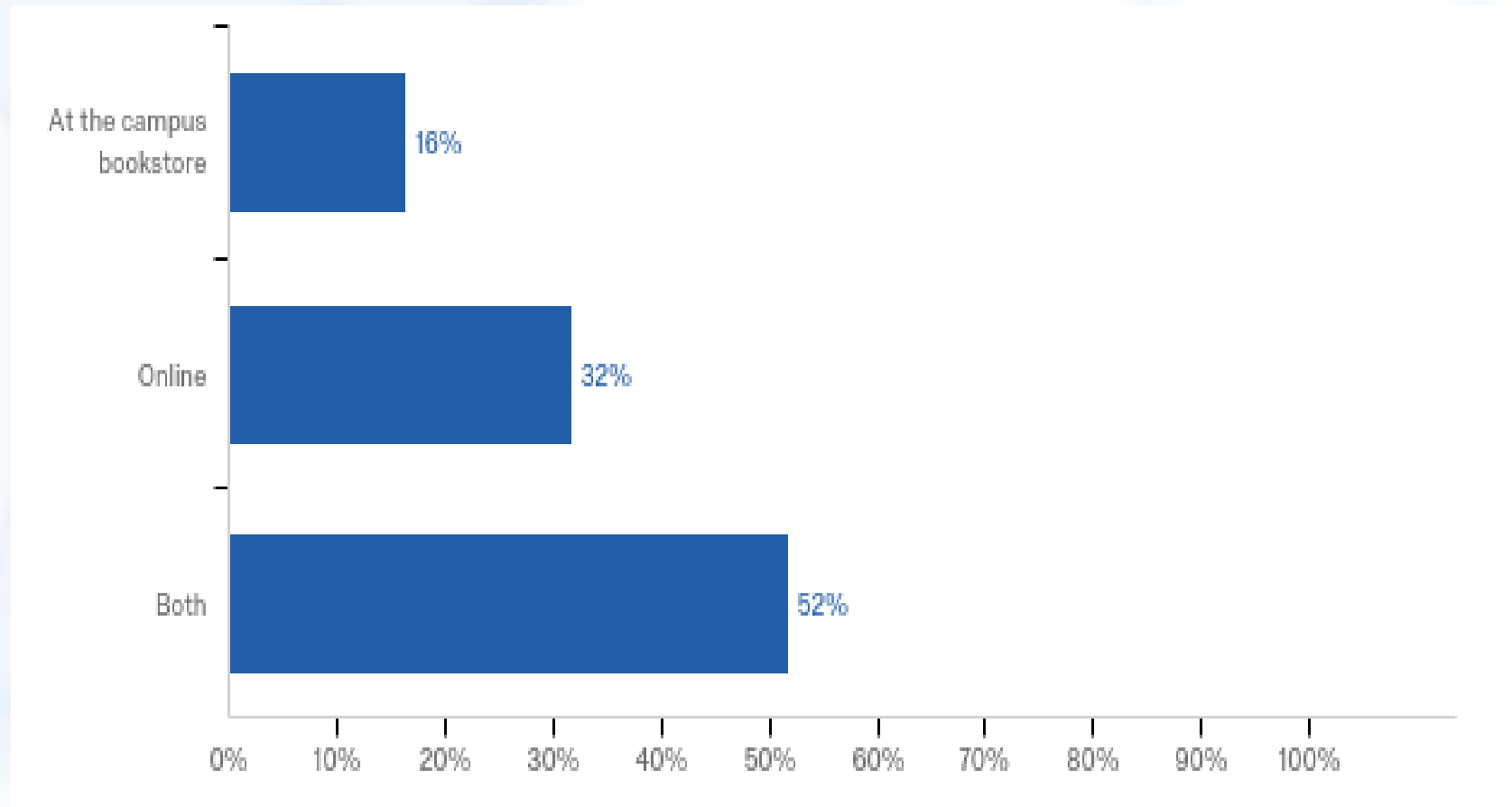
Open educational resources are the course materials, modules, videos, tests, and any other materials incorporated into a course that are available to you at no cost. These resources provide course learning support in place of a purchased textbook.

