

'Roadmap' for Open Textbook Development

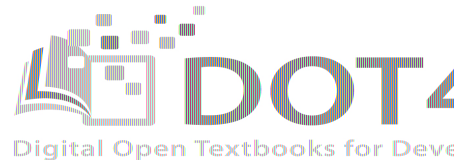
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Centre for
Innovation in
Learning and
Teaching



UNESCO CHAIR
IN OPEN EDUCATION
AND SOCIAL JUSTICE



**So you want to create an open
textbook?**

1. Why?

Pedagogical innovation

Community-building

“There isn’t anything like it out there”

Platform to profile divergent voices or particular Global South perspective

Multilingualism imperatives

Affordable access

“I want to be able to walk into a classroom and be able to ...”

“It’s critical that it gets out there ... and I want control over how it is delivered”

Curriculum transformation / localisation

“I can’t do my job without it”

Addressing a particular niche area which is not viable for marketplace publishers (field building)

Accessibility

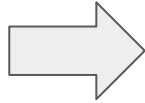
Platform to encourage emerging / unpublished authors

Challenging hegemony of corporate publishing

2. For whom?

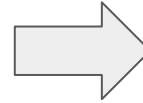
Who is my audience (and what do I know about them)?

- Students in my class
- Students in my community
- Practitioners in my community
- Other educators



What is my idea of “impact” or “success”

- Improved student pass rate
- Greater student participation/confidence
- Increased interaction beyond formal academia and the classroom
- Growing community of practice
- Saving time



What data or evidence of impact / success can I gather?

- Student performance data
- Classroom surveys / reviews
- Usage data from LMS or online publishing platform
- Community surveys / reviews

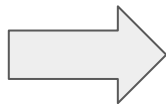
3. How?

From scratch or repurposed?

* How will I manage copyright of third-party content used previously in lecture setting?

* How will I manage copyright of source content?

* Is there an openly licensed work that I can use as the foundation?



Solo

- Solo author with intermediary engagement
- Solo author with colleague involvement
- Solo author with student involvement

Collaborative

- Lead author as editor-in-chief with colleague co-authors
- Content development facilitator with colleague co-authors
- Content development facilitator with colleague authors
- Lead author as editor-in-chief with student involvement
- Lead author as editor-in-chief with student co-author
- Content development facilitator with student co-authors
- Content development facilitator with student authors

Who pays for this?

What support do I need?

What is the problem you are trying to address?

Affordable access / Curriculum transformation
Multilingualism / Pedagogical innovation

Has it been done before?

What constitutes success?

Manuscript development

- Scoping and textbook outline
 - Audience
 - Problem
 - Platform
- Authorship strategy
 - Copyright & licensing
 - Stylesheets & templates
 - Accessibility, diversity & inclusion
- Student involvement
- Quality assurance

Resource production

- Resource conceptualisation and publishing approach
 - Audience
 - Problem
 - Platform
- Content design and presentation
 - Stylesheets & templates
 - Accessibility, diversity & inclusion
- Editing and proofreading
 - Stylesheets & templates
 - Accessibility, diversity & inclusion
- Student involvement
- Quality assurance

Publishing

- Imprint articulation:
 - Licensing
 - Citation details
 - Edition numbering
- Platform release
- Marketing and dissemination
- Track usage and adoption
- Source reviews
- Maintain the resource

Editor-in-Chief / Editorial Team / Project Manager to drive the process, articulate content management plan and curate content



What about publishing approach?

Publishing ...

What makes sense in your context?

What are your main challenges?

**Author as
self-publisher**

**Initiative as
self-publisher**

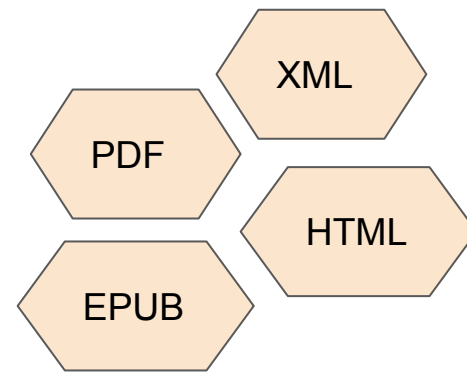
**Institutional
co-publishing**

External publisher

Publishing avenues...

What makes sense in your context?

What are your main challenges?



