

Alternative Textbook Incentive Program: Faculty Insights

Ariana Santiago, Libraries
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Overview

- Alternative Textbook Incentive Program
- First Year Writing I
- System of Accounts in the Hospitality Industry
- Q & A

The Cost of Textbooks

\$1,240 is the average undergraduate budget for books and supplies

37.37% of UH students report not purchasing a required textbook due to cost

- 14.41% earn a poor grade
- 13.7% take fewer courses
- 10.37% not register for a specific course
- 7.36% drop a course

Alternative Textbook Incentive Program

Replace traditional textbooks with free textbooks to help students:

- Show up prepared on the first day of class
- Stay enrolled in courses
- Do better in course assignments

In the first year of ATIP:

- Accepted 16 projects
- \$23,500 in incentives
- \$200,000 estimated student savings

ATIP Overview

Replace required traditional textbook with:

- Open educational resources (OER)
- Freely available or library sponsored resources

Awards range from \$500 to \$2500

- Depends on cost-savings, feasibility, and type of project

Must be a new implementation of an alternative textbook

Open Educational Resources (OER)

Resources that use open licenses (e.g., Creative Commons); allowed to use, share, and sometimes modify, free of cost

Using OER as textbooks/course materials:

- Switch your textbook for an open textbook
- Use pieces from multiple open resources
- Create your own open textbook

<https://libraries.uh.edu/oer/find-an-open-textbook>

Find an Open Educational Resource

libraries.uh.edu/oer/find-an-open-textbook

[Open Textbook Library](#) – Free, peer-reviewed, and openly-licensed textbooks. University of Houston is a supporting member of the Open Textbook Network.

[OpenStax College](#) – Free textbooks that are developed and peer-reviewed to ensure they meet the scope and sequence requirements of college courses.

[OER Commons](#) – Provides college-level OER from higher education institutions around the world.

[Saylor Academy Bookshelf](#) – Collection of freely available open OER for download, online reading, and sharing.

[MERLOT](#) – Curated resource of free and online textbooks for use in teaching and learning.

[BC Campus OpenEd](#) – Open textbooks for the 40 highest enrolled first- and second-year subject areas in the British Columbia's public, post-secondary system.

[OpenTextbookStore](#) – A free collection of mathematics-related open textbooks. Includes supplements and a link to order print copies of the book.

[State University of New York \(SUNY\) Open Textbooks](#) – Publishes high-quality, peer-reviewed textbooks for use in higher education.

[Global Text Project](#) – Provides a free library of thousands of texts on various topics.

[OAPEN Library](#) – Freely available academic books mainly in the area of humanities and social sciences.

[Directory of Open Access Books](#) – Strong focus on humanities and social sciences, including many from

Freely-available or library sponsored resources

Resources are available to students at no additional cost:

- Journal articles
- Book chapters
- Online resources, websites

Recommend using Libraries' Course Reserves

<https://libraries.uh.edu/services/course-reserves>

ATIP Timeline

Applications now open

March 29: Application deadline

May: Acceptance notification; first half of award distributed

Summer 2019, Fall 2019, Spring 2020: Implement alternative textbook

End of semester: submit report; second half of award distributed

<https://libraries.uh.edu/oer/incentive>

ATIP Application

Applicant information


Course information

Resource(s) to be replaced

Project description

Application

[Apply for the Alternative Textbook Incentive Program](#)

- [Preview the application](#) 

Application deadline: Friday March 29, 11:59 PM Central.

Applicants will be notified of acceptance in May 2019.

For questions or help, please contact oer@uh.edu.

ATIP Application

Applicant information

Course information


Resource(s) to be replaced

Project description

- List resources identified as possible alternatives, and/or describe new resource you plan to create
- Timeline
- Resources needed
- Concerns

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ATIP Report

Course enrollment info

Provide an analysis of your students' reception of the alternative text(s)

Provide an evaluative statement of approximately 500 words describing the experience of teaching with an alternative textbook.

“They loved the fact that the book used problems at the beginning of each chapter...It was a very effective teaching tool.”

“[Students] had no trouble with my sending out URLs and postings on Blackboard. A few of them printed things out for themselves.

“A key component of the textbook is the exercises...The students found this very helpful, since it enables them to see additional solved problems...This complements what I cover in class.”

“I strongly believe that we, as instructors, should help students cut down the textbook cost, and students should learn from diverse perspectives and diverse sources of information...”

