

# Creating an Online Course Pack

Collaboration Leads to Creative Solutions



Session 8 • June 30, 2015

Distance Learning Administration Conference

Laws, Heboyan, and Connolly-Brown

# The Instructional Design Challenge

## Problem



No single-source, comprehensive health-analytics text to teach with.

## Solution



Had to consider multiple possibilities and choose one offering the best value to online students.

# The Instructional Design Project

## The Subject Matter Expert



**Vahé Heboyan**  
Assistant Professor

Health Informatics and Management  
Georgia Regents University

(706) 721-6962  
VHeboyan@gru.edu

MPHM 8280, Quantitative Methods in Health Administration

- advanced statistical methods
- Stata software
- microeconomics
- public-health and healthcare-management context

How to distribute course readings online?

# The Instructional Design Project

## The Instructional Designer



**Georgianna Laws**  
Instructional Designer

Instructional Design & Development  
Georgia Regents University

(706) 721-4984  
GLaws@gru.edu

### Week 2: Aug 15-31

#### Learning Objective

- Components of quantitative analysis
- Data/variable types
- Descriptive analysis
- Introduction to Stata

#### Reading

- Course Textbook, Chapter 1
- Berman, Chapter 2 [pdf]
- Gujarati, Chapter 1 [pdf]
- Broyles, Chapter 2 [pdf]
- Lewis et al., Chapter 2 [pdf]
- Baum, Chapter 1, Introduction to Stata [pdf]
- Baum, Chapter 2, Working with Data in Stata [pdf]
- Juul, Chapter 11, Description and Simple Analysis [pdf]
- Stata Manual, GS and U

## How to distribute course readings online:

- in a copyright compliant manner
- at a reasonable price for the students?

Would an online course pack work?



# The Instructional Design Project

The Librarian



**Maryska Connolly-Brown**  
Technical Services Librarian

Bortz Library  
Hampden-Sydney College

(434) 223-6267  
mconnolly-brown@hsc.edu

## Fair Use Criteria

1. the purpose and character of the use (for/non profit)
2. the nature of the copyrighted work (creative/not)
3. the amount used in comparison with the total work
4. the effect of the use on the marketability of the original

Need to clear copyright for the reading selections.

# What is an online course pack?

- A. Online digital assets (e.g., glossary, presentations, quizzes, etc.) that come free with the purchase of certain textbooks
- B. A faculty-selected, copyright-cleared collection of text/media assets that students can purchase instead of and/or in addition to their textbook

True



Digital collection of multimedia assets with copyright cleared for a specific audience and duration.

# Your Experience with Online Course Packs



# Your Needs vis-à-vis Online Course Packs (OCP)

- biggest concern with OCP
- biggest challenges with it
- problems caused by it
- ideal outcome for it
- impact of the ideal outcome

End



# The Instructional Design Possibilities

To address the no single-source textbook problem, one can choose to:

1. ask students to buy multiple textbooks
2. ask students to buy multiple articles
3. place readings on eReserve through the library
4. use online, open educational resources (OER)
5. build all the content in the lecture
6. build a coursepack, etc., etc.



# Option 1: Buy multiple textbooks and only use small portions from each

## Sources:

1. your institution's bookstore\* (recommended)
2. online sites specialized in new, used, and eTextbooks sales or rentals, such as [Amazon.com](#), [Barnes & Noble](#), etc.
3. online sites that aggregate results - allow students to compare the price of new, used, and rental texts such as [Book Finder](#), [Books Price](#), etc.

