THE EVOLUTION OF ACADEMIC LIBRARIES & OPEN EDUCATION

...AS SEEN THROUGH MY EYES

NICOLE ALLEN | Denver, CO | 8/1/18
#OERVISIONACTION18 | @txtbks
2005-2006

Raid on Student Aid
Billions of dollars worth of planned cuts to federal student aid programs could make it more expensive for students to take on and consolidate loans as Congress looks to dig itself out of a growing budget deficit and pay for rebuilding efforts after Hurricane Katrina.

The U.S. House of Representatives and the Senate have both passed duel budget reconciliation bills as part of a push by Republican lawmakers to curb the growing federal budget deficit. As part of these cuts, federal student loan programs in the House bill are at risk to lose $14.3 billion, with the Senate version making similar, though redirected, cuts. Congressional leaders have said they look to pass the legislation before the holidays.
NAME: David Reichert
OFFICE: Member, U.S. House of Representatives Washington 8th District
PARTY: Republican
VIEW: Moderate
President Signs S.1932, Deficit Reduction Act of 2005
The East Room

Fact Sheet: President Bush Signs Deficit Reduction Act
In Focus: 2007 Budget
In Focus: Jobs and Economy

3:31 P.M. EST

THE PRESIDENT: Thanks for coming. Welcome to the White House. In a few moments, I will sign the Deficit Reduction Act of 2005. This important piece of legislation restrains federal spending — and it will leave more money in the pockets of those who know how to use it best, the American people.

I appreciate the Vice President being here. Mr. Speaker, welcome. Leader Frist, thank you all for coming. Senator McConnell and Senator Santorum, Senator Judd Gregg, Chairman of the Senate Budget Committee, Congressman John Boehner, the House Majority Leader, Roy Blunt, House Majority Whip, Congressman Nussle, Chairman of the House Budget Committee, I want to thank you all for coming. I appreciate the members of the Cabinet who are here, as well as all the members of the United States Congress and the Senate who have come for this important bill signing.

Our economy is strong and it’s getting stronger. We’re now entering our fifth year of uninterrupted economic growth, and last year our economy grew at a healthy 3.5 percent. Real after-tax income is up nearly 8 percent per American since 2001. Productivity growth is high, small businesses are thriving. America has added 4.7 million new
WASHINGTON, Sept. 7 — Congress gave final approval to a broad overhaul of federal student loan programs today, sharply cutting subsidies to lenders and increasing grants to needy students.

In quick succession, both the House and Senate approved the changes, allowing Democrats to say they had made good on one of their campaign promises last year to ease the strain of rising college costs. In the Senate, the bill passed 79 to 12, reflecting broad bipartisan support. In the House it passed in a voice vote, after which a 292-to-97 roll-call vote was taken.
It’s not just about lowering the *price* of education, it’s about lowering the *cost*
Average Undergrad Student Budgets

Source: College Board, 2017-2018
Principles of Economics
By N. Gregory Mankiw

Plus:
ThomsonNOW™ Interactive Study Guide
InfoTrac® 1-Semester Online Pass
Economics in the Movies Instant Access Code

Price: $167.95
Principles of Economics, 8th Edition


AUTHORS: N. Gregory Mankiw - ©2016

Now you can master the principles of economics with the help of the most popular, widely-used economics textbook by students worldwide -- Mankiw's PRINCIPLES OF ECONOMICS, 8E. With its clear and engaging writing style, this book emphasizes only the material that will help you better understand the world in which you live, will make you a more astute participant in the economy, and will give you a better understanding of both the potential and limits of economic policy. The latest relevant economic examples bring principles to life. Acclaimed text author N. Gregory Mankiw explains, "I have tried to put myself in the position of someone seeing economics for the first time. My goal is to emphasize the material that students should and do find interesting about the study of the economy."
Captive Market
Near-Monopoly

5 major publishers hold nearly 90% of the market

Source: Turning the Page by James Koch
Students say they decided against buying a textbook because the cost is too high.

Source: Student PIRGs
CERTIFICATION OF ENROLLMENT

SUBSTITUTE HOUSE BILL 2300

Chapter 186, Laws of 2007

60th Legislature
2007 Regular Session

COLLEGE TEXTBOOKS
2007-2008
Launching Open Textbooks
“We are on the cusp of a global revolution in teaching and learning”
OPEN EDUCATIONAL RESOURCES
OPEN FREE + PERMISSION

5Rs

{Retain, Reuse, Revise, Remix, Redistribute}
About OCW

“The idea is simple: to publish all of our course materials online and make them widely available to everyone.”
Dick K.P. Yue, Professor, MIT School of Engineering

Unlocking Knowledge
MIT OpenCourseWare (OCW) is a web-based publication of virtually all MIT course content. OCW is open and available to the world and is a permanent MIT activity.

Empowering Minds
Through OCW, educators improve courses and curricula, making their schools more effective; students find additional resources to help them succeed; and independent learners enrich their lives and use the content to tackle some of our world’s most difficult challenges, including sustainable development, climate change, and cancer eradication.

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Connexions is:
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- **authors** create and collaborate
- **instructors** rapidly build and share custom collections
- **learners** find and explore content

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**FEATURED CONTENT**

**Sound Reasoning**

Long time music author Anthony Brandt adds a new section to his collection, "Sound Reasoning". "Hearing Harmony" is an introductory course on harmony in Western classical music. It is entirely listening based; no ability to read music is required. Aural examples are interopolated.

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Title, author, etc.

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2. Make a module from scratch or convert it from a Word doc.
3. Publish your works, sharing them with the world.

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**MY ACCOUNT**

Username
Password
Log In

- Get an account
- Forgot your password?

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**SPOTLIGHT**

The Connexions Consortium (http://cnxconsortium.org) is a group of organizations and individuals, including the world’s foremost leaders in education, who work together to advance open source educational technology and open access educational content. Members join the Consortium to work and exchange ideas with other members.

