

# Textbook Costs, OER and Affordable Learning PA

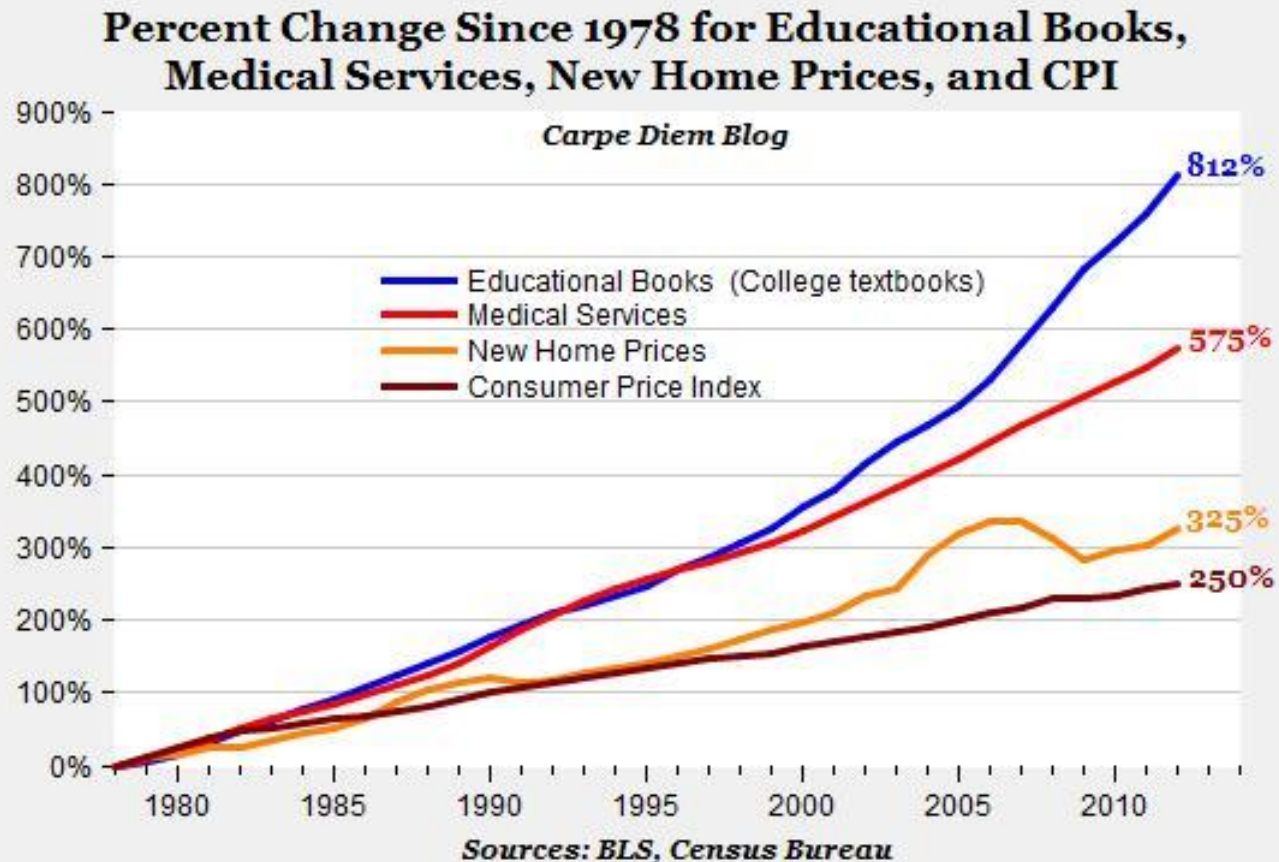
Dan Stafford & Jill Hallam-Miller

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# Textbook costs rise 3.25x faster than the CPI



# Why do textbook costs rise so quickly?

- 80% of the textbook market is controlled by 5 companies
- Students are a captive audience
- Professors may be unaware or indifferent to the costs of textbooks
- Frequent new editions
- Software bundles and access codes

Pearson Education



# Pearson - We value diversity and inclusion?

## We value diversity and inclusion

At Pearson, we believe in the power of difference. Harnessing the unique skills, perspectives, and backgrounds of every employee helps us foster innovation and create the most effective solutions for learners around the world.