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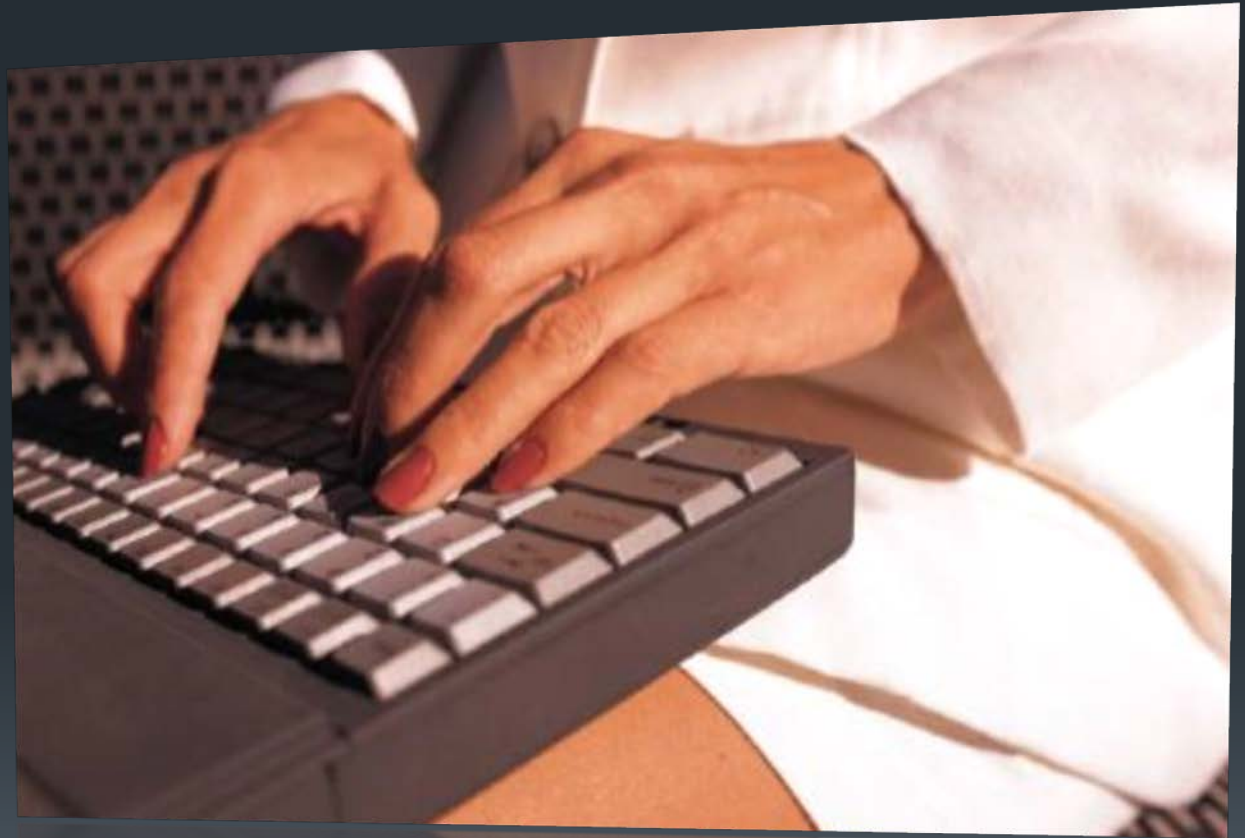
ATIP in ENGL 1303: First Year Writing I

