

Application Details

Manage Application: Textbook Transformation Grant

Award Cycle: Round 3

**Internal Submission
Deadline:** Sunday, May 31, 2015

Application Title: 138

Submitter First Name: Shuhua

Submitter Last Name: Lai

Submitter Title: Associate Professor

Submitter Email Address: slai@ggc.edu

Submitter Phone Number: 678-471-0788

Submitter Campus Role: Proposal Investigator (Primary or additional)

Applicant First Name: Shuhua

Applicant Last Name: Lai

Co-Applicant Name(s): Kairui Chen

Applicant Email Address: slai@ggc.edu

Applicant Phone Number: 678-471-0788

Primary Appointment Title: Associate Professor

Institution Name(s): Georgia Gwinnett College

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

Shuhua Lai, Associate Professor, Information Technology, Georgia Gwinnett College, slai@ggc.edu

Kairui Chen, Associate Professor, Information Technology, Georgia Gwinnett College, kchen@ggc.edu

Sponsor (Name, Title, Department, Institution):

Tom Mundie, Dean of School of Science and Technology, Georgia Gwinnett College

Proposal Title: 138

Course Names, Course Numbers and Semesters Offered:

Digital Media, ITEC 2110, it is offered in Spring, Summer and Fall semesters every year.

Final Semester of Instruction: Spring 2016

Average Number of Students per Course Section: 24

Number of Course Sections Affected by Implementation in Academic Year: 70

Total Number of Students Affected by Implementation in Academic Year: 1680

List the original course materials for students (including title, whether optional or required, & cost for each item): Digital Multimedia Primer, 2nd Edition; ISBN-13: 9780132893503, Required, \$131.80

Proposal Categories: No-Cost-to-Students Learning Materials

Requested Amount of Funding: \$10,800

Original per Student Cost: \$131.80

Post-Proposal Projected Student Cost: \$0

Projected Per Student Savings: 100%

Plan for Hosting Materials: D2L

Project Goals:

This project aims to

- Replace the current textbook used in ITEC 2110 (Digital Media) with more relevant, up to date, no-cost-to-student learning material that offers equivalent or better educational effectiveness;
- Reduce student expenses related to textbook purchases to zero dollars, which lowers the cost of college education. Consequently it can increase student retention and success rates.

Statement of Transformation:

- **Describe the transformation:**

The textbook used in ITEC2110 Digital Media at GGC is expensive, which is about \$132 for the latest edition. As a matter of fact, most textbooks on information technology are expensive.

In addition, due to the fast evolving nature of the digital media field, the textbooks used in the proposed courses are updated frequently, which negatively impacts their resale value.

On the other side, the learning resources for digital media are abundant on the World Wide Web today. Many of these resources are publicly accessible, free, or with an open license to use. The investigators of this proposal will identify, select and adopt/create no-cost materials to replace the costly textbook and achieve the same learning outcomes.

- **Identify stakeholders affected by the transformation:**

The stakeholders affected by the transformation will be approximately 1700 traditional and non-traditional undergraduate students annually who are enrolled in the 70 sections of Digital Media course at GGC. Also students in Georgia and across the country can use the free course material when they take the Digital Media course.

- **Describe the impact of this transformation on stakeholders and course success:**

The transformation process will help remove and eliminate the cost of expensive textbooks for students, and provide students with access to course learning material on the first day of class. The impact will be a reduction in the students' cost of attendance, improved student retention and success rates.

- **Describe the transformative impact on the program, department, institutions, access institution, and/or multiple courses**

The main impacts are:

- 1.the cost of taking the course for students will be significantly reduced by replacing expensive textbooks with no-cost-to-student learning materials;
- 2.the educational experience for the students will be improved by students having access to the more relevant and up to date course materials on the first day of class, and
- 3.retention and success rates of students taking this course will likely improve by students having free access to the course materials.

Transformation Action Plan:

- **The identification, review, selection, and adoption/adaptation/creation of the new course materials**

The new course materials will be identified and gathered/created based on course objectives and student learning outcomes stated in the course syllabus of the ITEC 2110 (Digital Media) course. While some of the course materials can be created by referring to the currently used textbook, most of them will be produced by using publicly available resources since most of

the content taught in this course are standard digital media applications maintained by nonprofit organizations and open source foundations. The identified, selected, and recreated course materials will be officially adopted after the Curriculum Committee in the School of Science and Technology at Georgia Gwinnett College thoroughly reviews and approves.

