MJC Zero Textbook Cost (ZTC) Plan
2020-2022

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ZTC Plan Workgroup

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PROGRAM PHILOSOPHY

The Zero Textbook Cost (ZTC) program at MJC seeks to support student completion by alleviating one of the most significant barriers, textbook costs. Through faculty professional development, additional ZTC courses will be created, increasing student access and success.

EXECUTIVE SUMMARY

This plan lays out a strategy to institutionalize and further develop the ZTC efforts that have been supported so far with grant funding, which ends on June 30, 2020. The plan also seeks to solidify the human and financial resources structure needed to continue to develop faculty professionally in order to increase ZTC course offerings by at least 5% yearly, thus increasing student access and completion.

Priorities

- Support student completion by alleviating one of the most significant barriers for their success, textbook costs though ZTC offerings.
- Assist faculty in the development of ZTC courses and the use and creation of Open Education Resources (OER) through online and face-to-face trainings.
- Create and implement non-traditional trainings for disciplines in which OER or ancillary materials are underdeveloped.
- Embed ZTC in the pathways work as an equity strategy.
- Begin the design of ZTC degrees.

HISTORY

Textbook costs have skyrocketed over the past 10-15 years in the U.S. In fact, over the past 5 years, these prices have increased more rapidly than the cost of new homes, health services, and even the Consumer Price Index.

Why does Open matter?
Textbook Costs Rise 6% Annually

Source: https://pt.slideshare.net/UnaDaly/reducing-costs-for-ict-majors-with-the-california-affordability-textbook-act-2015-56835222
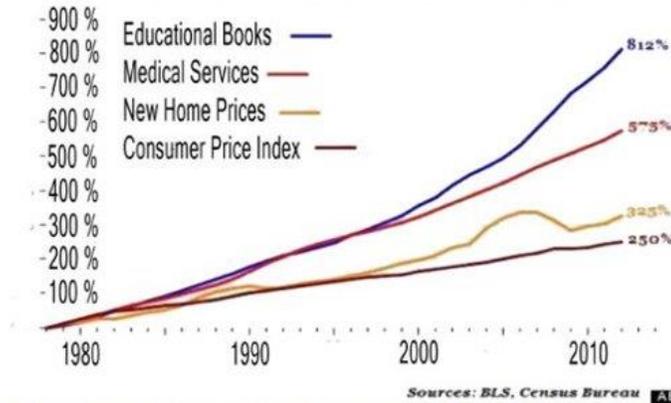
As a result, more and more students, specially from minority groups have their access to education decreased. To respond to this situation, over the past 10 years, some community colleges and universities have developed the world of Open Education Resources (OER) as an alternative to commercial textbooks. It all started with MIT in Boston in the late 90s and other universities across the U.S. In the California Community College system, College of the Canyons, West Hills Lemoore, De Anza, and others have led the way on this work, which ultimately was supported by Senate Bill 1359, a bill that requires colleges to mark ZTC courses on the schedule directly. Currently, the CCC system has not just ZTC courses, but thanks to State grant, several ZTC degrees exist. Click here to see the ZTC degrees offered by each college in the picture below. See appendix A for additional information on some of these programs.
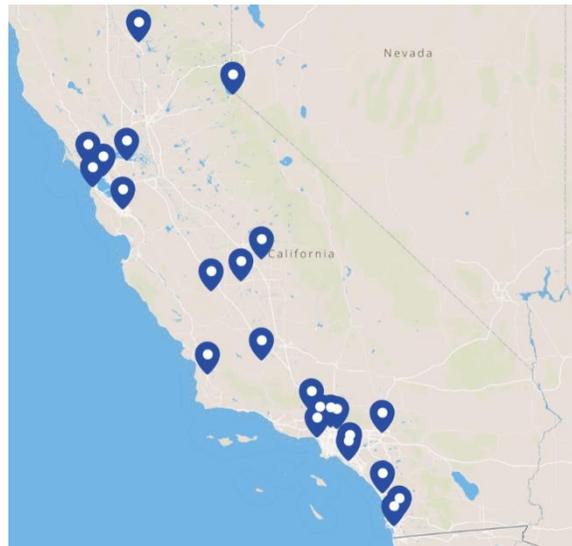
 At Modesto Junior College, there have been a few faculty members, who over the years, have used OER for their courses mostly in isolation. However, the ZTC work began with the disbursement of information from the State Academic Senate in Spring 2019 through an OER Faculty Liaison, Shirley Miranda Brenes. During MJC's Fall 2019 Institute Day, President Houpis charged MJC with further developing our Instructional and Student Services online as well as ZTC into a fully online college. Specifically supporting this effort is a one-year grant from the State Chancellor's Office focused on online education. Additionally, MJC is leveraging Guided Pathways and Equity funds to support the