Nathan Shepley, Associate Professor,
Department of English

I. Description

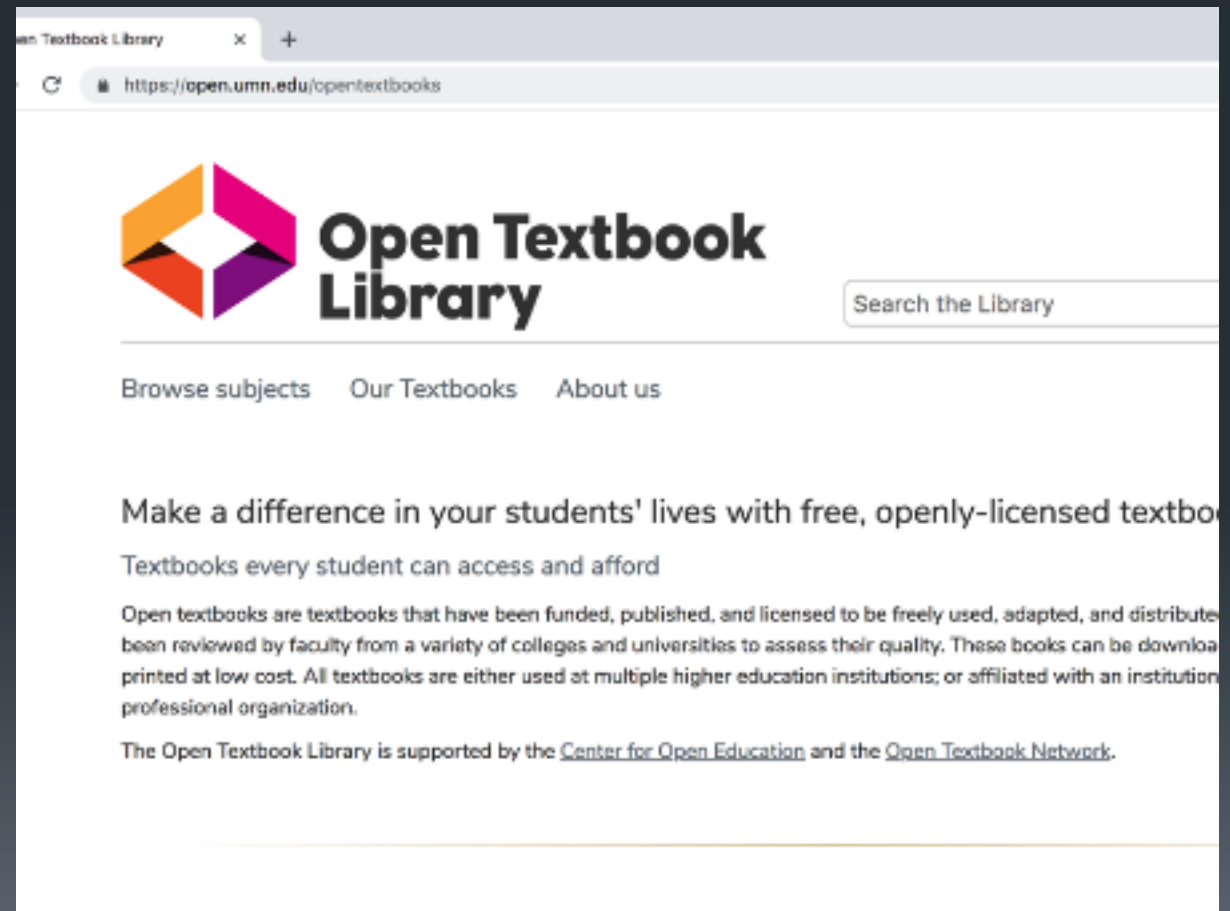
II. Reasons

III. Discoveries



Which Textbooks Used? How Selected?

- <https://open.umn.edu/opentextbooks>
- Humanities > Literature, Rhetoric, and Poetry
- Student Success



Snapshot: My Textbook Deliberations (albeit here for ENGL 1304)

Find open-source textbooks in the Open Textbook Library through <https://open.umn.edu/opentextbooks>.

- *Choosing & Using Sources: A Guide to Academic Research*, by Cheryl Lowry at Ohio State U (gets 34 reviews and 4.5 stars)
- *The Process of Research Writing*, by Stephen Krause at Eastern Michigan U (gets 14 reviews and 4 stars; focuses entirely on research-based writing; it has a chapter on writing critiques, which are basically evaluation arguments)
- *The Word on College Reading and Writing* (11 reviews, 4.5 stars; might be helpful for advice on reading critically and analyzing texts [see “Writing about Texts”], for its section on information literacy, for its section on determining audience and purpose, and for its sections on drafting and on using sources correctly)
- *Web Literacy for Fact-Checkers* (12 reviews, 4 stars; might be helpful for evaluating the appropriateness of online sources and especially journal articles)
- *About Writing: A Guide*, by Robin Jeffrey (41 reviews, 4 stars; might be helpful for evaluating sources and for integrating outside sources smoothly into one’s writing)
- *EmpoWord: A Student-Centered Anthology & Handbook for College Writers*, by Shane

How Incorporated into Class Docs & Meetings

ENGL 1303: First Year Writing I [Fall 2018]

Section Numbers: 141 and 144

Class Numbers: 23178 and 24070

Class Location CBB 238

Meeting Time: Tues/Thurs., 10:00-11:30 a.m.

Instructor: Dr. Nathan Shepley

Email: nshepley@uh.edu

Office Location: 224D Roy G. Cullen Building

Office Hours: Tues./Thurs., 1:00-4:00 p.m.

Required Course Texts: None that you must buy. Instead, we will use free open-source textbooks available through M.D. Anderson Library.

Also, short readings will be placed on Blackboard Learn (<http://www.uh.edu/blackboard/>). To log in to Blackboard Learn, use the same username and password that you use to access your U email account.