# Do you typically purchase course materials assigned for your courses?

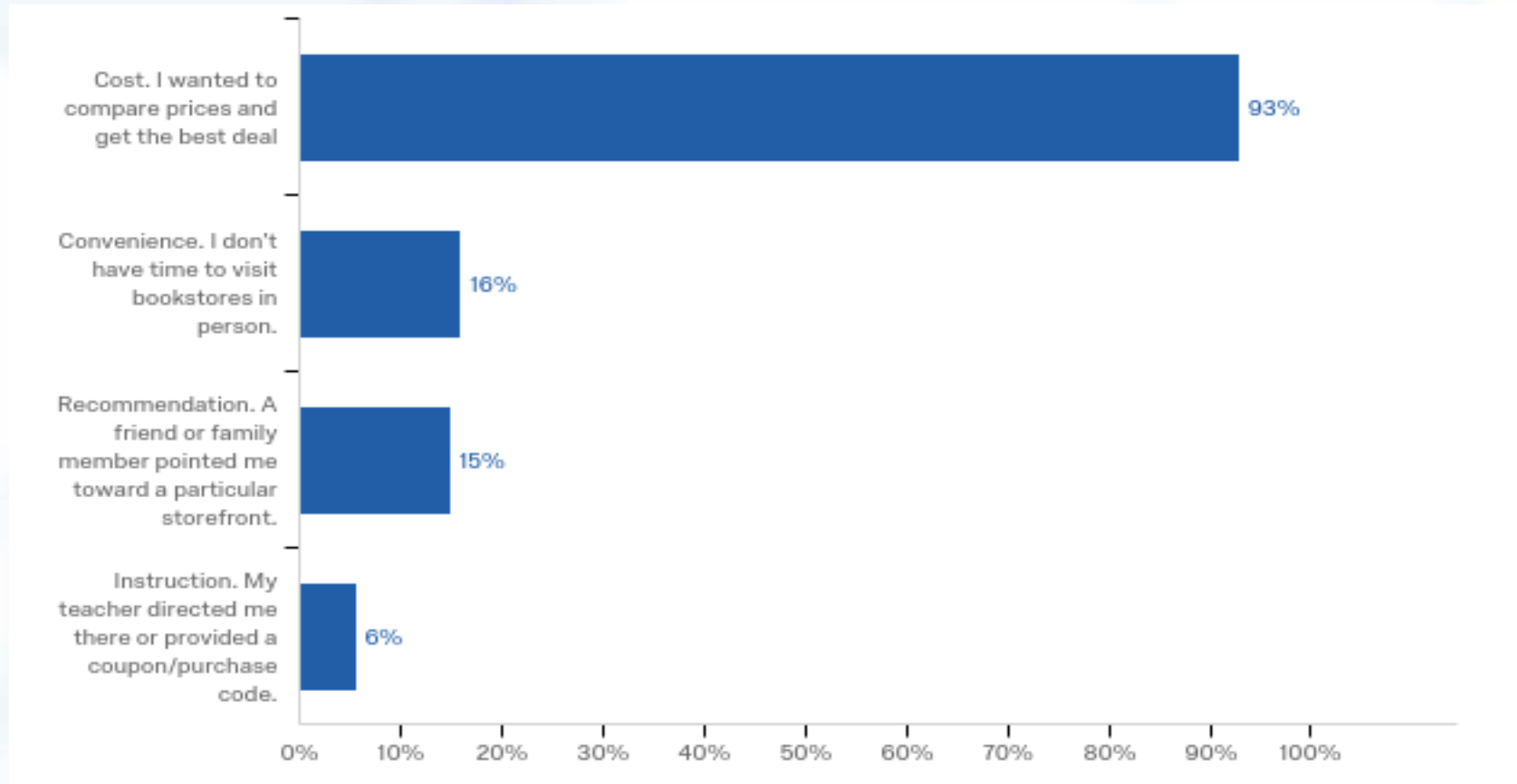