To learn more about becoming a Connexions Consortium member, click here.
OPEN TEXTBOOKS CAMPAIGN
 Phase I (Fall 2007)

This workplan outlines Phase I of the Student PIRGs Open Educational Resources campaign. The overall strategy pursued by this campaign is to create demand among faculty for free and low-cost course materials. The primary tactic will be to build a network of faculty that commit to using and developing OER around a Statement of Intent. To build this network, we will recruit faculty “peer leaders” that are well-respected by their colleagues to send appeals to sign the Statement of Intent. Since course-material needs differ between disciplines, we will work within disciplines to craft specific appeals. The availability of high-quality OER also differs between and within disciplines, so we will focus on the specific disciplines and/or courses of study within them that currently have the ideal setup for OER use (henceforth referred to as “subjects”). It is our hope that as these subject-based networks grow, other disciplines will begin to develop OER use.

The appeals will not be sent until Phase II (Winter 2008), but Phase I will also involve building the contact list to which the appeal will be sent. This core of this contact list will be built around individual departments at the most prominent schools – ideally the department chair will agree to forward an appeal to the faculty, but failing that we will seek a faculty member within the department to forward it. Outside of that structure, we will also build a national contact list for faculty, utilizing the Student PIRGs’ Contact Organizer, contact lists from organizational allies, and brute-force information collection.
Inventory of Open Textbooks

Our initial assumption that there is a small but substantial stock of high-quality, usable open textbooks was confirmed. The qualifications of a true open textbook are:

1. It is offered online for free
2. It can be downloaded for free in a printable file
3. The author allows free and open use of the content, likely through a Creative Commons or GNU license
4. It was written by an academic at a well-known institution
5. It has been adopted at a well-known institution

I was able to find about 5 textbooks that fit this description, covering the fields of economics, physics, earth sciences, electrical engineering and computer science.

“I was able to find 5 textbooks that fit this description”
Sign the Open Textbooks Statement to Make Textbooks Affordable

Faculty members share students’ concerns about the high cost of college textbooks, but they often find it difficult to find appropriate course materials at an affordable price. Free, online open textbooks represent a promising way to expand the existing textbook market to include more low-cost, comparable options.

By signing this statement, faculty members state their intent to include open textbooks in their search for the most appropriate course materials, and they declare their preference to adopt an open textbook in place of an expensive, commercial textbook, if the open textbook is the best option.

Open Textbooks Statement of Intent

As faculty members, we affirm that it is our prerogative and responsibility to select course materials that are pedagogically most appropriate for our classes. We also affirm that it is consistent with this principle to seek affordable and accessible course materials for our classes whenever possible. This includes “open textbooks,” which are textbooks offered online to students at no cost.

Open textbooks and other open educational resources present an affordable, comparable and flexible alternative to commercial course materials:

- Open textbooks are available online at no cost to students, and they can be printed for a low cost in various formats. This ensures all students have equal access to the content, while still preserving the option to use a conventional textbook format.
- Open textbooks that are of comparable quality to commercial textbooks are already available. An example of an open textbook is Caltech Professor R. Preston McAfee’s Introduction to Economic Analysis, which has been adopted at NYU and Harvard.
- Open textbooks are flexible. Instructors are free to use a particular edition indefinitely or customize content if desired.

Therefore, we the undersigned declare our intent to:

- Seek and consider open textbooks and other open educational resources when choosing course materials.
- Give preference to a low or no cost educational resource such as an open textbook over an expensive, commercial textbook if it best fits the needs of a class.
- Encourage institutions to develop support for the use of open textbooks and other open educational resources.
1,000 Professors from 300 Colleges Declare Preference for Affordable Textbooks

Frustration with Publisher Tactics Drives Demand for High-quality, Low-cost Books

For Immediate Release

PORTLAND, Ore. (April 15, 2008) — One thousand professors from over 300 colleges in all 50 states released a statement today declaring their preference for high-quality, affordable textbooks, including open textbooks, over expensive commercial textbooks.

Open textbooks are complete, reviewed textbooks written by academics that can be used online at no cost and printed for a small cost. What sets them apart from conventional textbooks is their open license, which allows instructors and students flexibility to use, customize and print the textbook. Open textbooks are already used at some of the nation’s most prestigious institutions - including Harvard, Caltech and Yale - and the nation’s largest institutions - including the California community colleges and the Arizona State University system.

“Open textbooks are comparable, affordable and flexible alternatives to traditional expensive textbooks,” said Professor Linda Bisson, Chair of the Enology and Viticulture Department at the University of California, Davis. “Not only do they save students money, but they provide instructors with a high-quality textbook that they can customize to meet their needs.”

Textbooks cost students an average of $900 per year, which is a quarter of tuition at an average four-year public university and nearly three-quarters of tuition at a community college, according to a study conducted by the Government Accountability Office (GAO).

“Textbooks can price students out of higher education. With costs rising faster than inflation and tuition, some students are faced with the difficult choice to drop out, take on additional debt, or undercut their own learning by not purchasing textbooks,” said Nicole Allen, Textbooks Advocate for The Student PIRGs.

Research conducted by the Student PIRGs identifies publisher tactics as the primary cause of escalating prices. Bundling textbooks with unnecessary supplements forces students to purchase items they do not need; unnecessary new editions undermine the used book market; and withholding critical price information keeps faculty in the dark.
Online 'open textbooks' save students cash

By Svetlana Shkolnikova, USA TODAY

As textbook prices skyrocket, college students and faculty seeking more affordable options increasingly are turning to "open textbooks" as an alternative.

Open textbooks are free textbooks available online that are licensed to allow users to download, customize and print any part of the text. Professors can change content to fit their teaching styles. Some authors offer a print-on-demand service that produces professionally bound copies for $10 to $20.

Textbook prices have outpaced inflation 2-to-1 in the past two decades, says a 2005 report by the Government Accountability Office. They account for 26% of tuition and fees at four-year public universities and nearly three-quarters of costs at community colleges, the GAO says.

Open textbooks can change the way textbooks are used, produced and sold, says Nicole Allen, director of the Make Textbooks Affordable campaign by Student Public Interest Research Groups.
Coming This Fall: Free Textbooks

By Kathleen Kingsbury  |  Wednesday, July 16, 2008

Shelling out big bucks at the campus bookstore is a college tradition that students can count on each semester. Textbook prices have risen steadily over the past two decades to the point where the average student now pays $900 a year, an expense that typically isn't covered by financial aid. But come September, publishing upstart Flat World Knowledge will offer a much more appealing price point: its books will be free.

