

## Application Details

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### Manage Application: ALG Textbook Transformation Grants

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**Award Cycle:** Round 9

**Internal Submission Deadline:** Sunday, April 30, 2017

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**Application Title:** 326

**Application ID:** #001757

**Submitter First Name:** Charles

**Submitter Last Name:** Huffman

**Submitter Title:** Chair, Department of Psychology and Sociology

**Submitter Email Address:** charles.huffman@gsw.edu

**Submitter Phone Number:** 229-931-2316

**Submitter Campus Role:** Proposal Investigator (Primary or additional)

**Applicant First Name:** Charles

**Applicant Last Name:** Huffman

**Co-Applicant Name:** Ru Story-Huffman

**Applicant Email Address:** charles.huffman@gsw.edu

**Applicant Phone Number:** 229-931-2316

**Primary Appointment Title:** Chair, Department of Psychology and Sociology

**Institution Name(s):** Georgia Southwestern State University

**Submission Date:** Monday, May 1, 2017

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**Proposal Title:** 326

**Final Semester of Instruction:** Fall 2017

**Team Members (Name, Title, Department, Institutions if different, and email address for each):**

Charles M. Huffman, Ph.D.

Chair, Department of Psychology and Sociology

charles.huffman@gsw.edu

Ru Story-Huffman, Dean of the Library

ru.story-huffman@gsw.edu

Georgia Southwestern State University

**Sponsor, (Name, Title, Department, Institution):**

Brian U. Adler, Ph.D.

Vice President for Academic Affairs

Georgia Southwestern State University

**Course Names, Course Numbers and Semesters Offered:**

PSYC 3311, Social Psychology, Offered Fall, Spring, and Summer Semesters

SOCI 3311, Social Psychology, Offered Fall, Spring, and Summer Semesters

**Average Number of Students per Course Section:** 42

**Number of Course Sections Affected by Implementation in Academic Year:** 3

**Total Number of Students Affected by Implementation in Academic Year:** 126

**List the original course materials for students (including title, whether optional or required, & cost for each item):** Myers, D.G. (2013). Social Psychology (11th, ed). New York, NY: McGraw Hill. Original cost per student: \$240.00

**Proposal Categories:** Specific Top 50 Lower Division Courses

**Requested Amount of Funding:** 10,800.00

**Original per Student Cost:** 240.00

**Post-Proposal Projected Student Cost:** 0

**Projected Per Student Savings:** 240.00

**Projected Total Annual** 30,240.00  
**Student Savings:**

**Creation and Hosting Platforms Used ("n/a" if none):**

D2L

LibGuides

Principles of Social Psychology (<http://open.lib.umn.edu/socialpsychology>)

**Project Goals:**

The purpose of the proposed project is twofold. The primary goal is to save each student \$240.00 by the adoption of a no-cost-to-students textbook for Social Psychology, Principles of Social Psychology (<http://open.lib.umn.edu/socialpsychology>). According to the not-for-profit organization, College Board, the average student spends \$1200 on textbooks and supplies each year (2014). The secondary goal is to develop ten Active Learning Experiences (ALE), to be hosted as LibGuides, for students to complete as supplements to enhance their understanding of Social Psychology concepts. The Active Learning Experiences will be composed of information from public domain sources that will be constructed to enhance and elaborate on Social Psychology concepts. Once a foundation of understanding has been created, students will engage in an activity that illustrates the concept and allows course concepts to be personalized. Thus, the personalization of learning content, a strong feature of retention of information, is a significant component of this project. Moreover, we intend to share our experiences and findings at a state or regional conference and through ALG information sessions, newsletter, and website.