Prerequisite: Students who are not exempt from the English 1303 requirement are required to take the TSI Writing Assessment prior to enrolling in the class. Minimum passing scores on the Writing Assessment are a multiple choice of 340 with an essay score of 4; or a placement score of less than 340, and an ABE Diagnostic level of at least 4, and an essay score of at least 5. In 2013, the State of Texas mandated that *only* the TSI assessment is allowed. Information about the TSI Writing Assessment may be found here:

<http://ussc.uh.edu/tests-offered.aspx?testname=TSI%20Assessment>

The University of Houston Writing Center provides individual consultations for students working on all types of writing. Whether it's your first semester or your last, meeting with an expert student writer can provide another perspective on your paper or project that aids you in navigating the writing process from brainstorming to perfecting a final draft and any stage in between. You can make an appointment by visiting <http://www.uh.edu/writingcenter/> or by calling (713) 743-3016.

Unit One Outline (Tentative)

Note: the open-source books mentioned below may be accessed for free by UH students. Go to <https://libraries.uh.edu/branches/anderson/>, click on "Catalog," click on "Title," and then enter the appropriate book title. At that point, you will be a few clicks away from either viewing the book online or downloading the book.

WEEK 1: Rhetoric and Analysis

Tues., Aug. 21: Syllabus, intro. to the course; writing diagnostic

HW for Thurs., Aug. 23: Read "Annotating Your Way into Academic Discourse," by Ellen C. Carillo (link on Blackboard). Read "The Nature of Analysis" in Ch. 1 of *Exploring Perspectives: A Concise Guide to Analysis*, an open-source book by Randall Fallows.

WEEK 2: Support: The Power of Details and Examples

Monday, August 27th—Last day to add classes.

HW for Tues., Aug. 28: Read "Southern Comfort," by Mark Doty, and "Someplace in Queens,"

On Blackboard

Dear English 1303 Students,

A reminder and fuller explanation: If part or all of your English 1303 homework is to read a section from an open-source textbook available through M.D. Anderson Library, here are the steps for locating that reading electronically:

- 1.) Visit <https://libraries.uh.edu/branches/anderson/>.
- 2.) Click on the "Catalog" tab.
- 3.) Click on "Title" (next to "Search Options").
- 4.) In the search bar, enter the first few words of the book title containing the section that you are supposed to read. For example, for part of the reading homework to complete before our class meeting Thurs., Aug. 23, the book title is *Exploring Perspectives: A Concise Guide to Analysis*. So in the search bar, you could enter *Exploring Perspectives*.
- 5.) Click where indicated to access the book. Then look for the title of the section or chapter that you are supposed to read. For example, for Thurs., Aug. 23, the assigned section from an open-source book is the section called "The Nature of Analysis," which is part of chapter one.

Additionally, remember that if you also or instead have assigned reading that our class syllabus says is available on Blackboard, you may access that reading from our class's Blackboard site. Once on the site, click on the "Readings" tab on the left-hand side of the screen. You'll see on our class syllabus that you do indeed have one short Blackboard reading to complete, a piece by Ellen C. Carillo called "Annotating Your Way into Academic Discourse," before our Thurs., Aug. 23, class.

Once you do this a few times, you'll get the hang of it, I'm sure. Please feel free to contact me at nshepley@uh.edu if you have questions. Thank you.



Comparison to Non-ATIP Approach

- Standard textbook, edition, and format listed on syllabus
- Still some brief supplemental readings added to Blackboard
- No repeated directions on how to access standard textbook
- No (or less need for) advance notice to students about textbook
- Reliance on one textbook to explain and illustrate most class concepts

II. Reasons for Trying ATIP

Cost: My 26 students saved \$2,500 - \$3,000 by my use of free open-source textbooks

(In Aug. 2018, Pearson's *A&B Guide* sold for \$113.60—new, printed—at UH bookstore.)



Other Reasons

Quality: Historical overabundance of textbooks, varying quality

Freedom: Instructors choosing which text best explains or shows what concept



III. Discoveries

High Student Satisfaction

- 16 out of 17 students surveyed: very or pretty satisfied with using open-source textbooks
- Favorite aspects: (1) money, (2) accessibility

Student Voices

- “Keep providing the free textbook. The concept is really beneficial.”
- The book “was free and right at our fingertips [...] it was easier for me to read it on the go on my phone or computer.”
- “I like how you posted the readings online [on Blackboard] already.”



Other Discoveries

- Supplement book when needed; no book is perfect
- Instructor experience and comfort with the course is needed before teaching with free open-source textbooks



Thank you!

Dr. Nathan Shepley

nshepley@uh.edu

224D Roy G. Cullen Bldg.