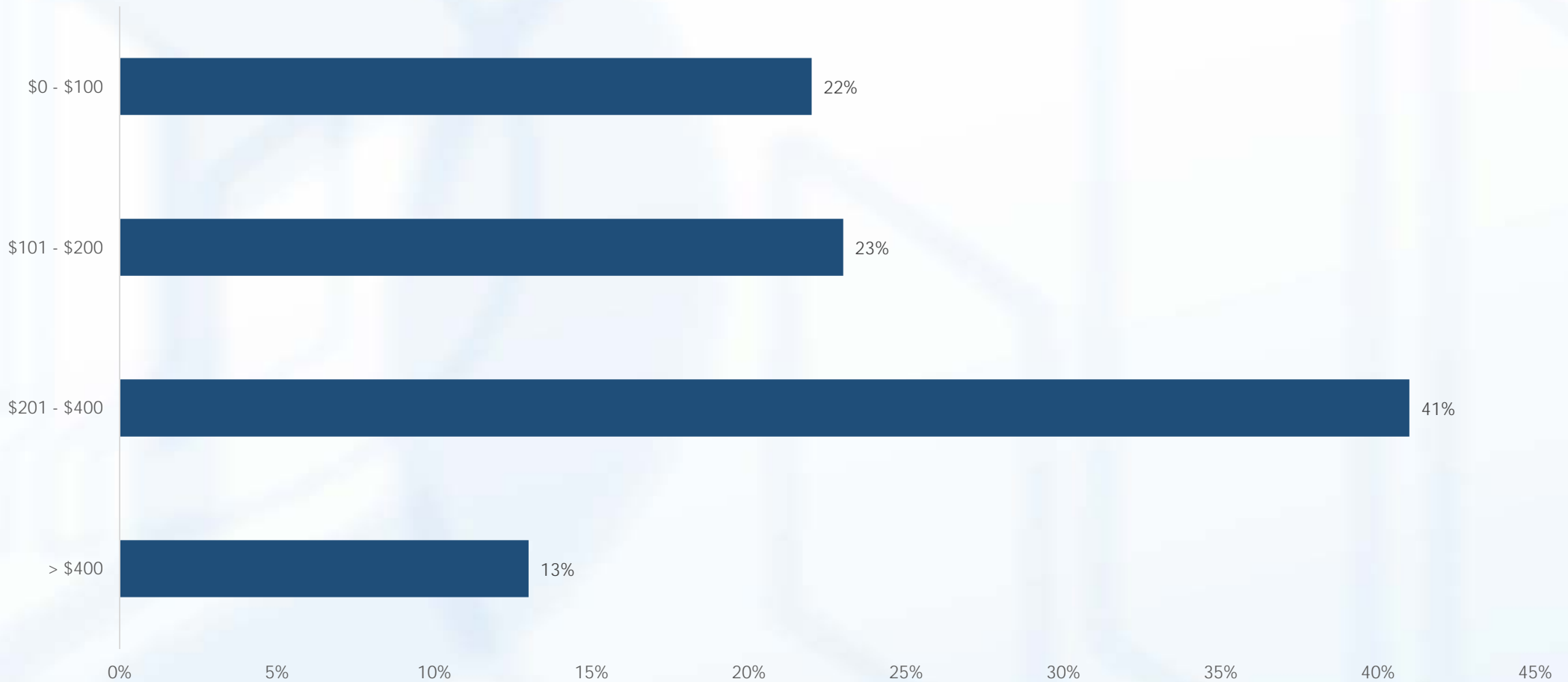
# How do you currently shop for course materials?