## Pros

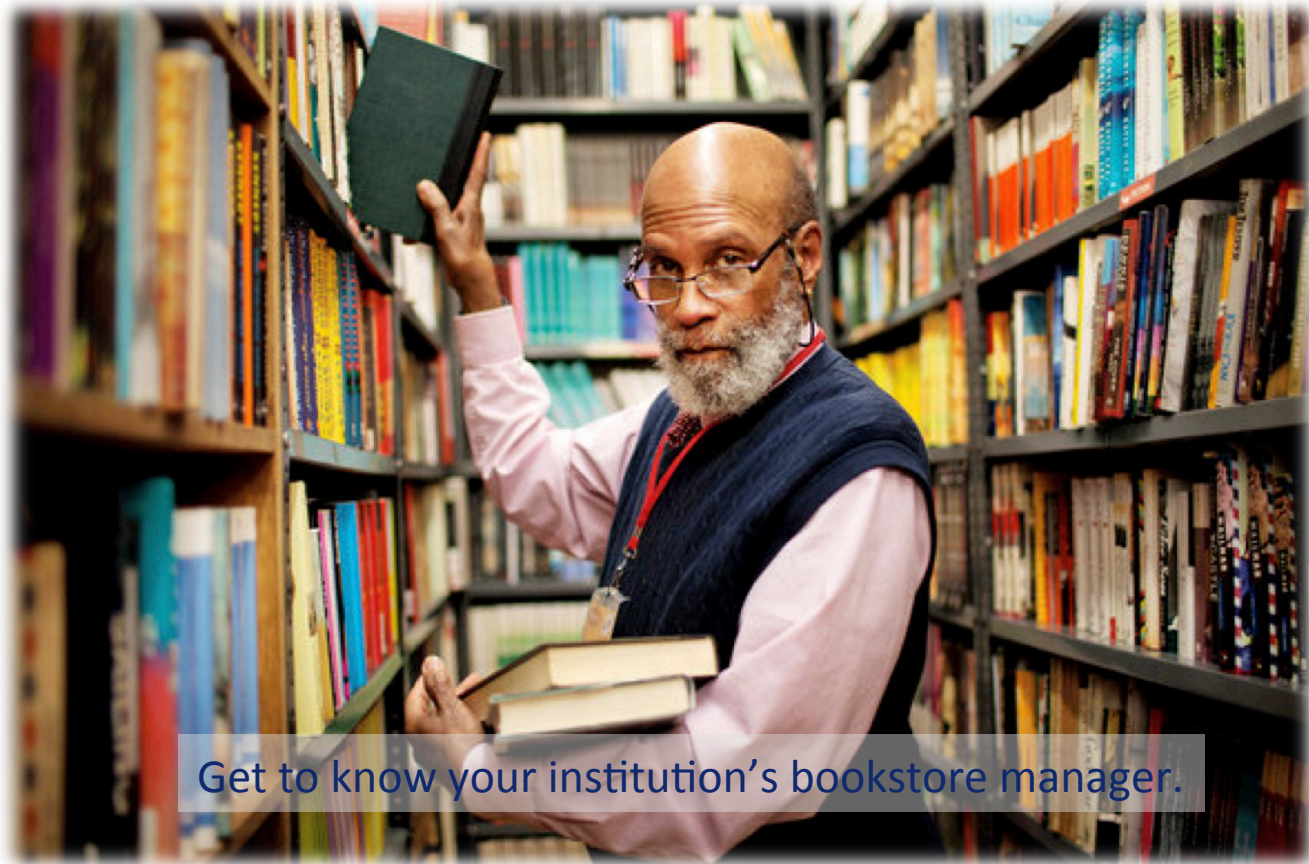
- typically easy to find
- get the right content
- may find eBooks
- may have companion online tools (e.g., PPT)
- option to rent or purchase
- option to resell (if used gently)
- can use financial aid\*

## Cons

- shipping cost
- delivery timeframe
- low return on investment
  - wasteful (low % used)
  - low probability of reuse (course specific)



# Option 1: Buy multiple textbooks and only use small portions from each



Get to know your institution's bookstore manager.

Do you think if they sold books and programs?



# Option 1: Buy multiple textbooks and only use small portions from each

Would not work for us...