**Statement of Transformation:**

- \* Discontinue use of a publisher's textbook for the Social Psychology Course. Adopt a no-cost-to-students online textbook, Principles of Social Psychology (<http://open.lib.umn.edu/socialpsychology>).
- \* Develop and provide supplemental Active Learning Experiences via LibGuides, free of charge to students.
- \* Stakeholders--Psychology Majors and Minors, Sociology Majors and Minors, and numerous other students who take the course as a free elective at Georgia Southwestern State University. The impact of this transformation on student stakeholders is that students will have drastically reduced textbook costs, which will theoretically increase their access to the course materials and could improve their performance on exams. Not having a textbook could also increase student responsibility for and engagement in using outside sources, which is consistent with the practice of active learning. However, students may also experience some anxiety at not having a full textbook to refer to.

o Use of an OER is consistent with the university's emphasis on retention and progress toward graduation in that increased accessibility may enable students to be more successful in the course or divert their financial resources to other courses, thereby increasing success in them. The instructor could use the OER for this course to foster the development of student research and information literacy skills, both of which are consistent with American Psychological Association (APA) guidelines for the undergraduate psychology major.

\* This transformation will save each student in the course \$240.00, thereby removing a potential impediment to course completion.

\* The transformation will make it easier for students to complete the course and the degree program. This will help recruit, retain, and progress more students.

### **Transformation Action Plan:**

Summer 2017, Fall 2017—Develop ten Active Learning Experiences to supplement a no-cost-to-students textbook in Social Psychology

Summer 2017, Fall 2017—Revise instructional strategy and course syllabus.

Responsibilities

Charles M. Huffman, Ph.D.—Subject matter expert and instructor of record.

Creation and development of Active Learning Experiences. Implement instruction.

Ru Story-Huffman—Librarian and instructional designer

Assist with identification, review, selection, and creation of Active Learning Experiences. Assist with instructional design. Primary administrator for posting and maintaining LibGuides.

Materials will be posted as LibGuides on the library web page. Links to materials will be embedded in D2L and the Departmental Web Site.

**Quantitative & Qualitative Measures:** Quantitative data will be collected to examine the Drop, Fail, Withdraw (DFW) rate, performance on exams, a pre-/post-course measure of changed knowledge of social psychology, and analysis of the course pass rate. Qualitative data will be collected using student opinionnaires (anonymous surveys administered on D2L) regarding their perceptions of the quality of the source, the quality of the supplements, the ease of use, and changes in their knowledge of social psychology. Instructor perceptions regarding source quality and ease of use may also be solicited as appropriate.

**Timeline:**

Summer 2017—Development of materials. Team members gather resources, familiarize themselves with textbook content, develop Active Learning Experiences. Develop LibGuides and post relevant materials on D2L.

Fall 2017—Implementation of materials in PSYC 3311 and SOCI 3311, Social Psychology.

Fall 2017—Conduct pre and post tests of knowledge, assess pass rates, and faculty/student perceptions of OER and Active Learning Experience use.

**Budget:**

Charles M. Huffman, Ph.D.

Stipend as subject matter expert and instructor of record. \$5,000.00

Departmental Needs-Software \$ 668.00

Ru Story-Huffman

Stipend as librarian and instructional designer. \$ 4,332.00

Travel \$ 800.00

Total \$10,800.00

**Sustainability Plan:**

The course will be offered every fall, spring, and summer semester. Materials will be hosted as LibGuides at the James Earl Carter Library at GSW. Materials will be linked in the D2L course page. Because this is a high-demand course, it will continue to be offered each semester. Due to the dynamic nature of the internet, it is anticipated that some of the supplemental materials

will need to be replaced or updated as new resources become available and old ones become obsolete.

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Office of Academic Affairs  
229.928.1361 OFFICE  
229.931.5079 FAX

800 Georgia Southwestern State University Drive  
Americus, Georgia 31709-4379

April 24, 2017

Dear ALG Textbook Transformation Grant Committee:

I am writing in support of the ALG Textbook Transformation Grant being proposed by Dr. Charles Huffman, Professor of Psychology and Department Chair of the Psychology and Sociology department and Ru Story-Huffman, Dean of the Library and Instructional Designer. Their proposal involves the creation of No-Cost-to-Students learning materials for Psychology 3311 and Sociology 3311, Social Psychology. Psychology and Sociology are our largest majors within the College of Arts and Science. The current textbook for this course costs \$240.00 with no projected reduction in this price foreseeable. The course regularly has over 40 students per semester and is offered in the fall, spring, and summer terms. The savings for students would be considerable on an individual level and will be quite large collectively—approximately \$25,584.00 per year. A strength of this particular proposal is the knowledge and skills of the content expert and instructor of record, and the Librarian and instructional designer. Dr. Huffman has been teaching the Social Psychology course for over 20 years and is skilled at creating learning materials for students. Ms. Story-Huffman brings expertise in the creation and maintenance of LibGuides and she doubles as a skilled and trained instructional designer. The resulting content available for students will be high quality and scalable to any Social Psychology course in the University System of Georgia.