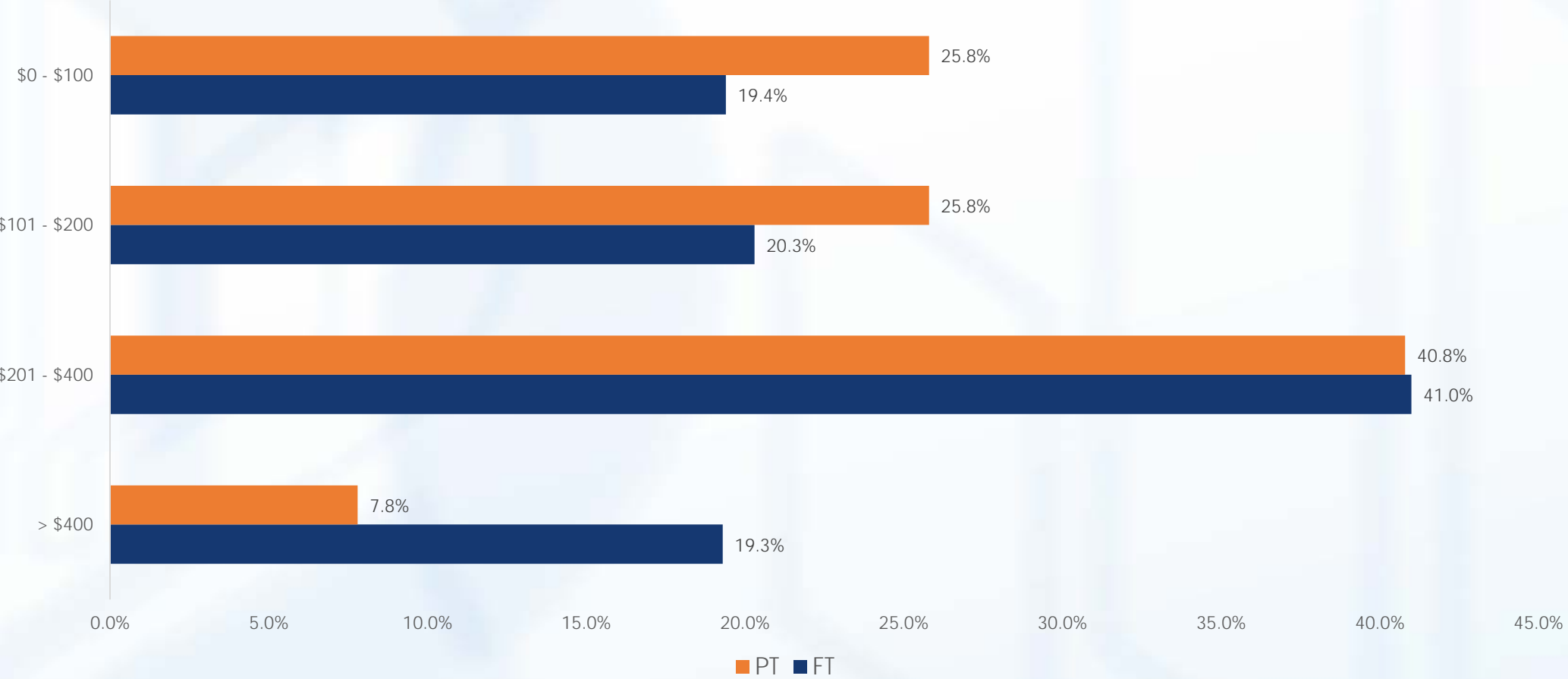
# If you have shopped online or both, why have you chosen to shop online for your books in the past? (All that apply)