- textbook cost
- shipping cost
- delivery time
- return on investment



## Required Original Materials

1. Baum	• \$54.00
2. Broyles	• \$131.95
3. Dupont	• \$89.99
4. Hilbe	• \$37.99
5. Hill	• \$71.50
6. Juul	• \$52.00
7. Lewis	• \$118.95
8. Ozcan	• \$90.00
9. Wooldridge	• \$245.99

---

Total Cost \$ 892.37 (before tax/shipping)





## Option 2: Buy relevant online articles

### Sources:

1. online databases
2. journals
3. websites, etc.

### Pros

- get the right content
- digital perks
  - view online or print
  - search
  - highlight
  - annotate, etc.

### Cons

- research time/effort
- financial aid reimbursement
- can get expensive
  - printing = additional cost unlike books, articles are typically not resold
- low return on investment in the program, as articles are unlikely to be reused in other courses



## Option 2: Buy relevant online articles

Would not work for us...

MPHM 8280, Quantitative Methods in Health Administration

- advanced statistical methods
- Stata software
- microeconomics
- public-health and healthcare-management context





# Option 3: Place articles on eReserve

## Sources:

- your institution's library

## Pros

- get the right content
- for free!
- digital perks
  - view online or print
  - search
  - highlight
  - annotate, etc.

## Cons

- takes time to
  - find articles relevant enough to cover most of the course content
  - go through the process of placing them on reserve for students
- need to renew the eReserve each semester



## Option 3: Place articles on eReserve

Library or professor-owned books can be placed on course reserve.

But...

- students would have to come to the library to use them
- reserve books have limited check-out time (sometimes just a couple of hours)
- students may have to wait for their peers to finish reading before they can have the book.





## Option 3: Place articles on eReserve

Would not work for us...

- fully online students
- working adults
- can't ask them to come to the library and wait in line...
- articles are too narrow; we need broader spectrum readings





# Option 4: Use Open Educational Resources (OER)

## Sources:

- [OER Commons](#)
- [Open Stacks](#)
- [Hewlett Foundation](#)
- [Edutopia](#)
- [Open 4 Us](#), etc.

## Pros

- free!
- digital perks
  - view online or print
  - search
  - highlight
  - annotate, etc.

## Cons

- unless you need foundational information, you're unlikely to find exactly what you need
- may not be up to date
- may not be ADA compliant

Would not work for us...



# Option 5: Build all lecture content from scratch

## Sources:

- you

## Pros

- free for students
- no more and no less than what students need to know
- closely aligned with course assignments
- all the digital perks → save, print, search, annotate, etc.
- might lead to a book or OER for you to share with the world one day

## Cons

- hard and time consuming work for the faculty to distill all the needed knowledge in a lecture
- not all faculty members have a background in writing
- quality control requires a second person reading for typos, leaps in logic, inconsistencies, broken links, etc.

Would not work for us...



# Option 6: Build a custom course pack

## Sources:

- [XanEdu](#)
- [Coursepacks Etc](#)
- [University Readers](#), etc.

## Pros

- all required materials in one convenient, copyright-cleared package
- instant purchase and download
- online → save, print, search, annotate, etc.
- course pack providers do all the hard work once you selected your sources

