

University of Wisconsin Oshkosh

CORE CONCEPTS

The Next Generation of Text Books

Background

- ◆ 3 years of Research
- ◆ Interviews with Publishers, Bookstores and Rental Programs
- ◆ Hired two national consultants on Textbook Rental
- ◆ Originally wrote FIPSE Grant for Rental Program
- ◆ Created Core Concepts

What is Core Concepts???

- ◆ *Core Concepts is an in-house authored, core-concepts, electronic textbook (e-text) with professor-specific appendices, which can be made available at extremely low cost to students through a simple rental technology.*

What are the Core Concepts?

- ◆ A large portion of course coverage is similar – it is this common content that we term “core concepts”.
- ◆ Identified these core concepts pursuant to the assessment requirements of AACSB accreditation.

GOALS

1. **Save Students Money**
2. **Avoid the Difficulties of choosing and using a common text (Faculty)**
3. **Preserve “Professorial Control” over course content and structure**
4. **Tighten the connection between lower and upper level courses**
5. **Incentivize cross-discipline awareness to improve curricular uniformity**
6. **Encourage Faculty collaboration in education research**
7. **Create a disseminable rental model for other colleges and Universities**

New Cost vs. Used Cost

\$147

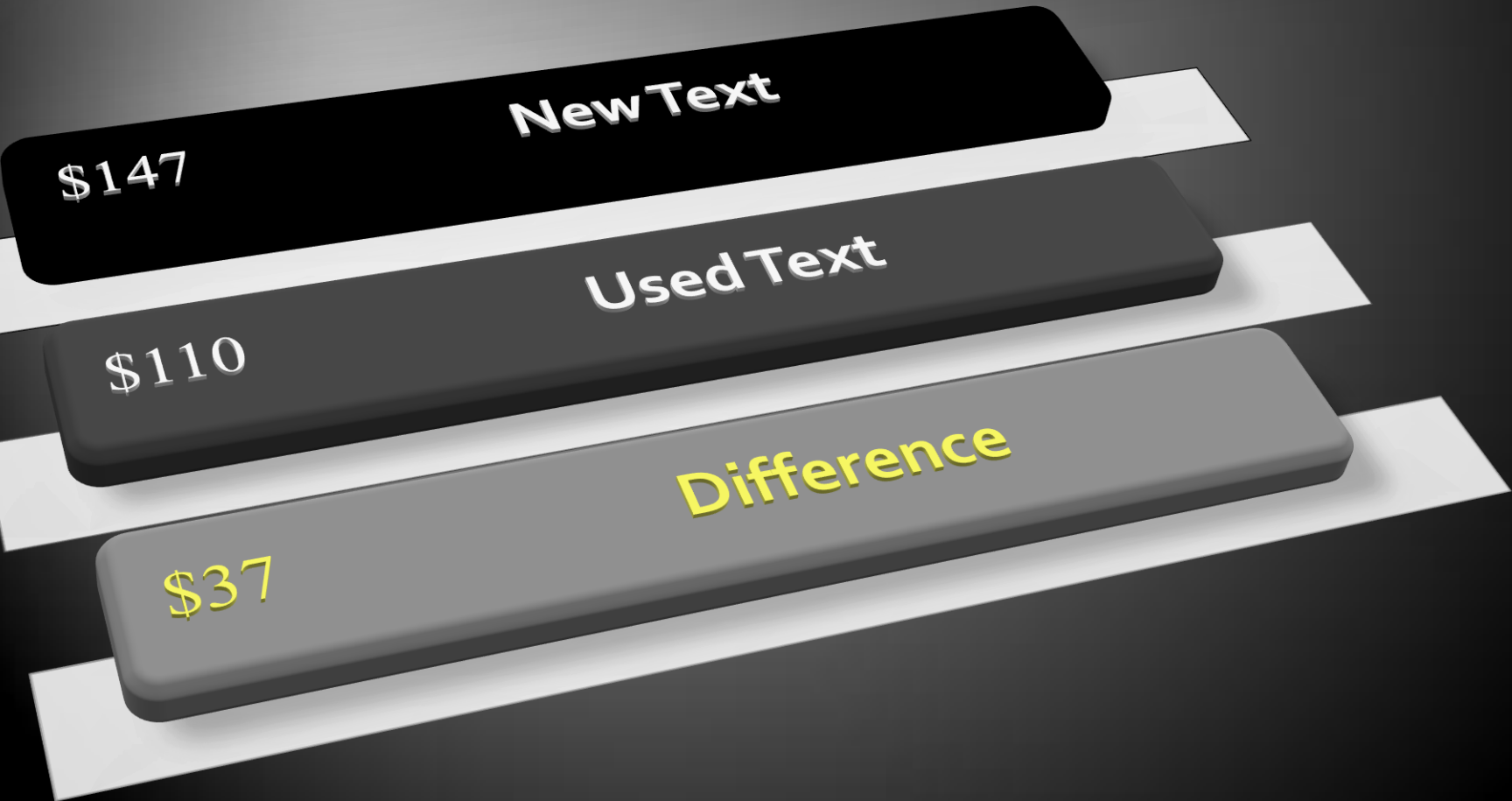
New Text

\$110

Used Text

\$37

Difference



Cost After Buyback

\$110

Used

\$73.50

50% of New Book Price

\$36.50

Your Cost

Core Concepts Cost Breakdown

\$110

Used IBES Text

\$10-15

Core Concepts Access Code

\$95-100

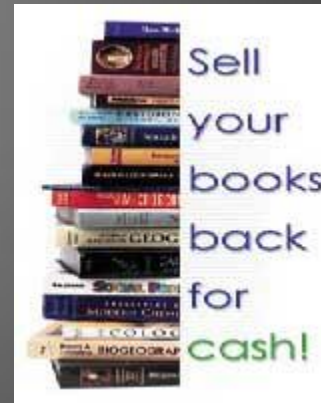
Savings

Buy Back Issues...

Professor chooses
New Edition?

Quota met?

\$0 or .25



Why an Access Code Fee?

- Program Maintenance (Dynamic vs. Static)
- Self Sustaining Program which allows for Dissemination across disciplines
- Materials and Hard Ware
- Some Value creates Ownership

Professorial Control?

- Common texts partially compromise professor-specific control over course content and structure.
- Core Concepts includes material that *all* professors are expected to cover.
- Professor-specific appendices.
- Appendix topics will be inserted throughout the core-concepts e-text in the order and locations desired by the specific professor.
- Marketable dissemination to other universities that struggle with faculty complaints about common textbooks.

Increased Continuity

- Professor interactions are to produce examples and exercises for the core concepts e-text.