development.

The work of offering professional development for faculty to create ZTC classes has just begun, but there is important momentum. With the creation of an online ZTC/OER faculty training course and some face-to face workshops, and $1,200 stipends for faculty who go through this training and develop a ZTC courses, we have seen an increase in ZTC offerings from 10% in the Spring 2019 to 14% in Fall 2020.

Moving beyond the grant, MJC needs to secure and further develop the professional development structure that is currently in place to continue to work on ZTC and thus create a more equitable institution.

MISSION

The ZTC program at MJC is committed to increasing student access to education by training faculty to use and create Open Education Resources (OER) in order to develop Zero Textbook Cost (ZTC) courses. We are also committed to working closely together with other programs and initiatives on campus to leverage resources with the goal of increasing student completion.
Click or tap here to enter text.

DEFINITIONS AND OTHER CONSIDERATIONS

ZTC Course: A Zero Textbook Cost course is one that does not require students to purchase a textbook. There may be an "instructional materials fee" for supplies such as a calculator, art supplies, or other intangible materials that can be used beyond a specific class, but not a textbook. For additional information on the California Community College Chancellor's Office guidelines on instructional materials fees, please click here.

OER: "OER are teaching, learning, and research resources that reside in the public domain or are released under an intellectual property license that permits their free use and repurposing by others" (Hewlett Foundation).

There are a few ways to develop Zero Textbook Cost (ZTC), for example adopting an Open Textbook, using a combination of OER, or adapting public domain materials to deliver content in lieu of a commercial textbook. Either way faculty choose to create a ZTC course will require much research, thus the importance of a Librarian who may support OER research. While many other efforts aim to reduce costs, resulting in low-cost courses, the authors of this plan believe that for ultimate equity and accessibility reasons we, as an institution, should support ZTC.

Some colleges have adopted a symbol for low-cost courses. The type of symbol, the monetary value of "low cost," and when to potentially adopt such symbol are all institutional decisions that go beyond the scope of this plan. Since these are academic matters, the authors of this document defer to the Academic Senate.

Current ZTC Offerings
The process established to train faculty and create ZTC courses has proven quite successful thus far. Approximately 98 faculty members have participated in some sort of OER/ZTC training or workshop. Of those, 51 faculty have completed the MJC online OER/ZTC training course, and all but two have created or are in the process of creating a ZTC course. In Spring 2019 only 10% of sessions offered were ZTC, but in Spring 2020 that number increased to 14% for a total of 259 sessions. This 4% increase in ZTC offerings represents a financial impact on over 13,000 students of approximately

$682,503[1]. The MJC ZTC team has now developed a ZTC website for the college (https://mjc.edu/instruction/ztc/) and is in close contact with the Academic Senate, the Pathways leaders, the Distance Education Coordinator, and other key academic authors and expects all these numbers to continue to increase steadily.

1
Calculated by adding the textbook costs for each student enrolled in ZTC sections after census in courses that would have had a textbook in the past. Textbooks cost are obtained directly from faculty or the bookstore.