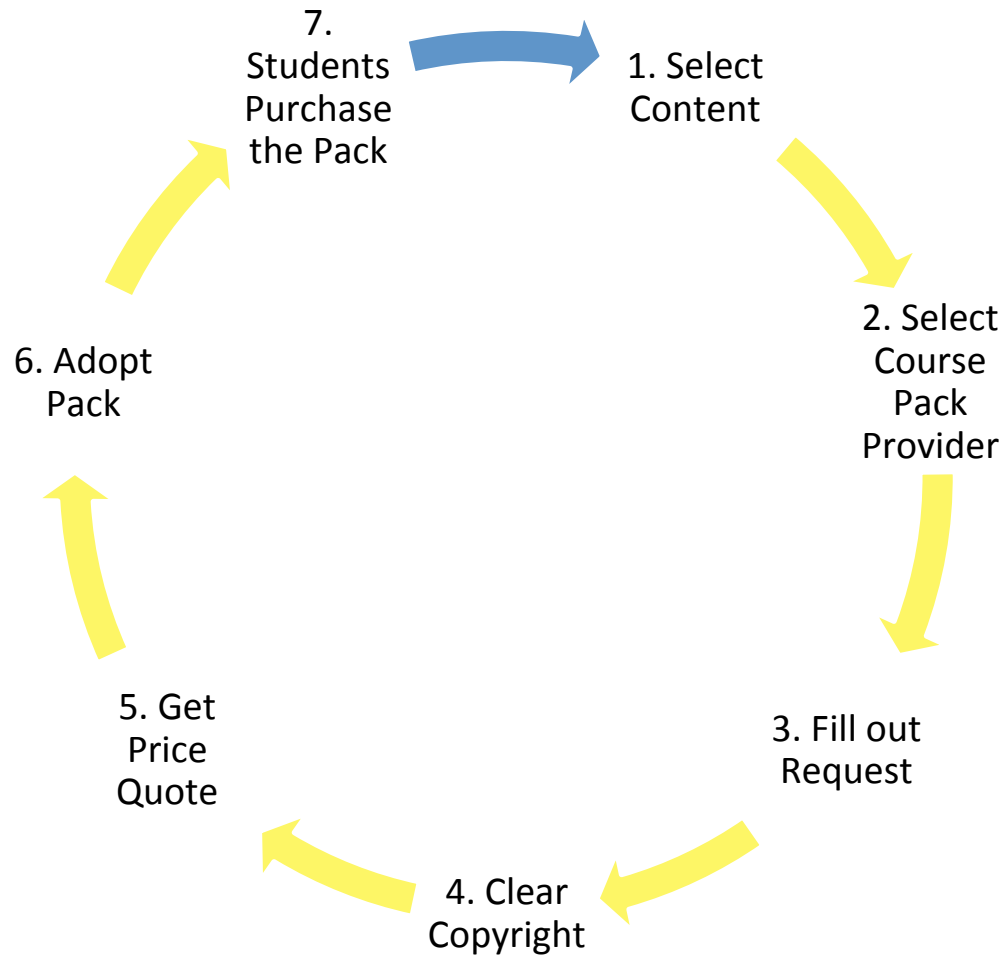
## Con

- course packs need to be readopted every semester
- the cost of royalties may fluctuate with each course pack readoption

**We're on to something now!**



# The Process of Creating a Course Pack



# Selecting Content

Select Content

Select  
Course Pack  
Provider

Fill out  
Request

Copyright  
Clearance

Price Quote

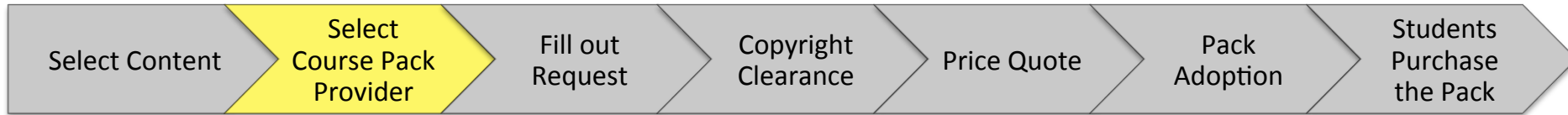
Pack  
Adoption

Students  
Purchase  
the Pack

## Lessons Learned

- Start about 3 months in advance of Day 1 of the semester
- Get a direct link or high-quality copy of the resources you want included in the course pack
- Can include:
  - Journal articles
  - Book chapters
  - Case studies
  - Original, self-authored material
  - Multimedia, etc.
- Weave this required component into the course (show students why they need it)

