

**Affordable Learning Georgia Textbook Transformation Grants
Rounds Three, Four, and Five
For Implementations Beginning Summer Semester 2015
Running Through Spring Semester 2017**

Proposal Form and Narrative

- *Proposal form and narrative for offline drafting and review. Submitters must copy and paste their final draft into the online form for submission.*
- *Note: The only way to submit the proposal is through the online form in Georgia Tech's CompetitionSpace at:
<http://gatech.infoready4.com/CompetitionSpace/#competitionDetail/1734734>*
- *Italicized text is provided for your assistance; please do not keep the italicized text in your submitted proposal. Proposals that do not follow the instructions may be returned.*

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Institution Name(s)	Dalton State College
Team Members	Dr. Tami Tomasello, Assistant Professor of Communication, ttomasello@daltonstate.edu Dr. Clint Kinkead, Assistant Professor of Communication, jkinkead@daltonstate.edu Mr. Jerry Drye, Associate Professor of Communication, jdrye@daltonstate.edu Ms. Sarah Min, Senior Lecturer in Communication, jmin@daltonstate.edu Mr. Nick Carty, Associate Professor of Communication, ncarty@daltonstate.edu Ms. Melissa Whitesell, Reference/Instructional Librarian, mwhitesell@daltonstate.edu To be Determined: Instructional Technologist, Digital Design Instructor (positions currently unfilled)
Sponsor, Title, Department, Institution	Dr. Andrew Meyer, Vice President for Academic Affairs (Interim)
Proposal Title	No-Cost, Open Educational Resource Textbook for Fundamentals of Speech (COMM 1110)
Course Names, Course Numbers and Semesters	Fundamentals of Speech, COMM 1110, Fall, Spring, Summer

Offered					
Final Semester of Instruction	Fall 2016				
Average Number of Students Per Course Section	25	Number of Course Sections Affected by Implementation in Academic Year	48	Total Number of Students Affected by Implementation in Academic Year	1145
Award Category (pick one)	<input type="checkbox"/> No-Cost-to-Students Learning Materials <input type="checkbox"/> OpenStax Textbooks <input checked="" type="checkbox"/> Specific Top 50 Lower Division Courses				
List the original course materials for students (including title, whether optional or required, & cost for each item)	<p>Stephen A. Lucas, <i>The Art of Public Speaking</i>, 12th edition, required; online ancillary materials (ConnectLucas), optional (some professors do not use the ConnectLucas and some do).</p> <p>The campus bookstore currently sells the textbook with access to ConnectLucas for \$141. This custom package designed for Dalton State is less expensive than the regular list retail price, \$166.67.</p>				
Original Per Student Cost	Between \$141 and \$166.				
Post-Proposal Projected Per Student Cost	The cost per student will be \$0 if the student chooses the digital version. Dalton State's auxiliary services has quoted us a price of \$20 for printing a pdf file of approximately 400 pages if the student chooses a hard copy of the text.				
Projected Per Student Savings	At least \$140.				
Plan for Hosting Materials	<input type="checkbox"/> OpenStax CNX <input checked="" type="checkbox"/> D2L <input checked="" type="checkbox"/> LibGuides				

	<input checked="" type="checkbox"/> Other _Georgia Knowledge Repository_____
Requested Amount of Funding	\$29,200 plus \$800 for travel to kick-off meeting = \$30,000.

NARRATIVE

1.1 PROJECT GOALS

1. Provide cost-effective, digital course resources for students enrolled in Fundamentals of Speech (COMM 1110), a required core, Area B course at Dalton State College.
2. Create flexible learning materials geared to specific needs of students enrolled in COMM 1110 at Dalton State College, in Northwest Georgia, and for its Appalachian and Latino populations.
3. Create flexible online ancillary materials to accompany textbook.

1.2 STATEMENT OF TRANSFORMATION

Dalton State College serves many economically disadvantaged students in Northwest GA. Course materials for the introductory public speaking course (COMM 1110) are cost-prohibitive for many of our students. As a result, many students refrain from purchasing some or all of the necessary materials. To mitigate this, the instructors of this course are committed to reducing the cost of this textbook and have explored options and discussed ways to reduce costs and at the same provide quality educational materials. Our efforts to work with a textbook publisher, while minimally helpful, did not result in the scope of savings for students that had been anticipated or desired. The next step to improve resource availability for students is to create a no-cost, open access, digital textbook for all students enrolled at Dalton State College and, possibly, beyond our campus.

It should be noted that this course is in the list of Top 50 Lower Division courses, and there was no grant proposal for this course during Round 2.

The communication faculty at Dalton State College have agreed that steps should be taken to reduce costs to the students enrolled in COMM 1110 and are supportive of this project to create a no-cost digital or low-cost print textbook. One of the strong features of the currently used textbook is its online resources; therefore, any replacement text would need to include such features for students and faculty alike.

Using no-cost, open access materials would improve both student access to textbook materials as well as greatly reduce the economic burden on students. The creation and adoption of a self-produced, open access textbook for this class would allow the faculty to update the material more regularly and adapt the materials for the students. We believe this

approach will improve student learning, success, and retention in the course because students will have no impediments to owning the text and potentially result in a total savings in textbook costs to Dalton State students of at least \$180,000 per year.

Additionally, because the textbook authors will be mindful of the unique demographics of Dalton State's students, we believe the text will be useful beyond our campus and appeal to instructors in other similar institutions, specifically in North Georgia. Dalton State is an emerging Hispanic Serving Institution (HSI), and that demographic, as well as first-generation and nontraditional students, will figure prominently into the writing of the text.

