SELECTING COURSE MATERIALS
AT THE UNIVERSITY OF IOWA:
Open Educational Resources, Follett Discover & ICON Direct

October 5, 2021
Tips For This Training

→ This training is being recorded.
→ Adjust the auto-captions to suit your needs.
→ Please mute yourself when not talking.
→ Use the chat any time.

→ Need more help? Contact the ITS Help Desk.
  • Email: its-helpdesk@uiowa.edu
  • Phone: (319)384-HELP(4357)
In this session we will,

- Introduce what Open Educational Resources are, how to find one, and explore what you can do with one to reduce the cost of education for your students.

- Introduce Follett Discover can ...

- Introduce the ICON Direct program, the program parameters, the ordering process, and benefits to using inclusive access materials.
Open Educational Resources
Beyond the Textbook: Considering OER

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The average Iowa borrower owes more than $30,259 in student loans (class of 2019).
What can we do?

- 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
Coping with the Cost

- Purchase an older edition of the textbook
- Delay purchasing the textbook
- Never purchase the textbook
- Share the textbook with other students
- Download textbooks from the internet
In your academic career, has the cost of required textbooks caused you to:

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not purchase the required textbook</td>
<td>63.6%</td>
<td>66.5%</td>
</tr>
<tr>
<td>Take fewer courses</td>
<td>49.2%</td>
<td>47.6%</td>
</tr>
<tr>
<td>Not register for a specific course</td>
<td>45.1%</td>
<td>45.5%</td>
</tr>
<tr>
<td>Earn a poor grade</td>
<td>33.9%</td>
<td>37.6%</td>
</tr>
<tr>
<td>Drop a course</td>
<td>26.7%</td>
<td>26.1%</td>
</tr>
<tr>
<td>Fail a course</td>
<td>17.0%</td>
<td>19.8%</td>
</tr>
</tbody>
</table>

Copy on course reserves

Use older edition

Consider using library resources

Use the books you require

Use an open textbook

Make your own textbook

Look at OTLT’s lower cost solutions
What is OER?

“Open Educational Resources (OER)...are teaching, learning, and research resources that are free of cost and access barriers, and which also carry legal permission for open use.” -SPARC
12 Peer Reviewed Studies of Perceptions of OER Quality
5,201 Professors and Students
50% Same
35% Better
15% Worse

http://openedgroup.org/
13 Peer Reviewed Studies of Efficacy

http://openedgroup.org/
119,720 Students

http://openedgroup.org/
95% Same or Better Outcomes
Let’s take a look at some OER!
Start with a metafinder!

Mason OER Metafinder, Oasis Metafinder
OER Repositories

Open Textbook Library

LibreTexts™

BCcampus

openstax™

OER COMMONS
OPEN EDUCATIONAL RESOURCES

MERLOT
Don’t do it alone!

• Find OER communities in your discipline
• Support on campus – The Libraries, ITS, OpenHawks
• OER listservs (Iowa OER, Open Education Network, SPARC LIB-OER)
• Rebus Community
• Open Education Consortium
• Open Pedagogy Notebook
Get financial and logistical support with...

UI Libraries’ OER grants program (https://www.lib.uiowa.edu/openhawks/)
• Get up to $10,000 for developing OER
• Open to faculty and grad students
• Next round: Spring 2022
Hawk Shop Bookstore
Textbook Adoption
Follett Corporation is proud to partner with the University of Iowa
The Course Materials Hawk Shop contact is

Sherry Sinnott
Course Materials Manager
Iowa Hawk Shop
G250 Iowa Memorial Union,
Iowa City, IA 52242
Office: 319-335-3184
Sherry-Sinnott@uiowa.edu
s.sinnott@follett.com
Discover how easy it is to research and adopt course materials.

With Follett Discover, you can:

- See other relevant materials for your course
- Search and adopt non-traditional materials such as YouTube videos, open education resources, and MOOC content

https://follett.com/discover/login.cfm
What is ICON Direct?

- ICON Direct is the University of Iowa's initiative for ordering digital content from specific publishers and delivering this content to students and faculty.
- An inclusive access program made possible by the Unizin Consortium
- Benefits:
  - Access to data about student behavior and learning
  - Textbook cost savings to students
What is Inclusive Access?

Starts with the instructor’s selection of materials

To select inclusive access content is an important decision, because it will affect all of your students in your course.

Is your course material:
• required for all your students?
• from one of the major publishers like McGraw Hill, Pearson, Macmillan or Cengage?

ICON Direct can provide this content to your students electronically via ICON Course sites, and for a lower price which will be charged to students’ U-Bills.
What can I order in ICON Direct?

**Digital content**
- Some publishers offer an additional paper supplement, need to coordinate with UBS-textbooks@uiowa.edu

→ **eTexts**
  - Book content only, delivered via Engage eReader

→ **Publisher Platform materials**
  - Digital Learning Tools, such as
    - McGraw Hill Connect
    - Pearson MyLab
    - Cengage MindTap
Publishers available

→ Over twenty publishers are part of the Unizin/ICON Direct program
How has ICON Direct grown?