**That's why we're committed to ensuring that diversity and inclusion are embedded into everything we do.** We foster a work environment that's inclusive and diverse — and where our people can be themselves — so we can reflect the customers and learners we serve.

# Everything we do except:

## Board of Directors



Sidney Taurel  
Chairman



John Fallon  
Chief executive



Coram Williams  
Chief financial officer



Elizabeth Corley, CBE  
Non-executive director



Vivienne Cox, CBE  
Senior independent director



Joshua Lewis  
Non-executive director



Linda Lorimer  
Non-executive director



Michael Lynton  
Non-executive director



Tim Score  
Non-executive director



Lincoln Wallen  
Non-executive director

# and except:

## Executive Leadership



John Fallon  
Chief executive



Coram Williams  
Chief financial officer



Anna Vikström Persson  
Chief human resources officer



Tim Bozik  
President, Global product



Rod Bristow  
President, UK & core markets



Kevin Capitani  
President, North America



Giovanni Giovannelli, PhD  
President, Growth markets



Albert Hitchcock  
Chief technology and  
operations officer



Bjarne Tellmann, JD  
General counsel and chief  
legal officer



Bob Whelan  
President, Pearson  
assessment



Jonathan Choqueel-  
Mangan, DBA  
Chief strategy officer and  
interim chief corporate affairs  
and global marketing officer



Fortune Magazine summed it up nicely:

**EVERYBODY  
HATES  
PEARSON**



Fortune Magazine February 1, 2015

# Why textbooks?



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## Get Involved in Affordable Learning PA!

This year, the Pennsylvania Academic Library Consortium, Inc. (PALCI) received a grant to establish a robust community of practice around the emerging interest in open textbooks at the higher education institutions in Pennsylvania and the region. This project is administered by PALCI and coordinated by a Steering Committee including representatives from Temple University, Penn State University, Bloomsburg University, Pennsylvania Highlands Community College, the Commonwealth Libraries of Pennsylvania, and PALCI staff.

The long-term goal of the project is to support a robust OER community among our campuses for the active creation and use of open textbooks and related educational resources. Affordable Learning PA is a grant-funded project made possible in part by Library Services and Technology Act (LSTA) funds from the U.S. Institute of Museum and Library Services and the Office of Commonwealth Libraries, Department of Education, Commonwealth of Pennsylvania, Tom Wolf, Governor.

[More About Affordable Learning PA](#)

# Why textbooks?

Tuition and Fees

Room and Board

Books and Supplies

Personal Expenses

Transportation

# What can we do?

Tuition and Fees

Room and Board

**Books and Supplies**

Personal Expenses

Transportation

# Why textbooks?

How do students cope with high textbook costs on your campus?



# Why textbooks?

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

2012	2016	
63.6%	66.5%	Not purchase the required textbook
49.2%	47.6%	Take fewer courses
45.1%	45.5%	Not register for a specific course
33.9%	37.6%	Earn a poor grade
26.7%	26.1%	Drop a course
17.0%	19.8%	Fail a course

# Benefits of open textbooks

- Eliminate barriers to education
- Provide access to quality materials for better learning
- Increase equity
- Enhance academic freedom
- Transform pedagogy
- Contribute to “The Commons”

