Measuring Impact of OA Educational Materials

Creating pathways to a sustainable future

Mitchell Davis, CEO | BiblioLabs / BiblioBoard
If the User Experience fails, EVERYTHING fails
User Experience is the only thing that works
...to provide value and engagement
Imagine what you'll discover

Subjects  ▼  science

Amazon Inspire is an open collaboration service that helps educators discover, gather, and share educational content.
“Universities’ positioning strategies may be focusing too much on building prestige, whereas strategies aimed at improving student satisfaction could have more positive effects”
Student Expectation

“Every book on a reading list is available in the library.”

Jisc National Student Survey
Student Reality

They aren’t
Quite simply, we wanted to discover whether we could develop textbooks that would *improve* student experience and not cost us any more than we were already paying out each year to buy insufficient numbers of print books.
The Results

“Eliminates problems I’ve experienced using other library platforms.”

“More dynamic and polished.”

“Excellent! Useful to have a number of sources in one place.”

“So much more up to date and more accessible!”

79% of Minnesota teachers called the eBooksMN classroom UX “EXCELLENT”

In the first year there were over 30 uses per eBook (6,000 books)
BiblioLabs Background

- Founded in 2008 by the creators of Amazon's CreateSpace
- Hybrid software-media company
- Creators of BiblioBoard
- Self-funded, profitable and employee owned
- We love what we do and we are really good at it
BiblioBoard is a Unicorn
This shift toward Curriculum Driven Acquisition (CDA) aligns budgets to save students money and provides a demonstrable local value to the campus.

Higher Ed programs are experiencing a shift as the global consumption and sharing of information becomes more open and available.

Students are seeking greater exposure in the Electronic Theses and Dissertations (ETD) space.
OA & Curriculum Driven Acquisition
Measuring Impact of OA Materials

### Opens

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<thead>
<tr>
<th>Publisher</th>
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### Users

- **Minneapolis**: 31%
- **Saint Paul**: 24%
- **Eden Prairie**: 5%
- **Mankato**: 5%
- **Moorhead**: 5%
- **Bloomington**: 8%
- **Ithaca**: 7%
- **Rochester**: 9%
Why is the data so important?

• Gain centralized & holistic insight into OA impact globally
• Track the usage patterns of OA and licensed content within learning environments (libraries make great partners for this)
• Know which publishers are generating results and on what types of content - what is being used?
• Better understand the value of multi-media materials
• Provide the ability to fine tune course materials so students have a high-quality digital user-experience as part of their coursework.
Keys to Success / Our Vision

- OA textbooks and learning materials that can be instantly mixed with any other media to create compelling lessons, digital course packs, interactive textbooks and entire courses.
- Find, organize, purchase and mix open and licensed resources and make them instantly available to students.
- Easily create and import your own content to mix into these learning modules.
- Create a single digital UX for the student’s life: single place to consume content, do bookmarks, take notes, extract citations, download to a mobile offline bookshelf, create favorites and collections, and share comments.
- Evolving and improving UX like a consumer product.
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