ICON Direct Savings and Cumulative Savings per Academic Term

Term Savings
Cumulative Savings

- Fall 2017 (Pilot) $88,753
- Spring 2018 (Pilot) $164,240
- Fall 2018 $386,450
- Spring 2019 $1,187,985
- Fall 2019 $1,882,063
- Spring 2020 $2,499,848
- Fall 2020 $3,546,660
- Spring 2021 $4,249,200

Office of Teaching, Learning & Technology
How does ICON Direct work?

→ Required electronic resources are delivered to students’ ICON Course Sites
→ Learning data from content will be part of the Unizin Data Platform

Instructor selects content in **Order Tool** – Information displayed in MAUI/MyUI.

Students access content in **ICON** course site.

Students have opportunity to **opt-out** (not recommended) using Unizin Student Choice.

Charge for content placed on **UBill**.
ICON Direct Ordering Link

- To parallel the Follett Discover in ICON, a similar link to ICON Direct Ordering is included your the ICON Course Navigation menu.
- This link will take faculty to information about ICON Direct and a link to the ordering platform.
Inclusive Access Cycle

- Unizin Order Tool
- MAUI / MyUI
- ICON/Canvas
- Opt Out (not advised)
- U-Bill
1. Log into the Order Tool with HawkID

The Link is available here: https://teach.uiowa.edu/icon-direct-ordering-information
2. Select a course offering

Use Filters to narrow down results.

Click “Start Order.”
3. Search for course content

Use Title, Author, Publisher, or ISBN and click “Search.”
4. Select course content

Choose the content needed. Filter by material type, if this helps.

Click the Blue Plus Button.

Click the Checkout Button when finished.
4.a Can’t find the right content? Create a Content Request

Include information describing the requested course materials item: Title (required), Publisher, Author(s), Edition, ISBN

Click Add Content Request

Click the Checkout Button when finished.
5. Review the order

Agree to Terms & Conditions
Submit the Order
Inclusive Access Cycle

- Unizin Order Tool
- MAUI / MyUI
- ICON/Canvas
- Opt Out (not advised)
- U-Bill
Information about ICON Direct is provided to students in advance so they can make informed decisions about registering for courses.

This includes:
- Title
- ISBN
- Publisher
- Cost to student
Inclusive Access Cycle

Unizin Order Tool → MAUI / MyUI → ICON/Canvas → Opt Out (not advised) → U-Bill
If the ICON Direct material ordered is an eText, it is delivered in the Unizin Engage eReader. Enable this tool in the ICON Navigation Tab.

If the ICON Direct material is a publisher Online Learning Platform, the instructor must enable this tool in the ICON course site as always has been done. ICON Direct is more used for billing than for delivery of content.
Engage Reader:

https://uiowa.instructure.com/courses/70466/external_tools/3412

- Navigation tools
- Bookmarking
- Search function

- Print
- Highlight
- Notes
- Tagging
- Questions to Instructors (Student only)
- Analytics (Instructor only)
Inclusive Access Cycle

Unizin Order Tool → MAUI / MyUI → ICON/Canvas → Opt Out (not advised) → U-Bill

Office of Teaching, Learning & Technology
In compliance with federal regulations, students enrolled in ICON Direct courses may choose to opt out of the inclusive access program.

Students will not be able to opt in or opt out of ICON Direct resources after a course's last day for "Tuition & Fee Adjustment" deadline.

Students are emailed (through Dispatch) one week prior to the Opt Out deadline.
Inclusive Access Cycle

Exceptions to Opting Out

ENTITLEMENTS/WAIVERS: Students who have paid for material previously and their access is still valid will receive waivers from being billed.

PSEO: Post Secondary Educational Opportunity students do not pay tuition or materials costs for their course work. These bills are routed to the registrar’s office.
Inclusive Access Cycle

1. Unizin Order Tool
2. MAUI / MyUI
3. ICON/Canvas
4. Opt Out (not advised)
5. U-Bill
What are the benefits of ICON Direct?

**Students:**

- Have the right content they need.
- Savings on their course materials.
- Access is on ICON.
- Have an opportunity to opt-out.
What are the benefits of ICON Direct?

Instructors:

• Can start teaching right away – no waiting for students to buy their books.

• Integration in ICON for books and publisher platforms makes access easy.

• Student learning behavior data generated is owned by the University of Iowa.
Questions?
Need Help?

→ **Request a consultation**, with follow-up support as needed, to discuss course structure, communication strategies, course facilitation, and more.

→ Ask a SITA for Technical Consultations
  - [SITA@uiowa.edu](mailto:SITA@uiowa.edu)
  - [https://tinyurl.com/bookasita](https://tinyurl.com/bookasita)

→ **Contact the ITS Help Desk** for technical troubleshooting or technology issues/questions.