# Acknowledging the issues

- Sustainability
- Perpetuation of institutionalized bias

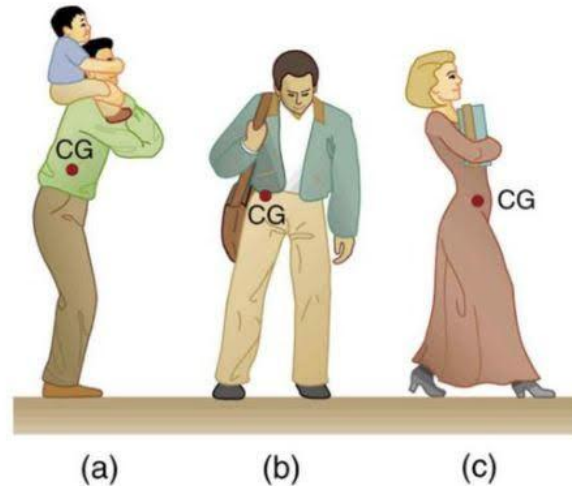
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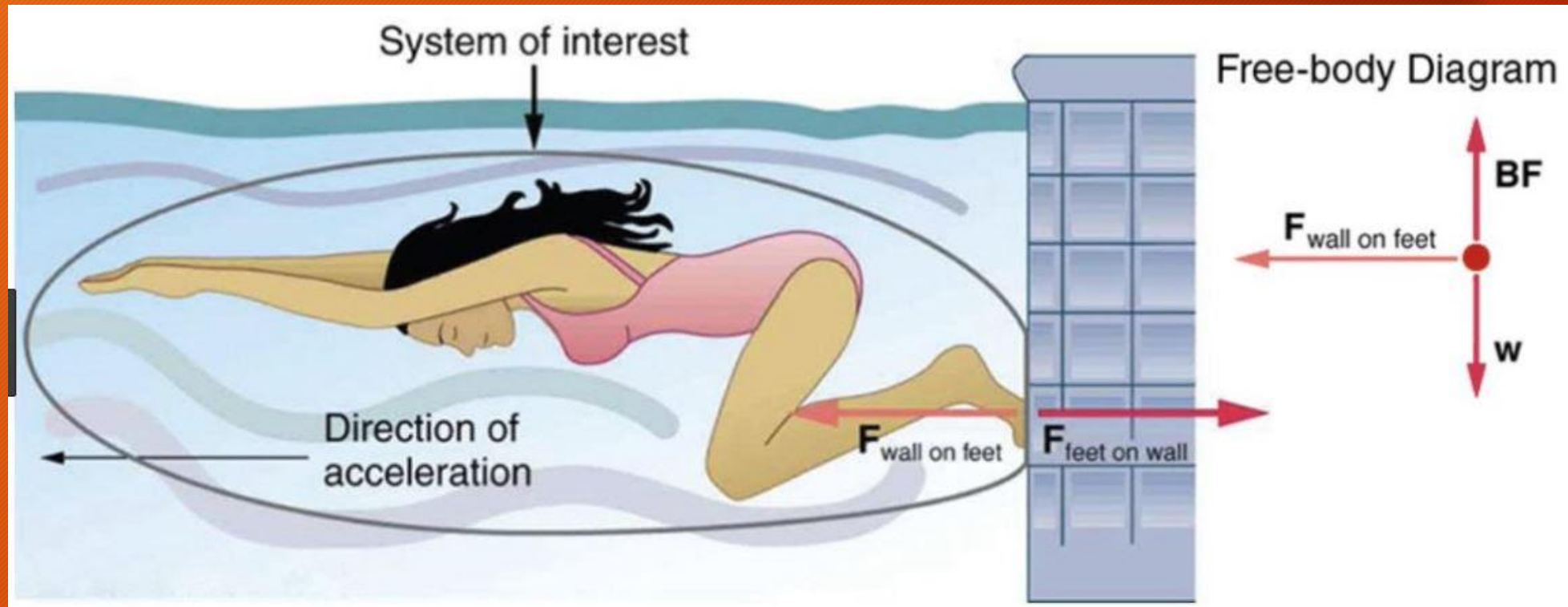


# Acknowledging the issues



**Figure 3.** People adjust their stance to maintain balance. (a) A father carrying his son piggyback leans forward to position their overall cg above the base of support at his feet. (b) A student carrying a shoulder bag leans to the side to keep the overall cg over his feet. (c) Another student carrying a load of books in her arms leans backward for the same reason.

# Acknowledging the issues



# Acknowledging the issues

- Sustainability
- Perpetuation of institutionalized bias
- Access and accessibility

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# Contact us!

Dan Stafford

Affordable Learning PA OER Specialist

Rohrbach Library

Kutztown University of Pennsylvania

Phone: 610-683-4482

Email: [stafford@kutztown.edu](mailto:stafford@kutztown.edu)

Jill Hallam-Miller

Affordable Learning PA OER Specialist

Bertrand Library

Bucknell University

Phone: 570-577-2055

Email: [jbhm001@bucknell.edu](mailto:jbhm001@bucknell.edu)

 @JBHallamMiller

 @ALearningPA (PALCI's Affordable Learning PA project)

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