Dr. Huffman and Ms. Story-Huffman are highly trained teachers and researchers with strong scholarly records, so this team stands a very strong likelihood of achieving success with their project. Dr. Huffman has participated in a Round One ALG Textbook Transformation Grant involving the comparison of academic achievement between two sections of PSYC 1101, one using a publisher's textbook and the other using OER. The findings indicate no differences in academic achievement and the manuscript has been submitted for publication. Additionally, Dr. Huffman completed a department-wide adoption of OpenStax texts for all Introduction to Psychology and Sociology courses. Initial feedback from students and parents is overwhelmingly positive. Ms. Story-Huffman is also our Library Champion for the Affordable Learning Georgia Initiative and has prepared OER resources for the LIBR 1101 course. Georgia Southwestern State University and the Office of Academic Affairs endorses and supports this project, which we see being easily sustainable and scalable to the entire University System of Georgia. Thank you for your consideration.

Sincerely,

A handwritten signature in cursive script that reads "Brian U. Adler".

Vice President for Academic Affairs

**Affordable Learning Georgia Textbook Transformation Grants**

**Round Nine**

**For Implementations beginning Summer Semester 2017**

**Running Through Spring Semester 2018**

**Proposal Form and Narrative**

<b>Submitter Name</b>	Charles M. Huffman, Ph.D.
<b>Submitter Title</b>	Chair, Department of Psychology and Sociology
<b>Submitter Email</b>	<a href="mailto:Charles.huffman@gsw.edu">Charles.huffman@gsw.edu</a>
<b>Submitter Phone Number</b>	229-931-2316
<b>Submitter Campus Role</b>	Proposal Investigator
<b>Applicant Name</b>	Charles M. Huffman, Ph.D.
<b>Applicant Email</b>	Charles.huffman@gsw.edu
<b>Applicant Phone Number</b>	229-931-2316
<b>Primary Appointment Title</b>	Chair, Department of Psychology and Sociology
<b>Institution Name(s)</b>	Georgia Southwestern State University



<b>Team Members</b>	<p><b>Charles M. Huffman, Ph.D., Dept. of Psychology and Sociology</b> Charles.huffman@gsw.edu</p> <p><b>Ru Story-Huffman, Dean of the Library/Instructional Designer</b> Ru.story-huffman@gsw.edu</p>				
<b>Sponsor, Title, Department, Institution</b>	<p>Brian U. Adler, Ph.D. Vice President for Academic Affairs, Georgia Southwestern State University</p>				
<b>Proposal Title</b>	Adoption and Creation of Open-Source Materials for Social Psychology				
<b>Course Names, Course Numbers and Semesters Offered</b>	<p>Social Psychology PSYC 3311, SOCI 3311 Offered Fall, Spring, and Summer Semesters</p>				
<b>Final Semester of Instruction</b>	Fall 2017				
<b>Average Number of Students Per Course Section</b>	42	<b>Number of Course Sections Affected by Implementation in Academic Year</b>	<b>3</b>	<b>Total Number of Students Affected by Implementation in Academic Year</b>	126
	Fall				
	Spring				
	Summer				
<b>Award Category (pick one)</b>	<input checked="" type="checkbox"/> No-Cost-to-Students Learning Materials <input type="checkbox"/> OpenStax Textbooks <input checked="" type="checkbox"/> Specific Top 100 Undergraduate Courses				

