

# #OPEN TEXTBOOK

TWEET

**SHARYN FITZPATRICK**  
FOREWORD BY WAYNE MACKINTOSH  
DIRECTOR, OER FOUNDATION

Driving the Awareness and  
Adoption of Open Textbooks

BOOK 01

A THINKaha BOOK

# #OPEN TEXTBOOK **tweet**

Driving the Awareness and Adoption of Open Textbooks

Book Excerpt

**By Sharyn Fitzpatrick**

**Foreword by Wayne Mackintosh**

**Director, OER Foundation**

## Driving the Awareness and Adoption of Open Textbooks

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### **BOOK EXCERPT Table of Contents**

Foreword by Wayne Mackintosh

Section I: What Is Open?

Section II: Why Author an Open Textbook?

Section III: Why Adopt an Open Textbook?

Section V: Why Should Your College/University Care?

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## Foreword by Wayne Mackintosh

Mark Twain remarked that he could never “make a good impromptu speech without several hours to prepare it.” A tweet, restricted to 140 characters, is a reflection of the impromptu conscience of digital society today.

This collection of micro contributions from educators, administrators, and learners reflecting on the burgeoning phenomenon of open education resources and open textbooks is reason to celebrate: we are returning to the core vocation of education, which is to share knowledge freely. Clearly these contributors have thought deeply about the value of “sharing to learn,” but more importantly “learning to share.”

This book is insightfully clever because it conveys a powerful message that will be a catalyst to nurture and evolve into a growing community of educators worldwide that is committed to the evolution and collaborative planning of education projects rooted in the foundations of open content. It is clear that OER futures are inevitable.

After reading this text, I wonder when we look back at the history of these sustainable education futures, will we wonder why it took so long?

**Wayne Mackintosh,**  
Founder of WikiEducator and  
Director, OER Foundation

Driving the Awareness and Adoption of Open Textbooks

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## Section I

### What Is Open?

Open is defined as accessible to all, free from limitations, boundaries, or restrictions. The growing trend towards adopting open content is just one piece of the puzzle. It is part of a bigger trend where student and faculty participate in choices that drive customizable learning.



1

No paper was used to produce this plug for open textbooks—just a few electrons were rearranged.

2

David Wiley says it best with 4 R's—Reuse, Redistribute, Revise, and Remix.

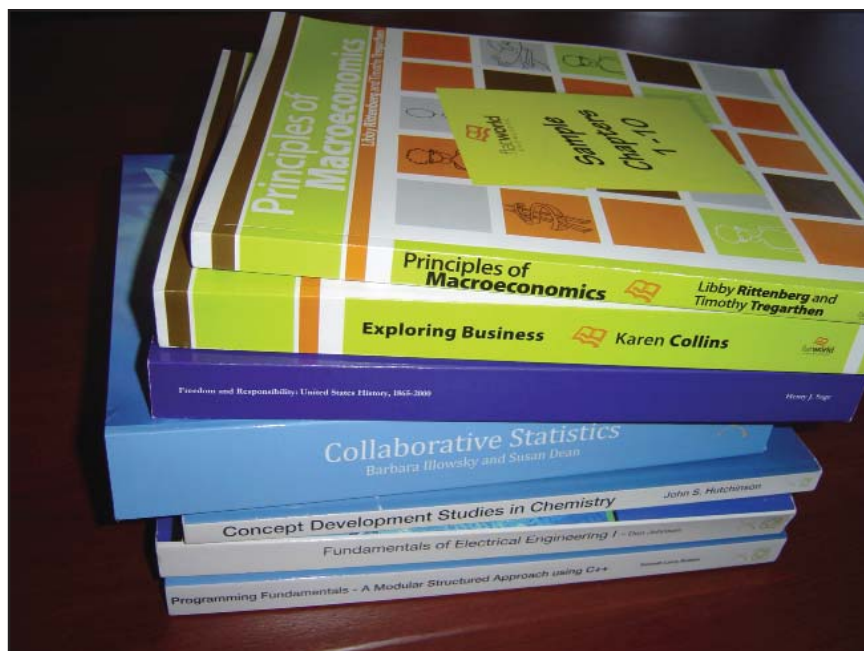
3

Open is fundamentally about open licensing. Open is the legal right to reuse, revise, remix, and redistribute.