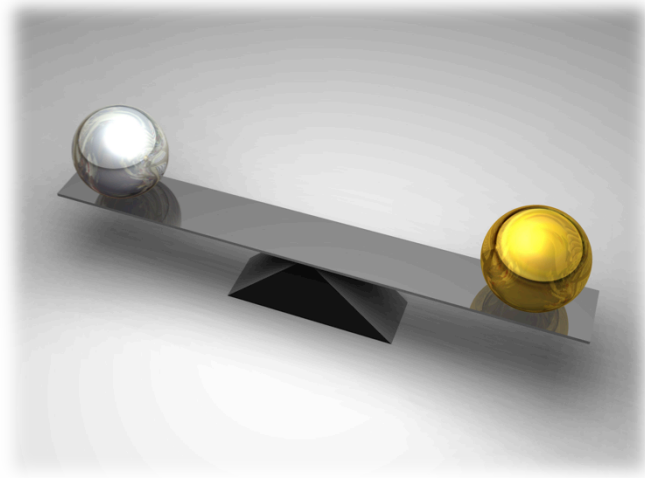
# Selecting A Course Pack Provider



## Lessons Learned

- Experience
- Customer service
  - Have a 1-800 number?
  - Assign a dedicated rep to you?
  - Clear copyright for you?
  - Scan originals for you?
  - Clean up your scans of the originals?
  - Offer print, digital, or both?
  - Sell online and/or through bookstore?
  - Etc.
- Clients & customer satisfaction

## Bookstore vs. eCommerce



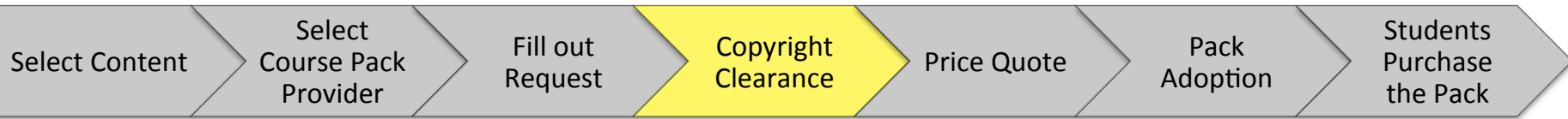
# Filling Out the Course Pack Request Form



## Lessons Learned

- First check the provider's existing collection; do they already have what you need?
- Good service:
  - option to create a course pack from scratch by yourself
    - fill out a technical form
    - be prepared to give an estimated number of students
  - option to have them create the course pack for you
    - send in a copy of your syllabus and reading list

# Clearing Copyright



## When should I clear copyright?

1. the work you wish to use is not in the public domain (i.e., copyright protected)
2. your use of that work does not qualify as fair use.

## Tip

Course pack providers generally have established relationships with most major publishers

- insider knowledge of their copyright clearance pricing/stipulations
- insider communication methods

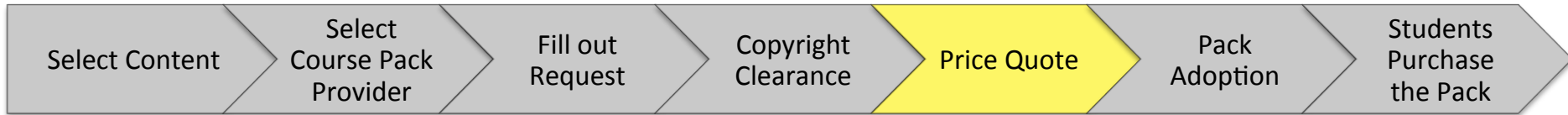
## How else can I clear copyright?

1. Do it yourself → see <http://copyright.columbia.edu/copyright/permissions/requesting-permission/>
2. Use a copyright clearing house → see <http://www.copyright.com/>

## Will I always get clearance?

1. Not if the work you are using is very recent
2. Not if the amount used is too large (usually 10% is max.).

# Pricing the Course Packs



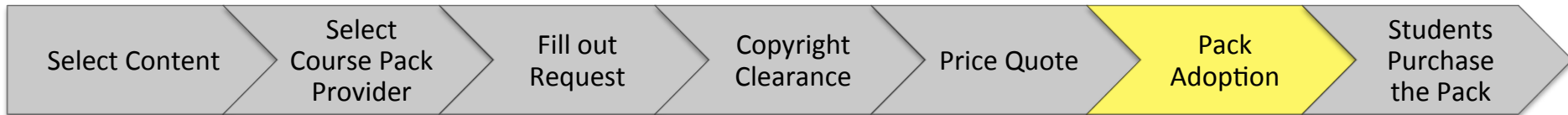
## Lessons Learned

- With some copyright owners, royalties get cheaper the more students buy the course pack
- Generally, the price of the course pack is much lower than the cost of purchasing everything
- Course pack providers charge a flat fee (usually under \$10) to cover copyright clearance and scan cleanup.