PROGRAM GOALS

The following are the ZTC program goals for 2020-2022:

AREA I: FACULTY SUPPORT

GOAL 1:

Increase the number of ZTC sections by 5% yearly through the expansion of the current ZTC professional development opportunities for faculty.

OBJECTIVES:
1. Stipend 30 faculty per semester to take the ZTC/OER online training course
2. Increase the number of faculty adopting and creating Open Textbooks
3. Establish copyright and MJC database research trainings
4. Design and deploy OER remixing and creation training, focusing on disciplines for which OER is not sufficiently developed

AREA II: Student Advocacy and Support

GOAL 2:

Collaborate with ASMJC and other student groups on campus to develop both student advocacy for additional ZTC offerings and academic support for interacting with OER.

OBJECTIVES:
1. Coordinate with ASMJC student-led activities on campus to celebrate Open Education Week
2. Develop Reading Apprenticeship workshops for students to learn to interact with OER materials.
3. Organize a student group to attend with faculty the yearly National Open Education Conference and the ZTC Degree Summit

AREA III: STRATEGIC GROWTH AND DEVELOPMENT

GOAL 3:

Embed ZTC efforts into institutional initiatives such as Equity, Pathways, Online Instructions, grants, etc. to grow the program into producing online and face-to face ZTC degrees and certificates.

OBJECTIVES:
1. Work closely with the Grants Office to link ZTC efforts to grants for which MJC applies
2. Include ZTC training into new hired full and part-time faculty orientations
3. Collaborate with Pathways efforts to design ZTC pathways
4. Work with faculty, and deans to identify the first potential face-to-face ZTC certificates and degrees
5. Work closely with the DE Coordinator to begin developing online ZTC degrees and certificates

BUDGET:

Category	Title/Item	Description	Cost
Personnel	ZTC/OER Coordinator	Fund 80% release time of a faculty member to further develop, coordinate and deliver all ZTC/OER trainings	$ 32,000.00
	Librarian	Fund 20% to assist faculty with research, conduct copyright and MJC database trainings.	$ 10,000.00
	Online Accessibility Specialist	Fund a full time Online Accessibility Specialist	$ 66,000.00
Software	Adobe Acrobat Licenses	15 Adobe Acrobat Pro licenses for Faculty revising and remixing OER 1 license @ $156 x 15	$ 2,340.00
Professional Development	Stipends for faculty: -ZTC/OER Training -Development of ancillary materials for Open Textbooks -Development of Open Textbooks -Multidisciplinary team traveling to OER Conference	 60 stipends @ $1200 = $72,000 (training 30 faculty per semester) 20 stipends @ $500 = $10,000 5 stipends @ $2500 = $10,000 10 faculty @ $2,000 = $ 20,000	$112,000.00
Total..			$ 222,340.00

Work Plan Timeline and Responsible Parties

The Work Plan below includes specific activities, targets dates, and responsible parties for each objective.

AREA I: FACULTY SUPPORT		
Goal #1: Increase the number of ZTC sections by 5% yearly through the expansion of the current ZTC professional development opportunities for faculty.		
Objective	**Activities**	**Timeframe/Responsible Party**
1.1 Stipend 30 faculty per semester to take the ZTC/OER online training course	a. Advertise and recruit faculty for online training b. Coordinate stipends, pay claims c. Data gathering on new ZTC sections and student savings	Year round/ ZTC Coordinator Year round/ZTC Coordinator, OE Dean and staff Each semester after census/ ZTC Coordinator, OE Staff
1.2 Increase the number of faculty adopting and creating Open Textbooks	a. Offer Open Textbook-specific workshops b. Stipend 20 faculty to develop ancillary materials for Open Textbooks c. Leverage Canvas and other technologies for OER access in online and on-campus courses	Year round/ ZTC Coordinator, Librarian Year round/ ZTC Coordinator, Librarian Year round/ ZTC Coordinator, DE Coordinator
1.3 Establish a copyright and MJC database research trainings	a. Develop and deploy training on copyright and MJC Library databases	Year round/ Librarian
1.4 Design and deploy OER remixing and creation training, focusing on disciplines for which OER is not sufficiently developed	Design OER workshops focusing on remixing and creating OER Distribute Adobe Acrobat licenses to facilitate OER creation Stipend 5 faculty to develop new Open Textbooks in disciplines in which OER is not sufficiently developed.	Fall 2020/ ZTC Coordinator; Librarian Fall 2020/ ZTC Coordinator/ OE Staff Fall & Spring 2020/ ZTC Coordinator; Librarian; Deans