4

Open means availability at a reasonable cost, regardless of ethnicity, religion, nationality, gender, language, or socioeconomic status.

## Driving the Awareness and Adoption of Open Textbooks



## Section II

### Why Author an Open Textbook?

Textbooks often go out of print, and content is not updated with new editions. Authoring an open textbook opens doors to improved content, longevity, recognition amongst peers, and new professional opportunities.

16

Open textbooks can fundamentally transform and unlock education by actively engaging all of us in the creation of our own learning content.

17

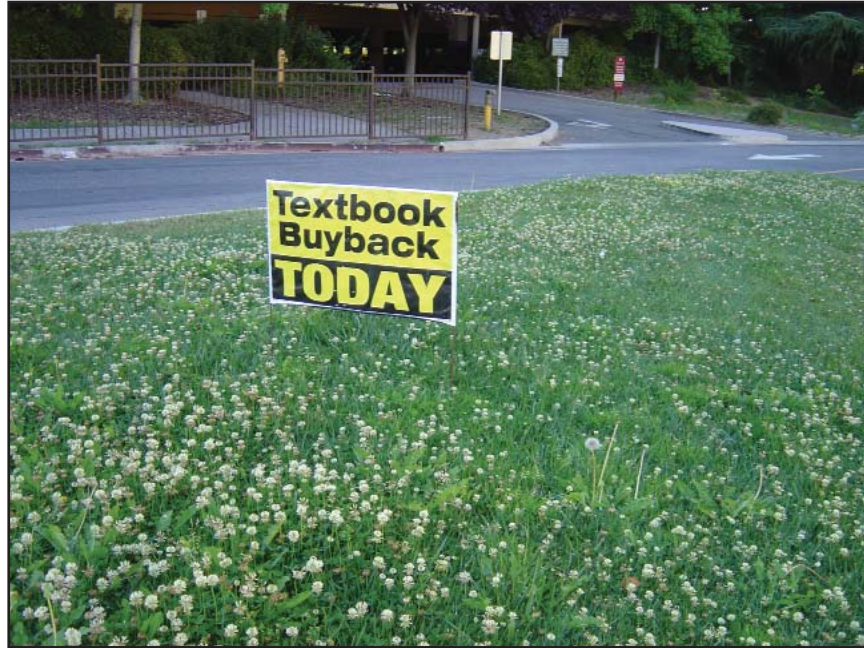
To impact the flat world.  
To allow others to improve it  
and extend its reach.

18

To surf the wave of the future, taking digital publications one step further and bringing open access works into a peer review process.

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## Section III

### Why Adopt an Open Textbook?

Why not? It is a win-win for students who struggle to afford the high cost of textbooks and faculty who successfully collaborate with their peers to enhance the learning experiences of their students with rich, customized content.



41

To work in a collaborative learning community to reduce barriers to education and share and improve learning materials.