Yes, free. The firm, based in Nyack, N.Y., launched a pilot project Monday to supply four business and economics textbooks online at no charge to several hundred undergraduates on at least 15 campuses nationwide. By giving away content through the Web, Flat World aims to upend the $5.5 billion textbook industry. "Nobody's satisfied with the status quo. Students,
Four Reasons Textbook Costs Will Drop

E-books, textbook rental services, and new laws could help students save money this fall.

By Kim Clark, Staff Writer | July 21, 2008, at 4:08 p.m.

Textbook prices, which have nearly tripled in the past 20 years, may finally start to decline thanks to some new laws, technology, and upstart companies. Undergraduates who take advantage of the new alternatives could easily slash their textbook costs in half this coming academic year. That means the typical student could save more than $300. "We're making progress," says Nicole Allen, who heads the affordable textbook drive for the Student Public Interest Research Groups. "Things are changing for the better."

OPEN SOURCE: More than 1,000 professors have signed a new online petition promising to use and contribute to free, electronic, open-source textbooks. R. Preston McAfee, a California Institute of Technology economist, got so fed up with the $100-plus prices his students were paying for textbooks that he wrote and posted his own free textbook, Introduction to Economic Analysis. McAfee's E-book is one of the first to be offered by start-up Flat World Knowledge, which is promising free access to all of its E-textbooks. Students who prefer to study a paper-and-ink book can order paperback, black-and-white copies of Flat World Knowledge's textbooks for about $30 plus shipping. The company is starting with just four textbooks to be tested by 15 college classes around the country this fall.

NEW LAWS: Congressional negotiators spent part of the summer of 2008 in closed-door meetings hammering out bipartisan agreement on a proposal designed to rein in skyrocketing book prices. The proposal, which congressional staffers expect will pass by fall, will require publishers to provide more pricing information to professors who, in the
Online, a free challenge to pricey college texts

August 18, 2008 | Gale Holland | Times Staff Writer

The annual college textbook rush starts this month, a time of reckoning for many students who will struggle to cover eye-popping costs of $128, $156, even $198 a volume.

Caltech economics professor R. Preston McAfee finds it annoying that students and faculty haven’t looked harder for alternatives to the exorbitant prices. McAfee wrote a well-regarded open-source economics textbook and gave it away -- online. But although the text, released in 2007, has been adopted at several prestigious colleges, including Harvard and Claremont-McKenna, it has yet to make a dent in the wider textbook market.

"I was disappointed in the uptake," McAfee said recently at an outdoor campus cafe. "But I couldn't continue assigning idiotic books that are starting to break $200."

McAfee is one of a band of would-be reformers who are trying to beat the high cost -- and, they say, the dumbing down -- of college textbooks by writing or promoting open-source, no-cost digital texts.
Open-source textbooks

By Dalasie Michaelis
August 18, 2008 | 7:31 PM

In response to rising textbook prices, some academics are writing their own textbooks -- for free. From an article in the Los Angeles Times:

Caltech economics professor R. Preston McAfee finds it annoying that students and faculty haven’t looked harder for alternatives to the exorbitant prices. McAfee wrote a well-regarded open-source economics textbook and gave it away -- online. But although the text, released in 2007, has been adopted at several prestigious colleges, including Harvard and Claremont-McKenna, it has yet to make a dent in the wider textbook market.

"I was disappointed in the uptake," McAfee said recently at an outdoor campus cafe. "But I couldn’t continue assigning idiotic books that are starting to break $200."
OPEN SOURCE TEXTBOOKS CHALLENGE A PARADIGM

A small, digital book startup thinks it has a solution to the age-old student lament: overpriced textbooks that have little value when the course is over. The answer? Make them open source – and give them away.

Flat World Knowledge is the brainchild of two former textbook industry executives who learned from the inside about the wacky economy of textbooks.

In a nutshell, there is a huge, inelastic demand for college texts, even though textbook prices are high. Because of this there is a lot of piracy and a robust secondary market for textbooks – but not for long, because they are updated every couple of years, rendering old editions virtually worthless.
SQUINT hard, and textbook publishers can look a lot like drug makers. They both make money from doing obvious good — healing, educating — and they both have customers who may be willing to sacrifice their last pennies to buy what these companies are selling.

It is that fact that can suddenly turn the good guys into bad guys, especially when the prices they charge are compared with generic drugs or ordinary books. A final similarity, in the words of R. Preston McAfee, an economics professor at Cal Tech, is that both textbook publishers and drug makers benefit from the problem of “moral hazards” — that is, the doctor who prescribes medication and the professor who requires a textbook don’t have to bear the cost and thus usually don’t think twice about it.
Save cash: Download your textbooks

An online startup plans to disrupt the staid world of textbook publishing.

By Melanie Haiken
December 4, 2008: 6:11 AM ET

(Fortune Small Business) -- With today's laptop-toting students downloading podcasts of their lectures to their iPhones, the humble textbook is due for an upgrade - not to mention a discount. Undergraduates spend an average of $1,000 a year on course materials, and textbook costs are rising by an average of 6% annually, according to the National Association of College Stores. Early next year, those scholars will have another choice. Flat World Knowledge, a startup in Nyack, N.Y., will release its first set of online college textbooks. Students can review them for free or pay as little as $20 to print out a tome or $30 to download an iPod-ready audio file. For a fee, readers will also be able to access interactive
Less-Costly Options Make Textbooks More Affordable

By Kelli B. Grant
Updated Aug. 6, 2006 12:01 a.m. ET

On average, college students shelled out $900 a semester for textbooks, according to a 2005 federal report. In some cases, a single science book can cost $200.

The situation has led Congress to step in, and on Thursday it passed the Higher Education Opportunity Act. Among its provisions, the bill requires publishers to share pricing information with professors and forces them to unbundle packages of textbooks and supplementary materials so students can buy only items they need. President George W. Bush is expected to sign the bill.

"It’s a critical step," said Nicole Allen, textbooks program director at Student Public Interest Research Groups, a consumer advocacy group. "Textbooks really can be the difference between affording higher education and dropping out."
(a) **Purpose and Intent**

The purpose of this section is to ensure that students have access to affordable course materials by decreasing costs to students and enhancing transparency and disclosure with respect to the selection, purchase, sale, and use of course materials. It is the intent of this section to encourage all of the involved parties, including faculty, students, administrators, institutions of higher education, bookstores, distributors, and publishers, to work together to identify ways to decrease the cost of college textbooks and supplemental materials for students while supporting the academic freedom of faculty members to select high quality course materials for students.
COURSE CORRECTION
How Digital Textbooks are Off Track and How to Set Them Straight

Arizona PIRG
CALPIRG
ConnPIRG
CoPIRG Student Chapters
INPIRG
Iowa PIRG
Maine PIRG
Maryland PIRG
MASSPIRG
MoPIRG
NJPIRG Student Chapters
Ohio PIRG
OSPIRG
WashPIRG
WISPIRG
Arizona Students’ Association
California State Student Association
E-Books in Higher Education: Nearing the End of the Era of Hype?