- **The course and syllabus instructional design/redesign necessary for the transformation.**

The syllabus will be made available in D2L for this course by the PIs. Since the new course materials will be completely electronic on D2L, each topic included in the course syllabus will have a web link in D2L, which contains all the materials relevant to the topic. Also, each course topic will be designed based on learning-by-doing approach to include many examples, tutorials, and hands-on features that allow students to practice and improve their own digital media skills.

- **The activities expected from each team member and their role(s): subject matter experts, instructional designer, librarian, instructor of record, et al.**

Team member: Shuhua Lai, Digital Media Course Coordinator, as a subject matter expert and instructional designer, will identify and create new course materials and oversee the entire transformation process. He will select and determine study material for all quizzes, exams and homework assignments/projects, develop hands-on activities, lab activities, complete and analyze all grade/survey related data for the course.

Team member: Kairui Chen, Associate Professor of Information Technology, as a subject matter expert and instructional designer, will create new course materials including developing lecture notes/course PPT slides, identifying online free complementary reading materials/tutorials/video clips for each course topic. Also he will set up and maintain the D2L course material for this project.

- **The plan for providing open access to the new materials.**

The new course materials will be hosted in D2L and all students who take this course will have free access to the materials on the first day of class.

Quantitative & Qualitative Measures: Quantitative Measures: The PIs will collect data from all students who take this course using the developed no-cost-to-student course material. These data includes but not limited to:
 The cost savings from not purchasing books, Retention rate in the course, classification, major area of study, passing and failing rate, drop and withdraw rate, other demographic data, and overall academic success of students completing course
 Qualitative Measures: The PIs will also survey our student participants to understand their experience/attitude using the developed no-cost-to-student course material. The following qualitative data will be collected and analyzed.
 What does the No-Cost-to-Students Learning Materials mean to you?
 How has the No-Cost-to-Students Learning Materials helped your academic learning experience in this course?
 What were the best aspects of using the No-Cost-to-Students Learning Materials?
 What were the challenges of using the No-Cost-to-Students Learning Materials?
 Other comments or suggestions provided by student participants.

Timeline:

10/31/2015

- Complete course modules redesign to use the no cost materials. These include all complementary reading materials, lecture notes, tutorials/video clips, hands-on activities, labs, and homework assignments.

11/30/2015

- Complete course level materials redesign. This includes syllabus and test banks for quizzes, tests and final exam.

12/19/2015

- Develop a survey of using the no cost materials to replace textbook.

- Deliver the first report.

04/30/2016

- Complete the course offering in the spring semester.
- Complete the survey data collection.
- Complete student evaluation.

05/31/2016

- Complete data collection and analysis.
- Compile final report.

Budget:

The funding mainly compensates the investigators' work and activities beyond normal teaching load in order to successfully complete the project.

Compensation for two faculty: $\$5,000 * 2 = \$10,000$

Travel expense: \$800

Total: \$10,800

Only open source software will be used in this project thus there is no additional spending on software or equipment purchasing.

Sustainability Plan:

Digital Media is a general education course at GGC. There are about 70 sections offered in each academic year. The proposed plan will initially introduce no-cost-to-students materials to 5 sections the two PIs teach. It is reasonable to expect that the success of this project will greatly reduce students cost, better prepare and engage students, improve academic performance, and in turn raise retention and success rates in this course. We will then propose to have all 70 sections adopt the no-cost-to-students material approach.

All no-cost materials and resources will be made available in D2L and will be shared among all faculty teaching this course. In addition, the course materials will be updated periodically by faculty in the Information Technology program reflecting feedback from various sources and newly emerged digital media technologies in the industry.

May 29, 2015

Grant Review Committee
Affordable Learning Georgia

Re: Textbook Transformation Grant

Dear Committee,

I am pleased to write this letter to support Dr. Shuhua Lai and Dr. Kairui Chen's application for the ALG Textbook Transformation Grant.

The proposal focuses on the creation of no-cost-to-students learning materials to replace current textbook for our general education course Digital Media (ITEC 2110). This will lower costs of students taking this course and will most likely increase our retention and success rates in the course.

Drs. Lai and Chen have been teaching ITEC 2110 for a long time. They have the knowledge, skills and experiences needed to successfully perform the action plan and meet the obligations of the grant. If awarded the grant, the school will work with them to coordinate the distribution of their award and provide necessary resources to facilitate their activities in developing the proposed learning materials.

Please let me know if you have any questions or need additional information.

Sincerely,



Thomas Mundie, Ph.D.
Dean, School of Science and Technology