- Creates a culture that incentivizes interaction across inter-related disciplines which will likely result in collaborative research efforts, especially on pedagogical issues.
- Enhances faculty learning and development .
- Direct Student Incentive to use material.

Intellectual Property Issues

Material Development

Need to be vigilant and require disclosure and appropriate documentation for the work of others. (Bookstore)

Intellectual Property Rights

Should reside with the faculty author(s), with agreement to share a portion of the royalties (if any) with the University.

Copyrights and Royalty Rates

UW System Policy - is to not assert ownership if the work is within the normal levels of University support.

Royalties earned from sale to UW Oshkosh students

Royalties earned on sales of materials to other entities

Faculty Authors - will need to sign agreement related to conflict of commitment: authors cannot sell materials created with support from this project to a publisher

Benefits

1. Increased Student Learning Outcomes
2. Increased Faculty Development
3. Supportive of faculty
4. Eliminates publishing company
5. Low Cost to Students

Funding

Department of Education (FIPSE)

Funds for the Improvement of Post-Secondary Education

\$296,000

Possible Future Funding

UW System Support

Campus Support

Initial Investment

Future Dissemination

Evaluation process (Over \$30,000 for evaluations)

January 2010 – Work Begins

Begin Mathematic editions

Fall 2010- First use in IBES Class

Start presenting at National Conferences

Provide consulting service for In-State and
National Dissemination

OTHER READINGS

Terris, Ben. "An E-Textbook Program Aims to Benefit Students and Professor." *The Chronicle of Higher Education* (2009). Web. 20 Oct. 2009.
<http://chronicle.com/blogPost/An-E-Textbook-Program-Aims-to/8533/>

Williams, David. "An E-Textbook Program Aims to Benefit Students and Professor." *UW Oshkosh Today* 19 Oct. 2009 [<http://www.uwosh.edu/news/>] . Web. 20 Oct. 2009. <<http://www.uwosh.edu/news/?p=2268>>.

Amanda, Betts. "UW-O gets \$300,000 for online textbook program." *The Advance Titan* 22 Oct. 2009 [<http://www.advancetitan.com/>] . Web. 20 Oct. 2009. <<http://www.advancetitan.com/news/uw-o-gets-300-000-for-online-textbook-program-1.796290>>.

UW-Oshkosh Developing e-textbooks

<http://www.whby.com/news/whby/news/a8866df2084c/>

QUESTIONS?

Alex Abendschein

University of Wisconsin Oshkosh
Reeve Union 105
800 Algoma Boulevard
Oshkosh, WI 54901

abenda31@uwosh.edu

Office: (920) 424-3202

Cell: (262) 758-0977

Fax: (920) 424-3204