**Dedicated or
departmental
website**

**Externally
hosted
publishing
platform**

**Institutional
publishing platform
or repository**

**Disciplinary or
network publishing
channel**

Pressbooks

Manifold

GitHub

Articulation of an imprint page helps to clarify publishing details

First Edition, October 2021

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Acknowledgement pages identify communities involved and highlights attribution of third-party content (inspiring trust)

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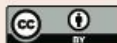


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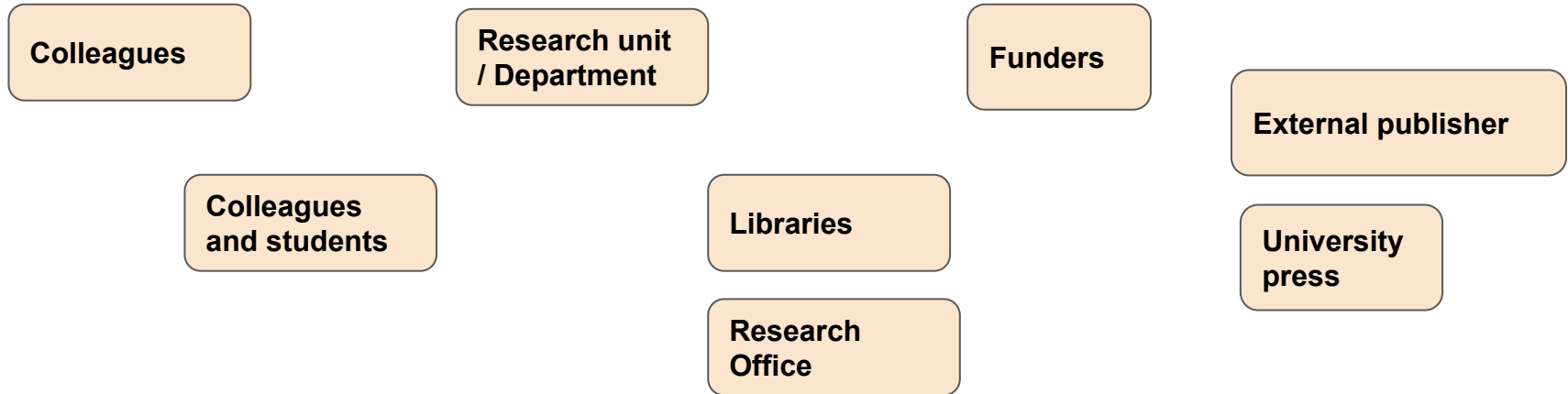
Peter Krainhofner
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Publishing partners in the institutional landscape



You need to be guided in your publishing decision-making process by:

1. Your original intention / strategy / mission

- Including which audience you are trying to reach and what your idea of impact is

2. Realistic approach to resourcing and time limitations

3. Relationships with partners

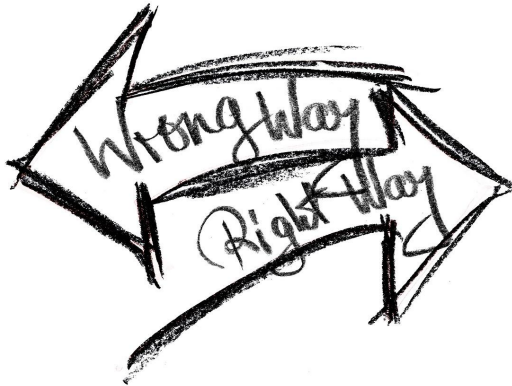
- Acknowledging dependencies as part of risk management
- Challenges of collaboration without monetary compensation and student involvement

These considerations should also dictate your approach towards:

1. Copyright and licensing



2. Level of inclusivity, collaboration and transparency in your process



PUBLISHING ETHOS

What about quality?

Quality assurance approaches used in DOT4D publishing processes

PRIOR TO THE COURSE

Delphi consensus study

IN THE COURSE

Colleague review

Student review

Supervisor review

IN PRODUCTION

Professional resource design and production

Institutional intermediary editorial support

Institutional intermediary publishing support

Professional editing and proofreading

Professional layout and graphic design

Colleague layout and graphic design

Peer review

- * Community focused
- * Formal internally managed with publisher
- * Formal externally managed by publisher

How sustainable is it?

TIME

- Significant time commitment
- Protracted cycles of time (collaboration takes time!)
- Processes do not neatly align with academic calendar(s), collaborator or grant funding timeframes

RESOURCING, RECOGNITION AND REWARD

- Open Textbook Fellowship
- OpenEdInfluencers

Also consider:

- Linking open knowledge production and sharing for social justice as a key aspect in meeting the university's central mission
- Ways in which to challenge reward and incentive programmes for greater recognition of this work
- Growing emphasis on open access and developmental impact as important area of scholarly impact and funder criteria

**Don't know where to start ...
or how to proceed?**

Develop a concept document to articulate your vision

- 1. Why?**
- 2. For whom?**
- 3. How (and with whom)?**
- 4. Authorship approach**
- 5. Quality assurance approach**
- 6. Publishing approach**
 - Copyright and licensing**
 - Marketing**
- 7. Resourcing / budget**
- 8. Partners**

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