Mark R. Nelson  Friday, March 14, 2008  PDF

Higher education is expected to be at the forefront of the wave of e-book adoption over the next two years. Some experts predict that 2007–2009 will be transition years for the higher education e-book market, with large growth expected in both digital textbooks and digital library collections. Recent large investments in e-book collections by institutions like Stanford University may send a strong signal to the academic library community that e-books have entered the mainstream of book acquisition for major university libraries. College stores have also gotten on board with e-book sales, with nearly 20% of the industry now offering e-books to students, up from a relative handful of
OPEN

VS.

DIGITAL
Buy Printed Book  $406.95

Buy the printed book in its hardcover edition.

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AUTHORS: N. Gregory Mankiw
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DONE READING?

GOOD
2009-2010
Marketing Open Textbooks
The Transformative Potential of Open Educational Resources (OER)

Four pioneers from the Open Educational Resources community offered their insights into "The transformative potential of Open Educational Resources (OER)" at the SPARC-ACRL Forum, held during the 2009 American Library Association Midwinter Meeting in Denver, CO.

The forum, hosted by SPARC (the Scholarly Publishing and Academic Resources Coalition) and the Association of College and Research Libraries (ACRL), introduced OER and the philosophy behind them to the wider library community, highlight examples of how different constituencies were currently advancing OER on campuses, and offered suggestions for how libraries could further engage to support OER.

OER are a logical extension of what the library community supports in the Open Access movement, and underscore the need for the larger playing field on which scholarly communication takes place to be made more equitable. OER focus not only on journals, but also on full courses, course materials, modules, textbooks, streaming videos, tests, software, and any other tools, materials or techniques that are critical in the learning environment.

Forum presenters included:

- **Nicole Allen**, leader of the Student PIRGs’ Make Textbooks Affordable campaign, which aims to develop a textbook market with both a vibrant used book market and a plethora of learning content that is priced and sold fairly ([http://www.maketextbooksaffordable.org](http://www.maketextbooksaffordable.org)).

- **Richard Baraniuk**, an architect of the Cape Town Open Education Declaration which aims to accelerate efforts to promote open resources, technology and teaching practices in education ([http://www.capetowndeclaration.org](http://www.capetowndeclaration.org)); founder of Connexions, an environment for collaboratively developing, freely sharing, and rapidly publishing scholarly content on the Web ([http://cnx.org](http://cnx.org)); and Professor of Electrical & Computer Engineering at Rice University.

- **David Wiley**, also a leader of the Cape Town Declaration; Chief Openness Officer for Flat World Knowledge, a new approach to college textbooks offering rigorously reviewed textbooks online free of cost to students ([http://www.flatworldknowledge.com](http://www.flatworldknowledge.com)); and Associate Professor of Instructional Psychology & Technology at Brigham Young University.
Calculus
Dr. Gilbert Strang, MIT
http://mit.nelc.edu.eg/OCWExternal/Akamai/textbooks/Strang/strangtext.htm

A First Course in Linear Algebra
Dr. Robert A. Beezer, University of Puget Sound
http://linear.upss.edu

Programming Languages: Application and Interpretation
Dr. Shriram Krishnamurthi, Brown University
http://www.cs.brown.edu/~sk/Publications/Books/ProgLangs/

Collaborative Statistics
Dr. Barbara Illowsky & Susan Dean, De Anza College
http://cnx.org/col10522

Introduction to Economic Analysis
Dr. Preston R. McAfee, Caltech
http://www.introecon.com

Principles of Economics
Dr. Libby Rittenberg & Timothy Tregarthen
http://www.flatworldknowledge.com/catalog

Exploring Business
Dr. Karen Collins
http://www.flatworldknowledge.com/catalog

Principles of Marketing
Dr. Jeff Tanner, Mary Anne Raymond, Camille Schuster
http://www.flatworldknowledge.com/catalog

Financial Accounting
Joe Hoyle, C. J. Skender
http://www.flatworldknowledge.com/catalog
List of Open Textbooks

Accounting & Finance

- Fundamentals of Income Tax Theory & Practice by Dieter Kiefer
- Financial Accounting by Joe Ben Hoyle and C. J. Skender
- Personal Finance by Rachel Siegel and Carol Yacht
- Money and Banking by Robert E. Wright and Vincenzo Quadrini
- Risk Management for Enterprises and Individuals by Etti Baranoff, Patrick Lee Brockett and Yehuda Kahane

Business & Management

- Exploring Business by Karen Collins
- Principles of Management by Mason Carpenter, Talya Bauer and Berrin Erdogan
- Organisational Behavior by Talya Bauer and Berrin Erdogan

Computer Science & Information Systems

- Think Python: An Introduction to Software Design by Allen Downey
- Programming Languages: Application and Interpretation by Shriram Krishnamurthi

Economics

- Principles of Economics by Libby Rittenberg and Timothy Tregarthen
- Principles of Macroeconomics by Libby Rittenberg and Timothy Tregarthen
- Principles of Microeconomics by Libby Rittenberg and Timothy Tregarthen
- Introduction to Economic Analysis by R. Preston McAfee and Tracy R. Lewis

Marketing & Communication

- Principles of Marketing by Jeff Tanner and Mary Anne Raymond
- The Power of Selling by Kimberly Richmond
- eMarketing by Rob Stokes
- Business Communication for Success by Scott McLean

Mathematics

- Collaborative Statistics by Barbara Illowsky and Susan Dean
- Calculus by Gilbert Strang
- Worldwide Differential Calculus by David B. Massey
- A First Course in Linear Algebra by Robert Beezer
- Abstract Algebra: Theory and Applications by Thomas W. Judson
- Introduction to Probability by Charles M. Grinstead and J. Laurie Snell

Science

- Newtonian Physics (Light and Matter Series) by Benjamin Crowell
- Introduction to Physical Oceanography by Robert Stewart

For more information about open textbooks, including a catalog with details and reviews, please visit http://www.studentalinks.org/open-textbooks.
Make Textbooks Affordable
Affordable options exist. Help spread the word.