<b>List the original course materials for students (including title, whether optional or required, &amp; cost for each item)</b>	Myers, D.G. (2013). <i>Social Psychology</i> (11th, ed). New York, NY: McGraw Hill.
<b>Original Per Student Cost</b>	\$240.00
<b>Post-Proposal Projected Per Student Cost</b>	\$0
<b>Projected Per Student Savings</b>	\$240.00 (126 students x \$240.00 = \$30,240.00)
<b>Plan for Hosting Materials</b>	<input type="checkbox"/> <a href="#">OpenStax CNX</a> <input checked="" type="checkbox"/> D2L <input checked="" type="checkbox"/> <a href="#">LibGuides</a> <input checked="" type="checkbox"/> Other: Principles of Social Psychology ( <a href="http://open.lib.umn.edu/socialpsychology">http://open.lib.umn.edu/socialpsychology</a> )
<b>Requested Amount of Funding</b>	\$10,800

**NARRATIVE**

## 1.1 PROJECT GOALS

The purpose of the proposed project is twofold. The primary goal is to save each student \$240.00 by the adoption of a no-cost-to-students textbook for Social Psychology, *Principles of Social Psychology* (<http://open.lib.umn.edu/socialpsychology>). According to the not-for-profit organization, College Board, the average student spends \$1200 on textbooks and supplies each year (2014). The secondary goal is to develop ten Active Learning Experiences (ALE), to be hosted as LibGuides, for students to complete as supplements to enhance their understanding of Social Psychology concepts. The Active Learning Experiences will be composed of information from public domain sources that will be constructed to enhance and elaborate on Social Psychology concepts. Once a foundation of understanding has been created, students will engage in an activity that illustrates the concept and allows course concepts to be personalized. Thus, the personalization of learning content, a strong feature of retention of information, is a significant component of this project. Moreover, we intend to share our experiences and findings at a state or regional conference and through ALG information sessions, newsletter, and website.

## 1.2 STATEMENT OF TRANSFORMATION

- Discontinue use of a publisher's textbook for the Social Psychology Course. Adopt a no-cost-to-students online textbook, *Principles of Social Psychology* (<http://open.lib.umn.edu/socialpsychology>).
- Develop and provide supplemental Active Learning Experiences via LibGuides, free of charge to students.
- Stakeholders--Psychology Majors and Minors, Sociology Majors and Minors, and numerous other students who take the course as a free elective at Georgia Southwestern State University. The impact of this transformation on student stakeholders is that students will have drastically reduced textbook costs, which will theoretically increase their access to the course materials and could improve their performance on exams. Not having a textbook could also increase student responsibility for and engagement in using outside sources, which is consistent with the practice of active learning. However, students may also experience some anxiety at not having a full textbook to refer to.
  - o Use of an OER is consistent with the university's emphasis on retention and progress toward graduation in that increased accessibility may enable students to be more successful in the course or divert their financial resources to other courses, thereby increasing success in them. The instructor could use the OER for this course to foster the development of student research and information literacy skills, both of which are consistent with American Psychological Association (APA) guidelines for the undergraduate psychology major.
- This transformation will save each student in the course \$240.00, thereby removing a potential impediment to course completion.
- The transformation will make it easier for students to complete the course and the degree program. This will help recruit, retain, and progress more students.

### 1.3 TRANSFORMATION ACTION PLAN

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#### **1.4 QUANTITATIVE AND QUALITATIVE MEASURES**

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## **1.5 TIMELINE**

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## 1.6 BUDGET

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\$5,000.00

Departmental Needs-Software

668.00

\$

Ru Story-Huffman

Stipend as librarian and instructional designer.

4,332.00

\$

Travel

800.00

\$

**Total**

**\$10,800.00**

## 1.7 SUSTAINABILITY PLAN

The course will be offered every fall, spring, and summer semester. Materials will be hosted as LibGuides at the James Earl Carter Library at GSW. Materials will be linked in the D2L course page. Because this is a high-demand course, it will continue to be offered each semester. Due to the dynamic nature of the internet, it is anticipated that some of the supplemental materials will need to be replaced or updated as new resources become available and old ones become obsolete.

## 1.8 REFERENCES & ATTACHMENTS

College Board (2014). Quick guide: College costs. Retrieved from <https://bigfuture.collegeboard.org>

Principles of Social Psychology (<http://open.lib.umn.edu/socialpsychology>)

Appendix A

Letter of support from Dr. Brian U. Adler, Vice President of Academic Affairs at Georgia Southwestern State University is provided.