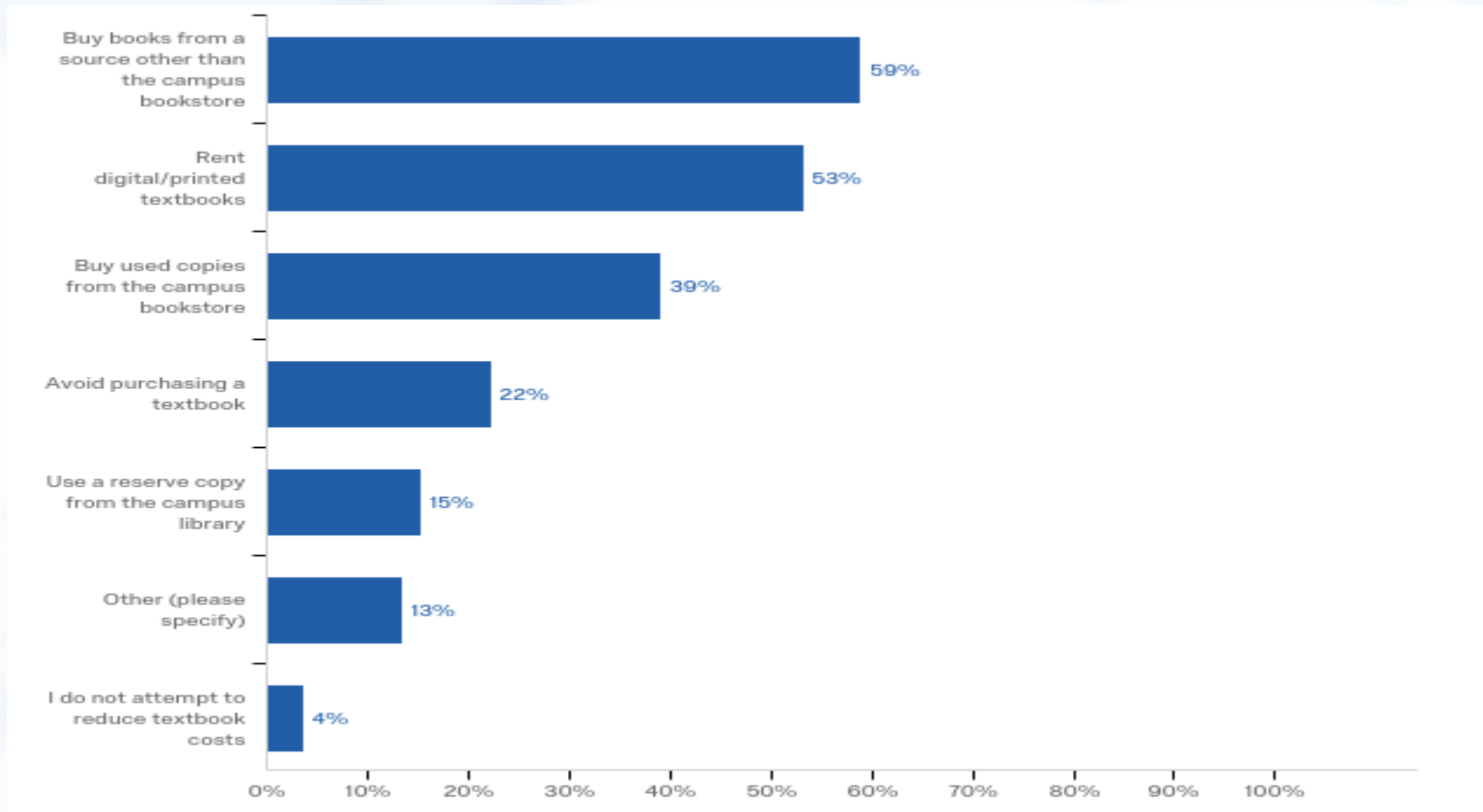
How much out-of-pocket expense (costs not covered by financial aid) did your course materials (textbooks, handbooks, guides, course packets, and other print and digital learning materials) cost you this semester?



