Minutes from University Library Committee 2/4/2014

Present: Steve Barkin (Law), Sheila Leary, (UW Press), David Britton (Student Representative), Eileen Cullen (Entomology), Allison Kaplan (SLIS), Dan Klingenberg (Chemical and Biological Engineering), Jody Hoesley (Librarian, non-voting member), Ed Van Gemert (Ex-Officio), Karen Britland (English), Baha Balantekin (Physics), Alan Wolf (CIO’s Office), K. Sun Kim (SLIS), Ron Harris (English), Carrie Nelson (GLS – College Library), Nilay Vaish (student representative) and Michael Enyart (Librarian, non-voting member)

Professor Karen Britland welcomed everyone to the University Library Committee and brought the meeting to order. Professor Britland asked for everyone in attendance to introduce themselves. She announced that there is a new student representative who is not here as yet. Professor Britland asked that the minutes be approved. Professor Britland turned the meeting over to Ed Van Gemert.

E. Van Gemert mentioned that he would be brief and that on today’s agenda there is an interesting presentation by Carrie Nelson of the GLS and Jan Cheetham of DOIT on the campus initiative on Electronic Textbooks. Before that presentation E. Van Gemert wanted to acknowledge the campus library staff coming together at the memorial for the passing of Edie Dixon. Edie’s death was the second the staff has endured over the last couple of years. Edie was an incredible technologist. She was instrumental in helping us migrate from one information management system to another. In fact she was looking forward to our next transition to a newer and better technology platform.

E. Van Gemert recently sent a document to the University Library Committee outlining the process and results of the completed Strategic Planning exercise. The Library Coordinating Committee has approved the process and the three strategic areas that that were the result. E. Van Gemert characterized the process as being transparent and open. He appreciated the input from the University Library and Memorial Library committees as well as other groups and individuals. The three areas of focus is the result of what was heard from various committees and library stakeholders that the library needs to be taking a leadership role in the following areas: web services, physical spaces, selection of information resources. The Library needs to be increasingly involved in teaching, learning and research. Phase II of this process, will be for the other libraries on this campus to adapt these strategic areas to their particular situation.

E. Van Gemert mentioned that he wanted to gain insight in how to position the libraries in this day and age. To that end, he arranged a meeting with the outgoing Chancellor David Ward. In those conversations, David Ward was very supportive of the strategic plan and the areas of focus and felt that it was the right path in the current higher education environment.

E. Van Gemert mentioned that U.C. Berkeley has recently enjoyed some funding success. They were able to get 6 million dollars added to their base budget. The price that was paid for that amount of dollars was the maintaining the same number of libraries, print collection remains static, additional hours. E. Van Gemert would like the 6 million dollars but to do that while maintaining all our facilities and print collection in their current state might be too high a price for those dollars.
The library has not had much success in using budget comparison with other institutions as a means to acquire more funding. That being said, E. Van Gemert has not given up that battle totally. He feels that instead of just asking for dollars, a targeted list of specific resources might stand a better chance of funding.

E. Van Gemert stated that his executive group is set but not yet here. Leslie Moyo and Doug Way are the new Assistant University for Public Service and Collections and Research respectively. Leslie will arrive on March 1st and Doug Way will arrive on April 1st. They will both be introduced to the University Library Committee.

E. Van Gemert also mentioned that though the efforts of Elizabeth Owens and Ben Strand, donations to the General Library System are up not only in terms of numbers but also in dollars. This sort of work has him on the road a good deal and he hopes to do more once Lesley Moyo and Doug Way begin their new positions. He mentioned that the advisory board (something like a board of visitors) has been working to change the focus of fundraising to outside of Madison, outside of Wisconsin.

E. Van Gemert turned the meeting over to Jan Cheetham of DOIT Academic Technology and Carrie Nelson of College Library to talk about the various E-Textbook Initiatives on campus.

Jan and Carrie started off their presentation with the driving factors behind the UW e-textbook efforts:
High cost of print textbooks (cost of textbooks amount to 14% of tuition costs)
Inaccessibility for students with print disabilities
Rise of open digital textbooks
Adoption of e-Texts by K-12
Tablet ownership
New pedagogies, enabled by e-texts

There have been three prior eTextbook pilots on campus
Spring 2012, the vendor was Courseload and the publisher was McGraw Hill.
800 students and 5 instructors
Fall 2012, the vendor was Courseload and the publisher was McGraw-Hill
800 students, 4 instructors
Spring 2013, the vendor was CourseSmart, multiple publishers

Over this two year time period, in a survey of students, student preferences for e-texts went from 20% in the first pilot to 35% in the 3rd pilot.

The guiding principles for these pilots are as follows:
Accessibility—all components (text, navigation, notes/bookmarks/questions) are equivalent for all students
Faculty choice--currency, quality, faculty generated content
Savings for students
Textbook format choice/flexibility/options
Long-term and secure access
Provides learning enhancements
Support/leverage open eTextbook adoption/creation

Since Spring 2013, there has been a multi-institutional effort to pursue contracts with publishers and Courseload that would reduce costs, improve accessibility and allow more granular choices for instructors. To date those negotiations have not yet yielded results that were desired.

There is engagement on this topic at a number of levels of administration:
  Provost and Provost Executive Group
  Council of Associate Deans
  Information Technology committee
  ASM University Affairs Subcommittee focusing on textbook affordability

Starting in the Spring to 2013, after some faculty interviews, there was a changing of the focus for these e-text projects. The guiding principles remain the same but the focus would change from traditional textbooks and E-Textbooks to alternatives:
  Faculty and Instructors could write and self-publish their own textbooks
  Adopt open access textbooks/readings
  Use course-packs of readings
  Use digital textbook licenses through the library
  Use free or lower cost alternatives from publishers

In the Fall of 2014, there was a request for proposals for faculty and instructors to:
  Adopt: replace a high cost textbook with a free, low cost, or open access alternative
  Remix: Replace a textbook with articles, book excerpts, audio, or video that are licenses through the Library, open access, or freely available online
  Create: Replace a traditional textbook with one that you design, author, and provide for free or at low cost to students

DoIT AT and the libraries provide advice and support including $1,500 stipend to support instructor efforts.
Eight projects selected from 13 applications based on:
  Cost savings to UW students
  Pedagogical value/learning enhancements
  Potential for sustainability and re-use by UW- Madison students and instructors

Role of Libraries:
  Leveraging available resources
    Open or public domain
    Licensed
  Navigating copyright issues
    In re-using others’ materials
    In managing copyright on created materials
  Supporting long-term access
Baha Balantekin of the Physics department stated that one reason why these textbooks are of such high costs, is the services bundled in the textbook website. Services such as computer graded quizzes, problem sets, etc. allows him and other faculty to teach more students based on the services provided by those textbooks.

There was a question from the committee about what constitutes an “open textbook”. C. Nelson responded that it is a textbook that uses a creative commons license. This license allows other people to use the material as well as modify the material for their use.

K. Britland asked about ownership of instructor generated material. Does the instructor own it or does the University. This question was referred to campus administration.

What happens to the instructor generated materials? Is there a common platform where these things can be kept and made accessible? L. Conrad said that there were a number of solutions on this campus (Minds at UW) as well as across institutions (Project Muse) that could be act as an archive for these items.

Sheila Leary mentioned that UW Press can help faculty with publishing and intellectual property issues.

K. Britland stated that the time duration of the meeting has been reached. She thanked Jan and Carrie for their presentation and adjourned the meeting.

Respectively Submitted,

Michael Enyart