## What if the price is not right?

- Reduce the number of pages.
- Ask your course pack rep's advice.

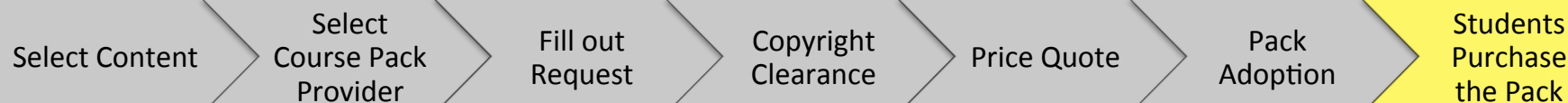
# (Re)Adopting Course Packs



## Lessons Learned

- Adoption takes place:
  - when all copyright clearances are obtained
  - after you agree to the price
  - after the scans have been cleaned up
    - examples of things that need to be cleaned up: crooked scans, wave where the book bent, spiral binding, poor contrast, etc.
- Agreements are for a semester at a time; you'll need to readopt the pack each semester
  - prices may fluctuate slightly (within \$5 +/-, in my 5 years of experience)

# Student Instructions for Purchasing Course Packs



## My Sample Instructions to Students

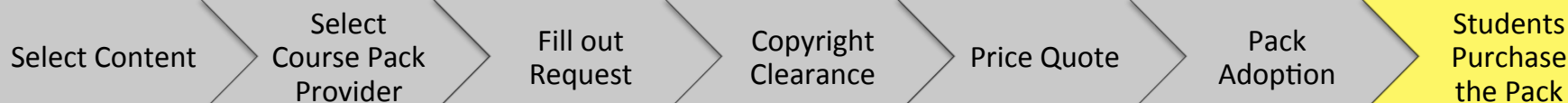
### REQUIRED COURSEPACK

This course requires selected readings from several sources. Instead of asking you to buy each text individually, we've cleared copyright just for those selected readings and compiled them in a convenient and cost-effective digital coursepack. To purchase the Xan Edu course pack, please follow these instructions:

1. Open the XanEdu "Login/Register" page at: <http://coursepacks.xanedu.com/?PackId=488931>
2. Click the Student Registration link.
  - o Note: If you have previously registered with XanEdu, you'd just need to log in.
3. Complete the registration page and click Submit.
4. Confirm your course pack Selection
  - o You are looking for course pack ID 488931, with the title "CTCM 47000: Introduction to Traditional Chinese Medicine, Li, Spring 2015."
5. Complete the purchase form.
6. You have the option to order a digital-only copy or a digital and print copy (plus shipping and handling). In either case, you will have immediate access to your digital course pack.
7. After completing the purchase, you will be taken directly to "My XanEdu" where you can access your digital course pack.
8. Questions? Please contact XanEdu Customer Service at 1-800-218-5971.



# Student Instructions for Purchasing Course Packs



## More Details from the Course Pack Provider

### Option 1: Digital access plus packaged print copy

Price: \$92.17 (price does not include shipping).

You will have immediate access to your digital course pack.

Your personal print copy will be shipped to you within 5 business days from purchase of your course pack.

Shipping of a print copy is for valid U.S. addresses only.

If you are outside the U.S., choose Option 2 below.

**\*\* NOTE:** Publishers grant specific rights for different output formats. As a result, you may not be able to (re-)print some materials from your desktop if you have purchased a course pack that features both print and digital content. Likewise, if your course pack includes materials that have been copyright-cleared for digital access only, these materials will not be included in the print copy from XanEdu.