It should be stated that the applicants have looked at currently available open educational resources on the topic of basic public speaking for a course such as COMM 1110. These are insufficient to meet our needs in one or all of the following ways: (a) they do not address all the learning outcomes of the syllabus; (b) they do not provide examples of outlines or student work, and have no ancillaries; (c) they are straight text with no or limited graphics; (d) as straight text, they do not keep in mind online readability concerns (the paragraphs are long, not indented, etc.); or (e) the options for creating a print document for students who would prefer to read from a hard copy is limited. Therefore, although under Creative Commons licensing we could take one of these books and "remix" it with our own material, it seems more reasonable to create our own fresh product to meet our students' and faculty's specific needs.

Finally, the documents will be accessible and in compliance with ADA requirements.

1.3 TRANSFORMATION ACTION PLAN

1. Upon acceptance of the grant proposal and attendance at the kick-off meeting in July, the team leaders will meet with the team members to draft an outline of chapter content for the textbook based on the learning outcomes of the course and the needs of individual faculty, keeping in mind the demographics of our student body.
2. The creation of this textbook will not require course redesign, and this text will support the learning outcomes and syllabus already in existence.
3. At the time of the initial meeting with the team members, specific tasks will be allotted to team members in terms of writing, graphics, research, video incorporation, supplementary material generation, and reviewing/editing. Deadlines will be established for each chapter or portion of the work. The lead authors will coordinate the work of the team members.
4. Creation of materials with monthly check-in meetings will follow, and lead authors will submit midterm status reports to ALG as required.
5. The final working draft of the text will be completed by April 30 for use in a pilot program in Summer 2016 with all enrolled COMM 1110 students.
6. All materials—textbook and ancillaries—will be made available to students as downloadable, accessible PDF files on individual faculty members' D2L course sites, in addition to being housed on the Roberts Library LibGuides site.
7. We will pursue a Creative Commons license for newly created instructional materials.
8. After a pilot in Summer 2016, edits and revisions will be made to the existing text for Fall 2016 usage in all sections, traditional and hybrid, of COMM 1110.

1.4 QUANTITATIVE AND QUALITATIVE MEASURES

In early Fall 2015, a focus group will be held with COMM 1110 students to gather qualitative data on their attitudes and concerns about textbooks.

In Spring 2016 students in COMM 1110 using the current textbook (*The Art of Public Speaking*) will be surveyed using a Likert-type scale instrument to assess issues such as readability, educational value, relatability, and practicality of the current textbook. In Summer 2016, the COMM 1110 classes will begin using the newly created open access, no-cost text and will be surveyed using the same instrument for comparison. Statistical analysis will then be done to determine student responses to the surveys in Summer 2016 sections as compared to Spring 2016 sections.

Faculty will be surveyed in Summer 2016 to assess instructor experience and opinion of the new textbook and supplementary materials.

Student data in terms of grades and DWF rates will be compared from Summer 2015 to Summer 2016.

1.5 TIMELINE

May 31, 2015	Submit Textbook Transformation Grant Proposal
July 13, 2015	Attend kick-off meeting
July 20, 2015	Hold preliminary discussion of chapter content
August 10, 2015	Complete sample draft outline of chapter content
August 14, 2015	Hold team retreat to approve content and allocate tasks and responsibilities
August-December 2015	Write textbook chapters Begin creation of ancillary materials Meet monthly with team members
September 2015	Hold student focus groups
October 2015	Hold student contests for cover design and title of text
December 2015	Submit status report to ALG
January-April 2016	Complete creation of graphics, videos, and ancillaries (test bank in print and online form) Continue monthly team meetings Complete editing of textbook

April 2016	Survey COMM 1110 students about existing text (Lucas)
April 30, 2016	Complete first draft for Summer 2016 pilot
May 1, 2016	Submit status report to ALG
May 6, 2016	Hold team retreat to discuss final draft/implementation
May-July 2016	Conduct pilot testing in all Summer 2016 COMM 1110 courses (enrollment approximately 100)
	Survey students in Summer 2016 pilot about text
July 2016	Survey faculty about Summer 2016 pilot
July-August 2016	Make revisions to text and materials as needed
Fall 2016	Implement full use of new text and materials in all COMM 1110 sections
	Compare Summer 2015 and Summer 2016 student data (grades, DWF) and Spring 2016 and Summer 2016 student data on attitudes toward text
Spring 2017	Submit final report to ALG

1.6 BUDGET

5,000	Kris Barton
5,000	Barbara Tucker
800	Travel
2,000	Graphics (team member to be determined)
3,000	Video for ancillaries (Tami Tomasello)
6,000	Contributors/Reviewers/Consultants (1500 each for Sarah Min, Clint Kinkead, Jerry Drye, and Nick Carty)
2,000	Research Librarian and LibGuides consultant, Melissa Whitesell
2,000	Creation of test bank/quizzes, including uploading to LMS (Instructional Technologist or Assistant)
2,000	One hundred print copies for pilot
1,500	Two team member retreats
700	Materials: Office supplies, printing costs for drafts
Total: \$30,000	

1.7 SUSTAINABILITY PLAN

Approximately 24% of Dalton State College students are enrolled in COMM 1110 in a given academic year, and it is a required core course for every degree-seeking

student. Adoption of this textbook for public speaking would result in a campus savings of \$180,000 per year.

The Department of Communication faculty who teach COMM 1110 will meet yearly to evaluate effectiveness of the textbook and will replace and revise sections as needed to continue improving the course. The Library will continue to subscribe to and maintain LibGuides as well as update materials in the Georgia Knowledge Repository.

1.8 REFERENCES & ATTACHMENTS

Letters of support from Dr. Andrew Meyer, Vice President of Academic Affairs (Interim); Dr. Mary Nielsen, Dean of Liberal Arts; and Ms. Lydia Knight, Director of Library Services