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CALIFORNIA STATE UNIVERSITY
FULLERTON
Agenda

• CSU Fullerton’s Vision
• Strategy for faculty engagement
• Exploration, deployment, adoption, evaluation of digital learning content
• Key lessons institution has learned
• Future summer/fall pilot projects
Overview

- Founded in 1957
- 237 Acres Located at North of Orange County (about 7.5 miles north of Disneyland)
- 34,500 Students by Headcount

- **Degree programs offered:** 103 (54 undergraduate, 49 graduate, including a doctorate in education)
Integrated Technology Strategy

CSUF Information Technology Governance

- Access: Laptop, Desktop, Mobile Devices, Computer, etc.
- Support/Training: Field & Phone, Classroom, Online, etc.
- Academic Technology: Virtual Computing Lab, Online Education, etc.
- Enterprise Portal: Mashups, Interface, Dashboard, etc.
- Social Networking: Social Media & Collaboration
- Infrastructure: Virtualization, Cloud Computing, etc.
- ERP: Data Mining, Data Warehouse, Business Process Re-engineering, etc.

Sustainable
Collaborative
Visionary

Accessible Technology

Information Security
Strategy & Execution

- “Mobile First” Paradigm
- Mobile Devices Deployed to Staff and Faculty
- iPad Deployment Strategy
- Deploy Applications
Welcome to Affordable Learning Solutions

The CSU's Affordable Learning Solutions Campaign is designed to enable faculty to choose and provide quality educational content that is more affordable for their students. CSU students typically pay over $800 per year for their books. By reducing their expenses, we believe we can provide better access to a quality CSU learning experience. We are launching this campaign in 2010 and will be continuously improving the services to CSU faculty and students each semester.

The Affordable Learning Solutions website is designed to:

- Make it easy for faculty, staff, and students to find no/low cost course content that can substitute for more costly textbooks
- Enable faculty to be recognized for their efforts in reducing costs

CSU RENT DIGITAL

Save Lots, Learn More.

Students can save 60 percent or more when they rent digital textbooks, or e-textbooks. Faculty can choose e-textbooks for their courses from thousands of popular titles available from major publishers. When students buy the book at significant savings, they succeed. Learn more on the Lower Cost Publishers' Materials page.
Vision for Incorporating Digital Course Materials

Institute a pilot program between CourseSmart and CSU Fullerton to provide digital course materials contextually placed within the Moodle LMS with the following goals:

• To provide more **AFFORDABLE** Course Materials to Fullerton students based on a site license model
• Measure the effectiveness of **CONTEXTUAL PROVISIONING** of course materials within the LMS
• Measure the effectiveness of **MOBILE ACCESS** to digital course materials
• Assess institution, student and faculty experiences with digital course materials relative to hard copy alternatives
• Additional objectives as identified by CSU Fullerton such as institutional barriers to adoption
CourseSmart Deployment: Phase I

CSUF Sponsored CourseSmart as an InCommon Partner

- InCommon participants use some type of SAML-based federating and single sign-on software
- CSUF uses Shibboleth (Open-source, developed by Internet2)

CourseSmart desk-side copy now accessible via the Faculty Portal

- Authenticated access to desk side copy
- Still utilizes single page CourseSmart ID
- Now working on pricing to be able to direct link to texts through CSUF bookstore or textbook app

Results

- 175 CourseSmart faculty users as of 5/08/13
- 57 Active accounts
- 243 instructors passing through ServiceHub
- 65 instructors passing through ServiceHub that are new to CourseSmart
Faculty Engagement

- As Practitioner:
  - Selecting digital materials for themselves
  - Guiding student selection of resource type
  - Establishing needs and setting requirements

- As Stakeholder:
  - Members of key decision making committees:
    - Senate IT
    - Infrastructure
    - Rollout
  - Members of operational unit boards
    - Academic Technology Center
    - Faculty Development Center

Faculty evangelists emerge from these roles as they are engaged throughout the process
Bookstore Engagement

- Bookstore realizes the transition to digital is here
  - Titan Shops delivers digital product through Universal Digital Textbooks (UDT) through a partnership with Missouri Book Services. The digital content is primarily Vital Source and CourseSmart.
  - Titan Shops did participate in a pilot by the CSU Digital Marketplace in Fall 2010 whereby CourseSmart codes were sold.
CourseSmart Phase I Findings

• Adoption has been slow, but a transition to e-textbook is NOT an overnight event

• Key elements to grow success include:
  
  • Demonstrate a value add for digital over print that isn't "paving a cow path". Value adds in addition to a change in delivery type, such as; tools to enhance content, and collaborative features.

  • Covering the breadth of publishers currently in use on the campus. If the same publishers are not available, demonstrate what content and feature changes are available.
Key Takeaways and Lessons Learned

• Distinguish what drives digital/mobile strategy execution and what does not
  • #1 – Don’t present a “device” or single tool as a strategy
  • #2 – It is CRITICAL to consider a 360 view (support, training, apps)

• Avoiding pitfalls with implementing a larger strategy on campus
  • #1 – Show value add through savings and service
  • #2 – Include multiple pilot groups that turn into early adopters

• Benefits of organizing faculty evangelists and cultivating faculty involvement
  • #1 – Evangelists evolve from engagement
  • #2 – Evangelists will often become “peer support” and develop solutions to problems
Future Plans

• Phase II (Targeted Pilots):
  – Summer 2012 Pilot with 2 courses over compressed summer schedule
  – Fall 2012 Pilot with 8 classes (one per college) for faculty and student use
  – Examine pedagogical and functional use of e-textbooks in different disciplines
  – Discussions with CourseSmart on single sign on campus authentication (using InCommon) to a unified tools site

• Phase III (Enterprise Deployment):
  – Looking at different licensing models (concurrency)
  – Textbooks (or whatever the new format) as library resources