The average student spends about $900 per year on books, and prices have been rising more than double the rate of inflation. Publishers make it even worse by coming out with new editions that make used books impossible to find, and by bundling in useless CDs and pass codes just to inflate the price.

Fortunately, more affordable options called “open textbooks” are emerging. Instead of costing $100-$200, these books are free online and affordable to purchase in print. The inside looks just like a traditional textbook – the difference is that open textbooks are distributed online and licensed to allow students to access, download and print the material at no cost.

Dozens of open textbooks exist, and some of them are used at prestigious schools like Harvard and Caltech. There is even a new publishing company who offers open textbook free online and sells affordably priced print copies, study guides and quizzes.

Publishers think they can get away with high prices because students need to buy their assigned books. But, they can only maintain this stranglehold as long as professors continue to assign expensive books.

We’re fighting back by making sure professors are aware that affordable options like open textbooks exist. Join us today!

Join the Day of Action
Make a difference on your campus on Oct 28th

On October 28, students across the country will stand up against high textbook prices by speaking with more than 2,000 faculty about open textbooks. We are organizing events at dozens of schools where students will grab copies of open textbooks and flood the campus to find professors in their offices and between classes. We’re inviting the national media to cover the Day of Action, so the news will reach even more professors.

The best way to show publishers that we’re not taking it anymore is to help the competition, so go to our website to sign up and learn what you can do to take action!

www.studentpirgs.org/textbooks/day-of-action
Meetings: Sample email asking for a meeting

Dear Professor ______:

I am ______, a sophomore here at ___ and intern with the XXXXPIRG student chapter on campus. I am writing to request a time to speak with you about our campaign to make textbooks affordable.

We know that some professors can be just as frustrated as we are about how much textbooks cost, but we also understand that it is difficult because the top priority is to select the best textbook for a class. That is why we researched some of the low cost textbooks professors across the country are using. The reason we want to meet with you is to provide information about some of the books in your subject. Our hope is that you will take these affordable options into consideration when you are selecting textbooks in the future.

Would you be willing to give us 5-10 minutes of your time to discuss affordable textbooks? Please let me know if there is a convenient day or time we could stop by.

Thanks,
Open Textbook Catalog

This catalog provides information about some of the top examples of open textbooks, which are college texts offered online under a license that allows free digital access, low-cost print options and customization by instructors.

Our intent is to offer a place to start learning about and searching for open textbooks, and the titles on this list were carefully selected for their usability and number of existing adoptions. Please visit our resources page for links to more comprehensive lists maintained by other organizations.

Open textbooks by subject:

- Accounting & Finance
- Business, Management & Marketing
- Computer Science & Information Systems
- Economics
- General Education
- Humanities & Language
- Mathematics & Statistics
- Natural & Physical Sciences
- Social Sciences

Disclaimer: Although we have done our best to identify the highest quality texts, please remember that we are a student group and do not have the expertise to recommend materials for their academic merit.
Collaborative Statistics
Dr. Barbara Illowsky, De Anza College
Susan Dean, De Anza College

About the book
About the authors
Table of contents
Reviews (4)

Copyright Year: 2008
Publisher: Connexions
License: Creative Commons (BY)
ISBN 13: 978-0-9787450-7-3

Formats available:
- Online (free)
- PDF (free) and ePub (free)
- B&W Paperback ($26.31)

Courses: Elementary Statistics, Intro. Statistics

About the book
Collaborative Statistics was developed over several years and has been used in regular and honors-level classroom settings and in distance learning classes. This textbook is intended for undergraduate statistics courses at colleges and universities. It has been approved by the American Institute of Mathematics.

The text is divided into chapters covering topics such as descriptive statistics, probability, discrete and continuous probability distributions, and inferential statistics. It includes numerous examples, exercises, and real-world applications to help students understand and apply statistical concepts.
Review 1

Collaborative Statistics
By Barbara Illowsky and Susan Dean

Review by Steve DeLong

[back to details] [go to book] [PDF of review]

An excellent option when considering a choice of textbooks for an introductory statistics class, at the honors high school or freshman/sophomore level, is Collaborative Statistics, by Barbara Illowsky and Susan Dean. Well-written and classically presented, the book offers a wealth of supporting materials (including author-created video lectures) at little or no cost, and is definitely worthy of consideration in a text adoption process.

Collaborative Statistics is an introductory level Statistics textbook, available free for download via cnx.org, or for a nominal fee as a paperbound printed text. With that in mind, I began this review with the premise that cost was not to be a consideration in my assessment; that is, the review would not be undertaken from the perspective that this was a free text.
2011-2012

Textbook Rebellion
Program Summary

The U.S. Department of Labor’s Trade Adjustment Assistance Community College and Career Training (TAACCCT) grant program is a major investment to increase the ability of community colleges to address the challenges of today’s workforce. Grants are designed to help workers eligible for training under the TAA for Workers program, as well as a broad range of other adults.

Every U.S. state received funding for each of four years through 256 grants totaling $1.9 billion. TAACCCT grants, which continue through September 2018, are impacting 60% of the nation’s publicly-funded community colleges and building industry-aligned programs in manufacturing, healthcare, information technology, energy, transportation and other industries.

Through TAACCCT, community colleges have developed or redesigned nearly 2,600 Programs of Study to help adults learn skills that lead to family-supporting jobs. Each college or consortium of colleges developed programs of study aligned with local and regional business needs, which were identified through partnerships formed or strengthened with grant funds. To help adult students obtain industry-recognized credentials more quickly, colleges are using TAACCCT funding to innovate with strategies such as career pathways, credit for prior learning, competency-based models, online training, and strong student support systems. The curriculum and other learning materials developed by TAACCCT grantees are being made widely available to all types of training providers on SkillsCommons.org, as described in a recent ETA Training and Employment Notice.

Through this expansive effort, the Department of Labor is helping to strengthen our nation’s institutions of higher education as engines of economic opportunity where adults can succeed in acquiring the skills, degrees, and credentials needed for high-wage, high-skill employment.
Advocates argue that public money for open educational resources is a sound investment.