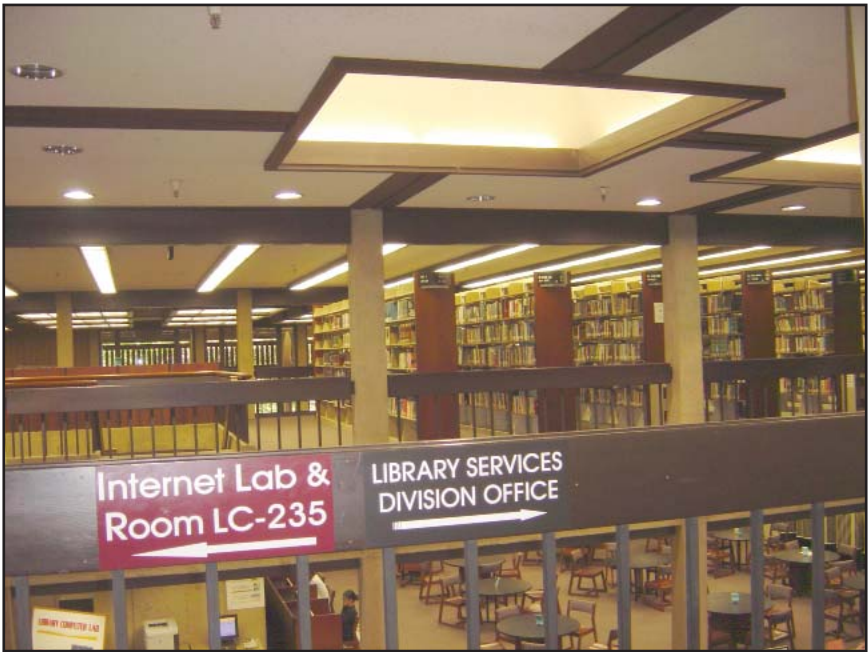
42

So students don't have to choose between paying for rent and food and buying expensive textbooks. They need to have more purchase options.

43

As a professor, I vow to do something to relieve the tremendous financial hardships that purchasing expensive textbooks has on my students.

Driving the Awareness and Adoption of Open Textbooks



## Section V

### Why Should Your College/University Care?

Increasing costs, economic challenges, and the new face of learning will impact your university. They need to understand why and how to plan for their future.

72

Equal access to high quality content is a game changer—because legislators, parents, and students care about costs. So why not?

73

Using open educational resources—and contributing to them—requires significant change in the culture of higher education.

74

Colleges need to change their thinking about content as a common resource whose rising tide raises all boats when shared.

75

Because these are part of a growing movement towards education affordability that makes sense and is strongly endorsed by the President.

85

The benefits of open textbook adoption include a cost savings for the student, better student success, and an improved bottom line for them.

## About the Author



Sharyn Fitzpatrick has over 25 years experience in sales and marketing including executive positions with The Learning Company, Knight-Ridder and Sum-Total Systems as well as principal of Marcom Gurus, a high-tech agency she founded in 2000, Her love for education has continued with her taking a leadership role on the College Open Textbooks marketing team.



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### **Getting “#OPEN TEXTBOOK tweet Book01”**

(<http://www.happyabout.com/thinkaha/opentextbooktweet01.php>)

“#OPEN TEXTBOOK tweet Book01” can be purchased as an eBook for \$14.95 or tradebook for \$19.95 at

<http://www.happyabout.com/thinkaha/opentextbooktweet01.php> or at other online and physical book stores.

Please contact us for quantity discounts [sales@happyabout.info](mailto:sales@happyabout.info) or to be informed about upcoming titles

[bookupdate@happyabout.info](mailto:bookupdate@happyabout.info) or phone (408-257-3000).

## #OPEN TEXTBOOK TWEET

Understanding how to enhance  
the learning experience for  
students and faculty

"Sharyn Fitzpatrick and her crowdsource of authors have compiled timely wisdom that simplifies and clarifies an essential discussion of 'open' in higher education...This tweet-sized approach is an essential, speed-read tutorial for anyone who cares about the future of education."  
- Brad Wheeler, Indiana University President for IT, CIO, Dean, and Professor

"Sharyn Fitzpatrick has captured the what and why of open textbooks in a format that will appeal to those who love books and those who love Twitter. This book explains the principles of open textbook authoring and licensing and many others in today's breezy style."  
- Jacky Hood, Director, Community College Open Textbooks Collaborative

"One should not debate the breakthrough opportunities presented by equal access and affordable options attached to high quality educational content. #Open Textbook tweet will create more awareness of the open content movement and drive more institutions and faculty to solve this clear access and affordability problem."  
- Jeff Shelstad, Founder and CEO of Flat World Knowledge, Inc.

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