

Proposal for ACHE/ACCS Open Educational Resources Grant For Academic Year 2018-2019

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Submitter Campus Role <i>(Faculty/ Team Lead, Grants Office Representative, Academic Affairs Office Representative, etc.)</i>	Faculty/Team Lead
Applicant Name <i>(Faculty/Team Lead; must be an implementing faculty member)</i>	Sheri Stanley Instructor Department of English & Foreign Languages Alabama A&M University
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Applicant Job Title and Department, Division, School, etc.	Sheri Stanley Instructor Department of English & Foreign Languages College of Education, Humanities, and Behavioral Sciences
Applicant Institution Name	Alabama A&M University
Other Team Members <i>(Name, Title, Department, Institutions if different, and email address for each)</i>	<p>Sheri Stanley, Instructor, English & Foreign Languages sheri.stanley@aamu.edu</p> <p>Jody Jones, Instructor, English & Foreign Languages jody.jones@aamu.edu</p> <p>Charlotte Canady-Slater, Instructor, English & Foreign Languages, charlotte.slater@aamu.edu</p> <p>Cherroyle Webb, Instructor, English & Foreign Languages cherroyle.webb@aamu.edu</p>

Sponsor Names, Title, Department, Institution <i>(for each letter of support)</i>	Dr. Pamela Arrington Associate Vice President for Academic Affairs and Undergraduate Studies Alabama A&M University		
Proposal Title	OER Transition for General Speech ENG 205 at Alabama A&M University		
Award Category <i>(Check only one):</i>	<input type="checkbox"/> Small-Scale Alteration (\$250 - \$1,000)	<input type="checkbox"/> Medium-Scale Conversion (\$1,000 - \$3,000)	<input checked="" type="checkbox"/> Large-Scale Transformation (\$3,000 - \$5,000)
Amount of Funding Requested:	\$	\$3,000	
Projected Impact	Estimated Number of Students Impacted Annually (From GRAND TOTAL "A", Page 2)	Projected Total Annual Student Cost Savings (From GRAND TOTAL "B", Page 2)	Average Projected Cost Savings Per Student (Divide GRAND TOTAL "B" by GRAND TOTAL "A")
	800	\$50	\$40,000

Information on Courses Targeted for OER Implementation

Course Number and Name <i>(Example: ENG 101 English Composition I)</i> <i>(Insert additional rows as needed to accommodate all courses affected at all participating institutions, including sections offered by different delivery if they use different learning materials)</i>	Institution	Estimated Annual Enrollment	Cost Per Student for All Currently Required Learning Materials	Cost Per Student for All Proposed Required Learning Materials	Savings Per Student After Implementation of Proposed OER	Total Annual Projected Student Savings
ENG 205 General Speech	Alabama A&M University	800 <small>(based on enrollment SU17, FA17, SP18)</small>	\$50.00	\$0	\$50.00	\$40,000
A. GRAND TOTAL:		800	B. GRAND TOTAL:			\$40,000

Note: Each course targeted for OER implementation under this grant program must be taught during both fall and spring semester of the 2018-2019 academic year. The team lead must teach at least one section of each course during each semester.

NARRATIVE

DESCRIPTION OF PROJECT: (1) *In the space below, discuss the goals of the project. What do you hope to achieve?*

The increasing cost of textbooks has created a financial barrier for many students, particularly those at AAMU where nearly 85% of undergraduate students depend on financial aid to pay college costs. As a result of the lack of finances, approximately 5 - 10% of the students enrolled in General Speech are not able to afford the textbook. The primary goal of the project is to reduce course material costs to improve student engagement and in General Speech ENG 205.

(2) *Describe the student learning materials (textbooks, lab manuals, homework/ test systems, supplementary reading material, etc.) that are currently required in each course, tell which of those are targeted for replacement with OER, and tell whether you plan to replace these by adopting existing OER, revising existing OER, or creating completely new OER.*

General Speech is a required course for most majors at AAMU and has an average yearly enrollment of 800 students. Currently, students are required to purchase *Public Speaking: The Evolving Art*, 4th edition by Stephanie J. Coopman and James Lull with the MindTap digital learning platform that contains supplementary materials, quizzes and tests. The cost for this combo is \$50. Spring 2018 was the first semester that the digital-only implementation of the text took place in the online and face-to-face lecture courses. Instructors often choose to supplement the course with multimedia materials, additional readings and recorded presentations. This project seeks to replace the *Public Speaking: The Evolving Art*/ MindTap combination with and OER's text and materials.

The team proposes to evaluate open-access public speaking textbooks with the intention of adopting one of the following digital texts: *Stand Up, Speak Out: The Ethics of Public Speaking* by The University of Minnesota Libraries Publishing, *Exploring Public Speaking*, 2nd revision, by The University System of Georgia, *Public Speaking* by Lumen Learning, or *Public Speaking: The Virtual Text* by The Public Speaking Project. There will be a loss of the digital learning platform as it appears that the OER texts under consideration are not paired with comparable digital materials (test banks, quizzes, rubrics, speech outlines, videos, model student speeches, and slide presentations). However, the team proposes to supplement the selected OER text with materials that are currently used in the classroom and online as well as locate, adapt, and remix other necessary materials to create the digital learning environment for the students.

ACTION PLAN: *In the space below, describe the role of each project team member and the work or activities expected from them.*

The team members will collaborate to research available public speaking OER's and identify resources that connect with AAMU's student population. Each team member will also note licensure and copyright information, including Creative Commons licenses and other attribution statements. Team members' responsibilities are defined below:

- Team Member 1 will determine short answer, test, quiz and discussion questions from the adopted text.
- Team Member 2 (in conjunction with team member 1) will compose a test bank and in class and homework activities;
- Team Member 3 will examine, review and collect supplementary materials that include videos, short films, speech presentations, speech transcripts, readings, social media, and any other items for listening, viewing and reading and items not mentioned above.
- Team Member 4 will research and compose rubrics for speech evaluations, outline submissions, assignments, and tests and quizzes.