By Steve Kolowich // November 1, 2011

Advocates for open educational resources, or OER, have had mixed success in getting the federal government to invest public money in open course materials. Money that would have gone to creating open materials for community colleges ended up getting axed from the 2009 American Graduation Initiative. While the Labor Department program that took its place could provide as much as $2 billion over several years, federal lawmakers have proposed to eliminate grants to develop OER if commercial publishers already offer -- or have "under development" -- similar materials.

But while OER advocates have gotten inconsistent backing in Washington, D.C., they were able to claim a small but potentially significant victory on Monday in Washington State. The community and technical college system there celebrated the first major landmark in a state-funded push for open courses that it expects will save students hundreds per year in textbook costs, and that OER proponents hope could provide an example of how public investment in open materials is not charitable, but strategic.
Mr. $200 Textbook
Textbook Rebel
$200 for ONE Textbook? It's INSANITY!

@textbookrebel

Textbook Rebellion.org
Fall 2011 National Tour
‘Textbook Rebellion’ pushes for free, open books

The pair will be touring dozens of college campuses over the next few months to ask students, faculty members and others to sign a petition that urges higher education leaders to prioritize affordable textbooks or free e-books over the traditional, high-priced new books. Organizers are calling their campaign a "Textbook Rebellion."

"I think it's fair to say it's going to be fairly epic," said Nicole Allen, the textbooks advocate for Student PIRGs, which is leading the rebellion and organized a Wednesday morning press conference at the University of Maryland, College Park.

Fall classes are just starting, and many students will spend hours standing in line at the bookstore or searching the Web for textbooks.

There are a lot of numbers floating around for how much the average student will spend on books. Student PIRGs cite the College Board, which estimates that students spent $1,137 on books and supplies last year. The National Association of College Stores says the average full-time student spent a total of $667 on
The Bucks Guide to Finding Cheap Textbooks: 3rd Edition

BY TARA SIEGEL BERNARD  AUGUST 23, 2011 9:00 AM  40

Exorbitant college textbook prices have given rise to a “textbook rebellion,” which may be coming to a campus near you.

A coalition of students, parents, professors and organizations including the Student Public Interest Research Groups, have banded together to promote more affordable alternatives to the $200 textbook — an amount that is not uncommon for science, economics, accounting and math students, among other pricey majors.

So if you see a big van pull up on your college campus, don’t be surprised if a giant yellow textbook — called Textbook Rebel — jumps out to do battle with Mr. $200 Textbook, as part of the cross-country tour organized by the Student PIRGs.

“Our goal is to collect student signatures on a petition, which we we’ll use to get the word out to faculty and call on decision makers to take action,” said Nicole Allen, textbook advocate at the Student PIRGs.
Will you join the textbook rebellion?

The battle against rising textbook costs rages on, this time with a comical mascot and a cross-country tour that could be coming to your school.

By CASSANDRA GARRISON       Published : August 31, 2011

He’s square, he’s yellow, he’s large and he’s in charge. At first glance you might mistake him for SpongeBob SquarePants, but no—he is Textbook Rebel, fighting against big, bad Mr. $200 Textbook for the good of studentkind.

Those are traveling mascots for TextbookRebellion.org, an initiative by students, professors and organizations to encourage affordable options for textbooks. Textbook prices have jumped by 22 percent over the last few years, according to the Student PIRGS. More than 2,500 people have signed the online petition in support of three main points:
Don't pay $200 for a textbook

136 views

CNNMoney
Published on Sep 8, 2011

Students find alternative ways to buy affordable textbooks at the start of the school year.

SHOW MORE
On Campus: 'Textbook Rebellion' national tour coming to UW-Madison

DEBORAH ZIFF | dziff@madison.com | 608-252-6234 | @DeborahZiff | Sep 14, 2011

Move over, Bucky.

Two mascots will be on the UW-Madison campus Thursday to call for lower textbook prices.

'Mr. $200 Textbook' and 'Textbook Rebel' are on a six-week, 40-campus tour to gather petition signatures and distribute information about making textbooks affordable. They represent a national coalition called Textbook Rebellion.

Students spend an average of $900 a year on textbooks, according to U.S. PIRG, the federation of state Public Interest Research Groups.

The event, sponsored by WISPIRG (Wisconsin Public Interest Research Group), will be held Thursday at 11 a.m. on East Campus Mall next to the Vilas Communication Building.
NEWS

Student group pushes open source textbooks at UC Irvine

IRVINE – UC Irvine students and volunteers joined forces Friday with two giant mascot characters from the nationwide “Texbook Rebellion” activist group to raise support for a push for less expensive textbook alternatives.

Mr. $200 Textbook — the rival of cash-strapped college students — and Textbook Rebel – a Spongebob Squarepants lookalike – helped gather students to sign a petition that urges professors, publishers and college decision makers to consider inexpensive textbooks or free e-books over conventional, high-priced textbooks.
Petitioners seek drop in university textbook prices

September 26, 2011 12:00:00 AM PDT

By John North

LOS ANGELES -- The high cost of college tuition isn't the only obstacle for students trying to get a higher education. Textbooks have become so pricey that a movement is now under way to demand affordable alternatives. Anyone who has paid for a college education knows how the prices of books and supplies never seem to stop climbing.

According to the California Public Interest Research Group (CALPIRG), a $200 textbook is now common for California university and college students. Some classes bundle the textbooks with other books and jack up the prices even more.
U.S. Official No 'Textbook Rebel'

August 31, 2011
By Doug Lederman

There is absolutely no truth to the rumor that the U.S. Education Department's Hal Plotkin will appear at a protest on textbook prices today dressed in a 10-foot-tall mascot costume as "Textbook Rebel."

But despite some last-minute uncertainty Tuesday afternoon, and almost certainly to the dismay of the textbook publishing industry, a key adviser to Under Secretary of Education Martha J. Kanter will be a star attraction this morning at the suburban D.C. launch of a national campaign arguing that textbook prices are "out of control."
Flat World Knowledge to Drop Free Access to Textbooks

Sometimes free costs too much. As of January 1, 2013, Flat World Knowledge, which used to describe itself as the world’s largest publisher of free and open textbooks online, will no longer offer content at no charge.