### Option 2: Digital access with desktop printing

Price: \$76.55

You will have immediate access to your digital course pack.

You will not receive a printed copy of the course pack

You can print your course pack yourself, if your system hardware and connectivity supports downloading and printing very large files from the Internet.

If you are not sure if your system supports this, we recommend that you select Option 1 above.

# Our Solution

## Fall 2014

- Students purchased a primary textbook
- Faculty made available chapter handouts from multiple textbooks (fair use)

**Pros:** The right content, comprehensive topical coverage

**Cons:** repetitive material, extensive reading, fair use worked in a pinch but will need clear copyright for subsequent semesters

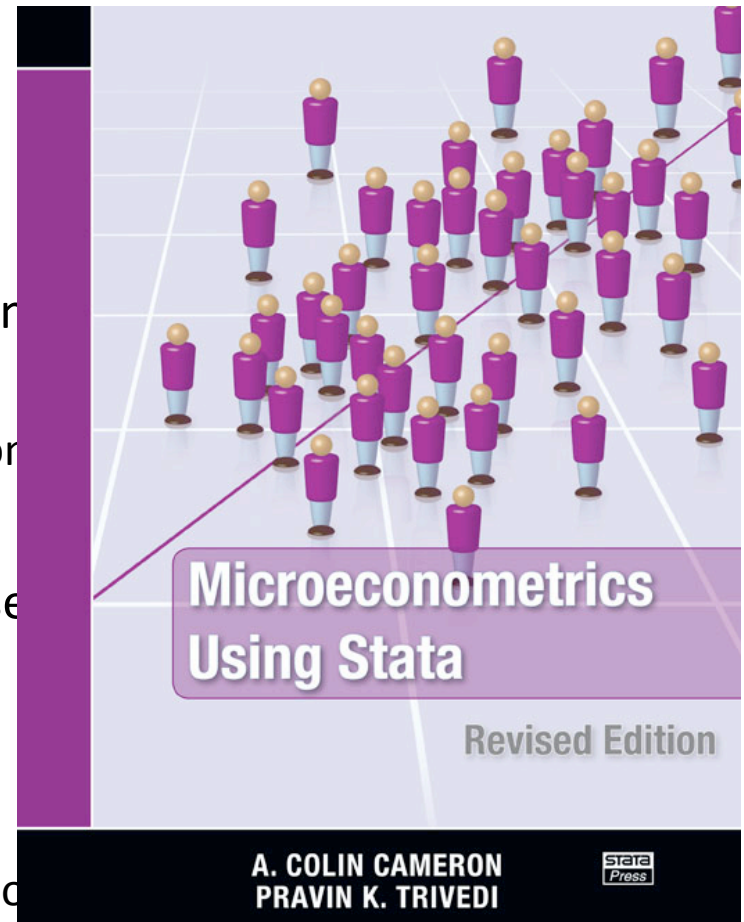
## Spring & Summer 2015

- Looked into course packs in between these semesters

# Our Solution

## Fall 2015

- Coursepack worked for us in theory, but not in practice
  - Too expensive (around \$147)
  - New content wasn't available for inclusion
- Course director conducted additional research on recent textbooks.
- Result:
  - A more affordable textbook (\$65) was added to the coursepack, containing both theoretical and practical content, covering about 80% of course content.
  - The remaining 20% is substituted by lecture notes and open source resources.





## At the 2015 USG Teaching and Learning Conference





# Contact Us



**Georgianna Laws**  
Instructional Designer

Instructional Design & Development  
Georgia Regents University

(706) 721-4984  
GLaws@gru.edu



**Vahé Heboyan**  
Assistant Professor

Health Informatics and Management  
Georgia Regents University

(706) 721-6962  
VHeboyan@gru.edu



**Maryska Connolly-Brown**  
Technical Services Librarian

Bortz Library  
Hampden-Sydney College

(434) 223-6267  
mconnolly-brown@hsc.edu