AREA II: Student Advocacy & Support		
Goal #2: Collaborate with ASMJC and other student groups on campus to develop both student advocacy for additional ZTC offerings and academic support for interacting with OER		
Objective	**Activities**	**Timeframe/Responsible Party**
2.1 Coordinate with ASMJC student-led activities on campus to celebrate Open Education Week	Meet with student government, clubs and other student groups to design workshops, forums, and other activities to promote ZTC. Develop a plan with students to celebrate Open Education Week Work with graphic designer to create posters to advertise event	Year round/ ZTC Coordinator; OE staff; Librarian; ASMJC and other student groups Fall 2020/ ZTC Coordinator; OE staff; Librarian; ASMJC and other student groups; Academic Senate? Fall 2020/ ZTC Coordinator; Student Senators
2.2 Develop Reading Apprenticeship workshops for students to learn to interact with OER materials.	a. Coordinate with the Reading Department to offer Reading Apprenticeship workshops for students to better interact with OER materials. b. Offer Reading Apprenticeship workshops so they can teach students how to better interact with OER.	Year round/ ZTC Coordinator, Dean Lit &Lang? Year round/ ZTC Coordinator
2.3 Organize a student group to attend with faculty the yearly National Open Education Conference	a. Invite a group of students to join faculty to attend the National OER conference.	July and August/ ZTC Coordinator, ASMJC

AREA III: STRATEGIC GROWTH AND DEVELOPMENT		
Goal #3: Embed ZTC efforts into institutional initiatives such as Equity, Pathways, grants, etc. to grow the program into producing online and face-to face ZTC degrees and certificates.		
Objective	**Activities**	**Timeframe/ Responsible Party**
3.1 Work closely with the Grants Office to link ZTC efforts to grants for which MJC applies	a. Meet with Grants Office Rep to discuss weaving ZTC into new grants	Year Round/ ZTC Coordinator; Grants Office Rep
3.2 Include ZTC training into new hired full and part-time faculty orientations.	a. Coordinate with Instruction Office to include ZTC training into newly faculty orientations.	Summer/ ZTC Coordinator; VPI
3.3 Collaborate with Pathways efforts to design ZTC pathways	Assess the current inventory of ZTC courses per pathway schools . Meet with PIT Crew and school and discipline leaders to design ZTC pathways	Year round/ ZTC Coordinator and Pathways Coordinators
3.4 Work with faculty, and deans to identify the first potential face-to-face ZTC certificates and degrees.	a. Inventory the number of existing F2F ZTC offerings per discipline to determine which of them are close to ZTC certificates and degree. b. Work with department faculty and deans to create ZTC certificates and degrees and assign a timeline to this effort.	Fall 2020/ ZTC Coordinator Fall 2020/ ZTC Coordinator, faculty, deans
3.5 Work closely with the DE Coordinator to begin developing online ZTC degrees and certificates	a. Inventory the number of existing online ZTC offerings per discipline to determine which of them are close to ZTC certificates and degree. b. Work with online faculty and deans to map out steps to get to ZTC certificates and degrees and assign a timeline to this effort.	Fall 2020/ ZTC Coordinator; DE Coordinator Fall 2020/ZTC Coordinator; DE Coordinator; online faculty; deans

APPENDIX A:

Six California Zero Textbook Cost Degree Case Studies