Cost partly motivated the decision, according to Jeff Shelstad, the company’s co-founder and chief executive officer. “We’ve got to be smart with the limited capital that we have” if the company is to survive 10 years from now, he said.

There’s also “an element of fairness” behind the move, Mr. Shelstad said. Some institutional partners have been paying as much as $20 to $25 per student for access to Flat World content, while other partners pay far less. The goal is to even things out while remaining affordable, according to Mr. Shelstad. “We have anchored ourselves around affordability, and we are still there with this move,” he said.
Rice University And OpenStax Announce First Open-Source Textbooks

Devin Coldewey  @techcrunch  /  Feb 7, 2012

Rice University, which has been pushing alternative distribution mechanisms for scholarly publications for years, has announced a new initiative, by which they hope to publish free, high-quality textbooks in core subjects like physics and biology via a non-profit publisher called OpenStax College. It’s the polar opposite of Apple’s iBooks textbooks, which, while they too help drag this dusty industry into the present, amount more to a new sales vector for the publishers than competition.
2013-2014
Enter: Libraries
Nicole Allen, Steven Bell, and Marilyn Billings call on academic librarians to unite and form a national movement to promote the widespread adoption of OER with the goal of taking control of learning materials away from commercial publishers and putting it back into the hands of educators.
Join our vibrant community of academic and research librarians working to advance Open Education on campus.
OpenEd14: Achieving the Potential of Open

November 19 - 21, 2014
Washington, DC

The Conference Program and Registration are now available!

Open Educational Resources (OER) provide a massive, high quality open content infrastructure on top of which innovative people and organizations are building a new generation of educational models. Methodologically rigorous research is demonstrating that these OER-based models can be extremely effective in reducing the cost of education and improving student learning. Now that this foundation of content, practices, and research has been firmly established, the field is turning increasingly towards broadening the impact of this work.
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Durbin, Franken Introduce Legislation To Help Make College Textbooks More Affordable

The Cost Of New Textbooks Has Increased 82%, Three Times Faster Than Inflation, Over The Last Decade

[WASHINGTON, DC] – U.S. Senators Dick Durbin (D-IL) and Al Franken (D-MN) today introduced legislation designed to help students manage costs by making high quality textbooks easily accessible to students, professors and the public for free. This bill, known as the Affordable College Textbook Act, would create a competitive grant program for institutions of higher education, working with professors and other organizations, to create and expand the use of textbooks that can be made available online and licensed under terms that grant the public the right to freely access, customize and distribute the material, also known as “open textbooks”.

OpenCon 2014
The Student and Early Career Researcher Conference on Open Access, Open Education and Open Data
2015-2016
Hitting Our Stride
Tackling Textbook Costs through Open Educational Resources: A Primer at ALA Midwinter

by Kaylyn Groves | 202-296-2296 | kaylyn@arl.org | updated on December 10, 2014 | published on December 02, 2014

SPARC in collaboration with the ARL/ACRL Institute on Scholarly Communication is offering an institute on open educational resources at the American Library Association (ALA) Midwinter Meeting 2015 in Chicago, on Thursday, January 29, 1:00–5:00 p.m., and Friday, January 30, 8:30 a.m.–12:30 p.m. Registration for the Midwinter Meeting is not required to register for this institute.

The skyrocketing cost of textbooks is a tremendous problem on campus, and academic libraries have a growing opportunity to advance a solution through open educational resources (OERs). OERs include digital textbooks and other academic materials that carry open licenses permitting their free use and repurposing by others.
A number of higher education–focused sessions at the American Library Association (ALA) Annual Conference touched on issues surrounding student retention and completion—and with the costs of tuition, housing, and materials constantly rising, saving students money is a major consideration. When the conversation includes state and community colleges, and a student body that may have less access to financial resources, finding strategies to cut costs becomes more important than ever. Open educational resources (OER)—freely accessible texts and media that faculty can assemble, repurpose, and package under open access agreements for teaching and research—are a rapidly growing option. A quick survey revealed that most of
More than 100 organizations joined together in August 2015 to send this letter calling on President Obama to ensure that federally funded educational and training resources are made available to the public to freely use, share, and improve.

Read Letter | Download PDF | View 109 Signatures | Learn More

President Barack Obama
The White House
1600 Pennsylvania Avenue NW
Washington, DC 20500

Dear President Obama,

We, the undersigned organizations from the education, library, technology, public interest and legal communities are writing in response to the Office of Science and Technology Policy’s call for ideas to strengthen the U.S. Open Government National Action Plan. To ensure that the value of educational materials created with federal funds is maximized, we call upon the President to issue a strong Administration policy to ensure that they are made available to the public as Open Educational Resources to freely use, share, and build upon.
“Open educational resources are an investment in sustainable human development; they have the potential to increase access to high-quality education and reduce the cost of educational opportunities around the world… [T]he United States will openly license more Federal grant supported education materials and resources, making them widely and freely available.”
The U.S. Department of Education has adopted an open licensing policy for educational resources and other works created with competitive grant funds.

Summary

The U.S. Department of Education has adopted an open licensing policy for grant-funded educational resources. The policy requires by default that recipients of competitive grants apply an open license and have a plan to publicly disseminate educational resources and other works created with grant funds. The final rule enacting this policy took effect on May 22, 2017 (following a delay) and has been fully implemented for applicable competitive grant programs as of the start of FY 2018.
States with Enacted OER Legislation or State-Funded Initiatives
2017-2018
Leading the Way
CAPE TOWN OPEN EDUCATION DECLARATION 10th ANNIVERSARY

Ten directions to move Open Education forward
9% of faculty are using open educational resources in at least one of their courses

https://www.onlinelearningsurvey.com/oer.html
OER Awareness

Higher Ed

- Very Aware: 58.1%
- Aware: 18.9%
- Somewhat Aware: 16.5%
- Not Aware: 6.6%

K-12

- Very Aware: 35%
- Aware: 31%
- Somewhat Aware: 15%
- Not Aware: 19%

onlinelearningsurvey.com/oer
“OER...improve course grades at greater rates and decrease DFW rates at greater rates for Pell recipient students, part-time students, and populations historically underserved by higher education.”
Textbook publishers typically deploy sales reps to campuses to convince professors to adopt their titles. But who makes the pitch for free or low-cost alternatives to textbooks known as OER, or open educational resources?

Increasingly, the answer is the campus library.