The team efforts will result in a culturally relevant OER text with supplementary materials the reflect current issues in public speaking and enhance the digital learning environment for AAMU students. Additionally, a future goal is that the OER will be easily transferable to public speaking courses at other institutions.

INSTITUTIONAL SUPPORT: *(1) In the space below, describe the institutional support that will be made available for the project, including any in-kind financial support, assistance from instructional or graphic designers, help with writing, editing, research, etc.*

The current University strategic plan outlines a commitment to provide institutional support for innovative instructional methods, course design, and curriculum development to faculty. This project will include support from the Office of Academic Affairs, College of Education, Humanities, and Behavioral Sciences, and the Department of English and Foreign Languages through in-kind support and release time. It will also include support from divisions campus-wide: The University library will provide access to the electronic subscriptions and serve as the OER repository; Information Technology Services (ITS) will provide assistance with Blackboard course shells, website design, and technical support; and the Alabama A&M University Writing Center (AAMU WC) will provide workspace and computer access.

(2) Think about the individuals (other than students) and departments, divisions, or schools that have a stake in the success of this project. If the project is successful, what support from these stakeholders can you expect for continued use of the implemented OER? What evidence exists that this expectation is reasonable? Use the space below to answer these two questions.

Upon the successful completion of the project, it is expected that key administrators at the University will recognize the need to further support faculty in their pursuit of innovative teaching methods. At this time, computer learning and study labs are accessible to students throughout campus. However, the success of this project will be a springboard for further university support in increasing the number of technology-rich classrooms. This directly affects the faculty pursuit of innovative teaching as outlined in the strategic plan.

The Department of English and Foreign Languages produces the most credit hours in the College of Education, Humanities and Behavioral Sciences (CEHBS) and is one of the largest departments on campus. Moreover, every student must pass English 101 before graduating from the University, making it an ideal course for testing OER with A&M students. The successful implementation of this project can be an example for implementing OER in General Education courses throughout the department, the CEHBS, and the University.

SUSTAINABILITY PLAN: *What is your plan for offering the course in the future, including maintenance, enhancement, and updating of course materials?*

The long-term plan following successful implementation in the course targeted is OER adoption for all ENG 205 sections. Because online resources are added and updated constantly, the shift to OER texts for any course requires frequent monitoring and regular faculty reviews. This can be accomplished with a check-in system each semester that asks ENG 205 instructors to report any technical difficulties, factual errors, ease of use concerns, or information gaps in the OER materials. Furthermore, an assessment of OER materials should be conducted each semester to address faculty concerns, update materials to reflect current issues related to speech, and make any necessary updates or additions by the committee.

BUDGET

In the table below, please list all anticipated expenses to complete the project. Include personnel (salaries, replacement costs for release time, overload pay, etc.) and other project expenses including software, supplies, equipment, travel, etc. Insert additional rows as needed.

EXPENSE CATEGORY	AMOUNT REQUESTED	VALUE OF INSTITUTIONAL IN-KIND CONTRIBUTION	PROJECT TOTAL
Equipment - Laptop	\$800		\$800
Memory cards for recording speeches	\$200		\$200
2 Headsets, digital camcorder		\$250	\$250
Misc. Office supplies (paper, ink, etc.)		\$200	\$200
Personnel: Lead faculty member at \$500 Team members at \$400 supplemental pay each for research; locating, adapting, and/or creating course materials; and data collection, compiling, and reporting outside of the scope of regular duties	\$1700		\$1900
Travel Fund for faculty to present findings at regional or national conference as appropriate	\$ 300		\$300
GRAND TOTALS	\$3000	\$450	\$3650

REFERENCES & ATTACHMENTS: *A letter of support must be provided from the sponsoring area (unit, office, department, school, library, campus office of the Vice President for Academic Affairs, etc.) that will be responsible for administration of funding. Letters must reference sustainability. In the case of multi-institutional affiliations, all participants' institutions/departments must provide a letter of support.*



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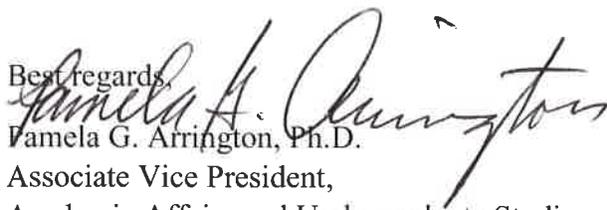
May 30, 2018

Dear Mr. Leonard and Dr. Ohlson,

It is with great pleasure that I write this letter of support for the Open Educational Resources (OER) proposal submitted by Ms. Stanley. Grant funds will provide a means for needed release time in order for Ms. Stanley and her team to have time away from teaching to create teaching and learning materials for use in General Speech courses, a required course for most majors at Alabama A&M University. This is one of the high priority general education courses approved by the Articulation and General Services Committee for transfer among Alabama public institutions. The proposal seeks funds to reduce the cost of textbooks for this General Speech course by transitioning from a costly textbook to a no-cost OER alternative of similar quality. The project involves an annual enrollment of 800 students at Alabama Agricultural and Mechanical University.

I am in total support of the OER proposal because it enables us to reduce students' textbook costs for a required high priority general education course approved by AGSC for transfer among Alabama public institutions.

Best regards,


Pamela G. Arrington, Ph.D.

Associate Vice President,
Academic Affairs and Undergraduate Studies