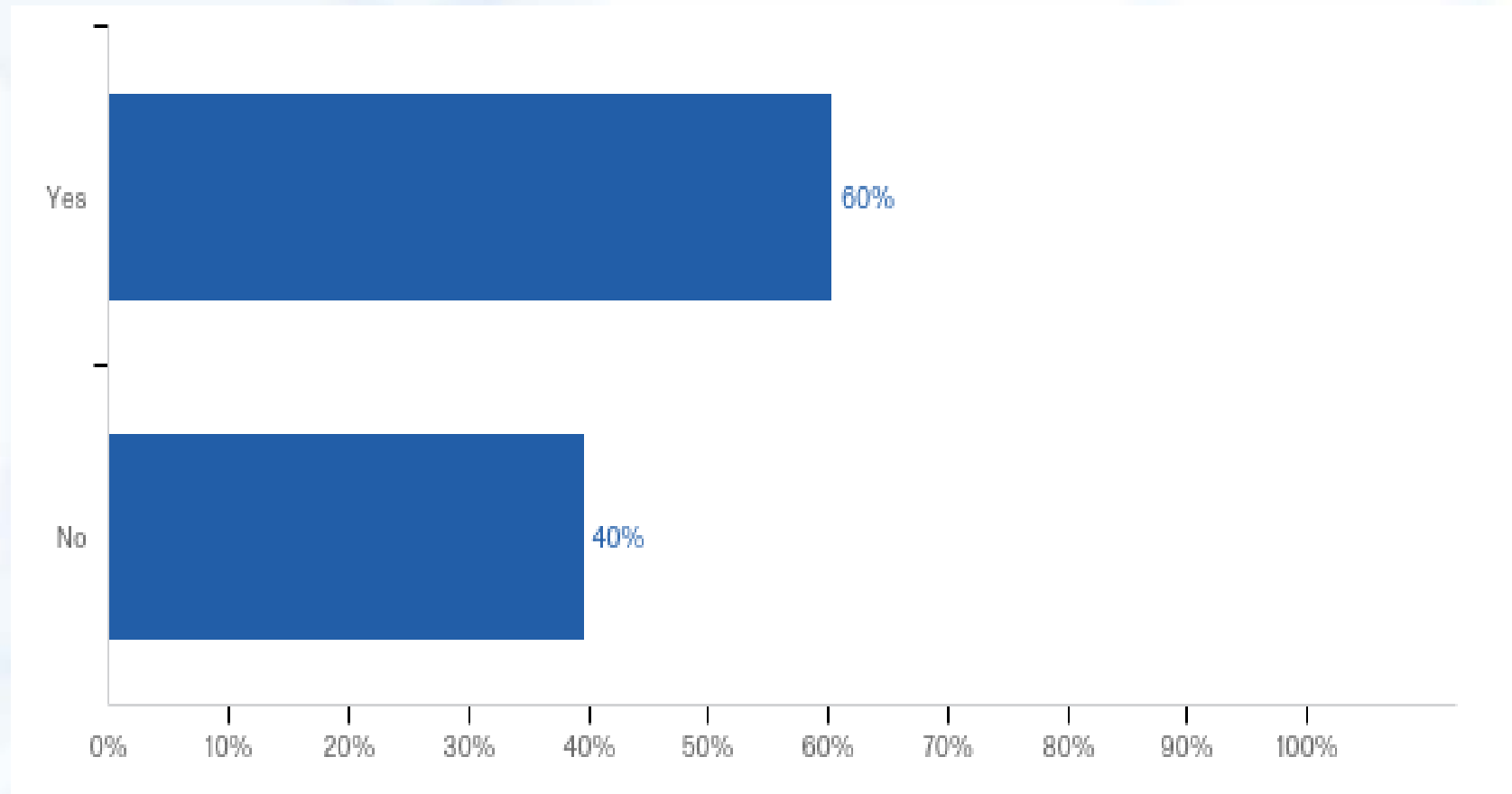
# How much out-of-pocket expense (costs not covered by financial aid) did your course materials (textbooks, handbooks, guides, course packets, and other print and digital learning materials) cost you this semester?



# What measures have you taken to reduce your required textbook costs? (All that apply)



# Have you ever purchased a textbook for a course but not used it?





# In your academic career, has the cost of required textbooks caused you to:

Question	Sometimes or More Frequently*	Never
Not purchase the required textbook	53%	47%
Take fewer courses	54%	45%
Not register for a specific course	45%	55%
Choose one course over another	54%	46%
Drop a course	35%	65%
Withdraw from a course	30%	71%
Earn a poor grade because I could not afford to buy the textbook	33%	68%
Fail a course because I could not afford to buy the textbook	20%	80%

\*Responses included sometimes, about half the time, most of the time, always.

# In your academic career, has the cost of required textbooks caused you to:

## *Full-Time Students*

Question	Sometimes or More Frequently*	Never
Not purchase the required textbook	55.3%	44.7%
Take fewer courses	42.4%	57.6%
Not register for a specific course	40.4%	59.6%
Choose one course over another	53.2%	46.7%
Drop a course	29.4%	70.7%
Withdraw from a course	24.4%	75.7%
Earn a poor grade because I could not afford to buy the textbook	34.3%	65.7%
Fail a course because I could not afford to buy the textbook	21.4%	78.6%

## *Part-Time Students*

Question	Sometimes or More Frequently*	Never
Not purchase the required textbook	50.1%	49.9%
Take fewer courses	64.8%	35.2%
Not register for a specific course	47.4%	52.6%
Choose one course over another	54.3%	45.7%
Drop a course	39.6%	60.4%
Withdraw from a course	33.0%	67.0%
Earn a poor grade because I could not afford to buy the textbook	29.8%	70.1%
Fail a course because I could not afford to buy the textbook	19.4%	80.6%

\*Responses included sometimes, about half the time, most of the time, always.

# QUESTIONS?