Take the University of Texas at Arlington, which has a full-time Open Education Librarian, Michelle Reed. One project she led this year involved creating a series of videos promoting “Textbook Heroes,” professors who have replaced commercial textbooks in their courses with OER. The first of the videos includes several short interviews with students complaining about the high cost of commercial textbooks and expressing their wish that their professors would try open resources instead. One student in the first video in the series said he has skipped buying some assigned textbooks because they were too expensive. “Sometimes there’s no option,” he said.
Connect OER is a platform to share and discover information about OER activities at campuses across North America.
Open Education Leadership Program

Open Education
Congress Funds $5 Million Open Textbook Grant Program in 2018 Spending Bill

Open Education

By Nicole Allen

Congress is providing its first ever funding for open textbooks, and the SPARC community helped make it happen
THE FUTURE

Continuing to Evolve
"The open textbooks that are out there serve as proof that it is possible to have a high-quality open textbook that is being used in classrooms. They might just be the thing that will change the textbook industry for the better."
“Costs have gotten as bad as they can get, so any step you take [seems to] lead in a better direction. The question is: How quickly will that path end up right back where we started?”
‘Inclusive Access’ Takes Off

Hundreds of colleges are signing on to publishers’ programs, with apparent savings to students. Some applaud the movement, while others are skeptical.

By Lindsay McKenzie // November 7, 2017

Major education publishers -- including Pearson, Cengage and McGraw-Hill Education -- report that the number of colleges offering “inclusive-access” programs has grown rapidly in recent years. Where previously students might have been assigned textbooks individually, now many institutions are signing up whole classes of students to automatically receive digital course materials at a discounted rate, rather than purchasing individually. The “inclusive” aspect of the model means that every student has the same materials on the first day of class, with the charge included as part of their tuition.

For publishers with struggling print businesses, the inclusive-access model is a lifeline. Tim Peyton, vice president of strategic partnerships at Pearson, said it was no secret that publishers like Pearson had made textbooks too expensive and had seen sales drop as a result. “The print model is really a broken business model for us,” he said, adding, “we’re thinking about how to move away from print, and move towards digital.”

Pearson's inclusive-access business is growing quickly, said Peyton. “Since the beginning of 2016, which is when we launched a repeatable and scalable model around inclusive access, we’ve signed agreements with over 200 institutions,”
Today, the Boston-based textbook giant is posting year-over-year revenue growth, per its latest investor call, and has regained enough confidence to start taking risks again—namely a new on-demand service for digital learning materials, called Cengage Unlimited, that gives students access to the complete collection of the company’s online textbooks for about $120 a semester (or $180 a year).
EVOLUTION
MISTAKES WERE MADE
The Future of OER is NOW.

Integrating OER is a complex task and many instructors don’t know where to start. In fact, 48% of faculty surveyed said OER was very hard to find, and 45% said they couldn’t find quality OER resources for their subject area.

Enter OpenNow from Cengage. Designed to help higher education institutions and instructors easily access and use OER, OpenNow delivers curriculum-aligned OER content on an intuitive, outcomes-based platform.

With courses starting at just $25 per student per course, OpenNow offers access to high-quality materials at an affordable price.
Macmillan Learning Launches Intellus Open Courses, an Enriched OER Course Solution

At $14.99 per student, Intellus Open Courses offer educators the ability to deliver flexible, affordable course materials to students

Macmillan Learning announced the upcoming release of Intellus Open Courses, which feature open educational resources (OER) expertly curated by Macmillan Learning subject matter experts and Macmillan Learning’s editorial team, using the Intellus Learning platform. Each course includes a rich package of instructor supplements and on-demand support. Intellus Open Courses make it easy for faculty to find, adopt, and use the highest quality OER resources and deliver a customizable, affordable course to students. Intellus Open Courses enhance open textbooks by sourcing high-quality openly licensed content from a variety of sources and coupling content with editorially-driven pedagogy.

“As OER has gained momentum, more and more companies want to attach themselves to the idea of being open… Is it really open, or is it just being branded as open? **Open is not just a set of attributes, it’s a set of values and practices that make education better.**”

OPEN

VS.

“FREE”
YOU KEEP USING THAT WORD
I DO NOT THINK IT MEANS WHAT YOU THINK IT MEANS
5Rs

- Retain
- Reuse
- Revise
- Remix
- Redistribute
When It Comes To Free Textbooks... Who Pays?

Josh Moody  Contributor  Education

There's no such thing as a free lunch, or so the old saying goes.

The same is true of textbooks. Even with the popularity of open educational resources, in the end, somebody pays.

With OER use increasing, the costs are shifting from students to institutions of higher learning – or more accurately less revenue is being collected by college bookstores, reducing a reliable funding stream.
Elsevier acquires bepress, a leading service provider used by academic institutions to showcase their research

Bepress to benefit from Elsevier’s technology and analytics to expand offerings to more institutions, while helping Elsevier drive further adoption of its research data management tools

New York, August 2, 2017
Elsevier, the global information analytics business specializing in science and health, today acquired bepress, a Berkeley, California-based business that helps academic libraries showcase and share their institutions’ research for maximum impact. Founded by three University of California, Berkeley professors in 1999, bepress allows institutions to collect, organize, preserve and disseminate their intellectual output, including preprints, working papers, journals or specific articles, dissertations, theses, conference proceedings and a wide variety of other data.

“Academic institutions want to help researchers share their work, showcase their capabilities and measure how well they’re performing,” said Jean-Gabriel Bankier, bepress CEO. “Now with Elsevier we’ll be stronger and better by applying more technologies and data and analytics capabilities to help more institutions achieve their research goals.”
ACTION

Making a Vision Reality
STUDENT AID IS AN INVESTMENT NOT AN EXPENSE!

REICHERT WE NEED YOUR HELP

CALL REICHERT 202 225 7761
“We are the people we have been waiting for”
THEY'LL BE EXPECTING THE BATMOBILE

I'VE GOT THE ELEMENT OF SURPRISE ON MY SIDE
“Open is about enabling everyone, everywhere to freely use, share, and build upon knowledge in any way they can imagine.”
THE EVOLUTION OF ACADEMIC LIBRARIES & OPEN EDUCATION

...AS SEEN THROUGH MY EYES

NICOLE ALLEN | Denver, CO | 8/1/18
#OERVISIONACTION18 | @txtbks