HRMA 2340
System of Accounts in The Hospitality
Industry
Agnes DeFranco and Arlene Ramirez

- **No Book...**
- **Better Class...**
- **Higher Quality Learning!!!**

The Beginning of a New Era



Blackboard

Main Tool



iPad Pro

Teach / annotate

Record students answers

Use OneNote to
annotate lecture notes




YouTube Videos

Reviewing materials

Working out problems

Fun Clips

Technology

▼ **2019SP-02571-
HRMA2340-Systems of
Accounts in the
Hospitality Industry** 

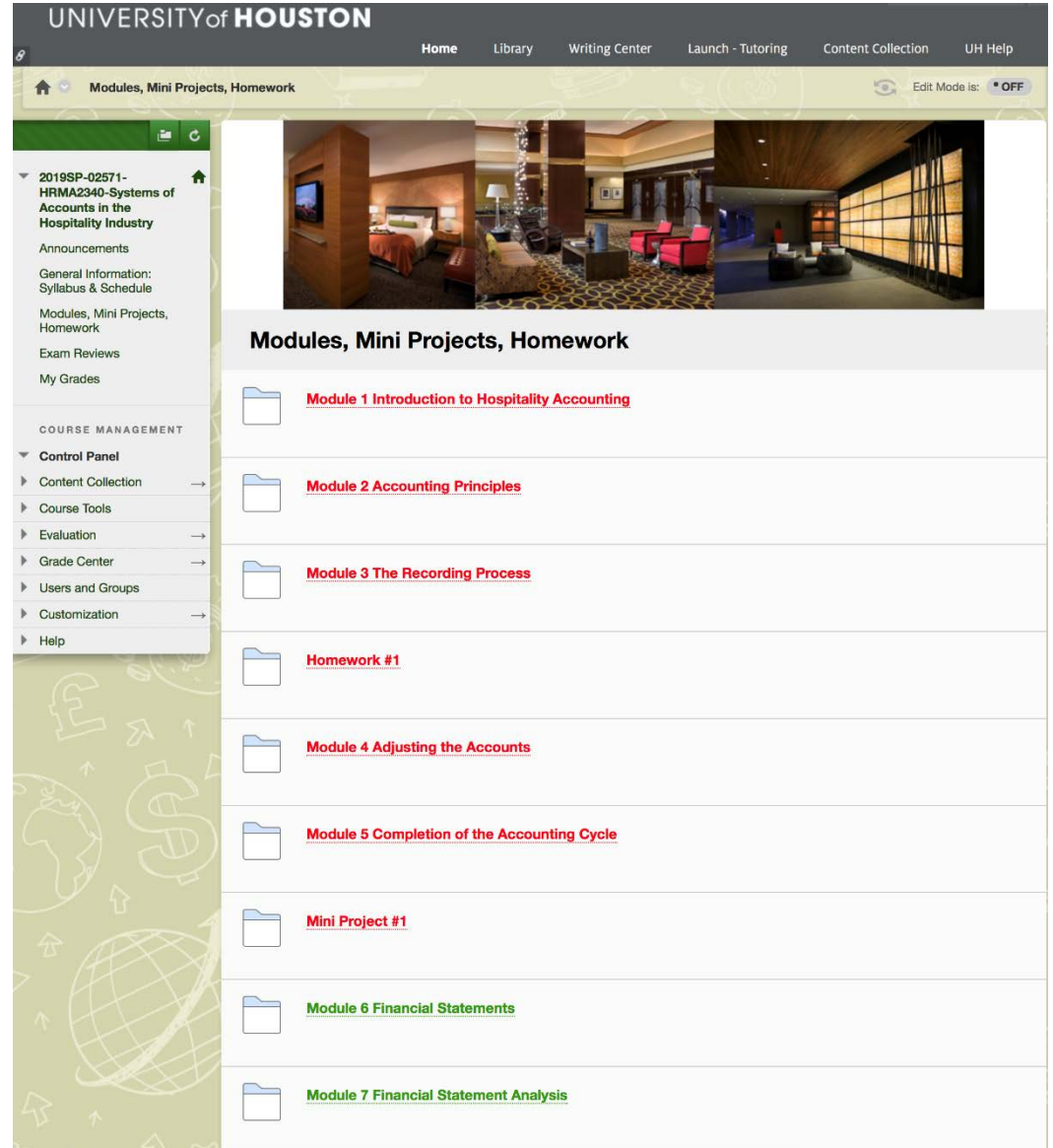
Announcements

General Information:
Syllabus & Schedule

Modules, Mini Projects,
Homework

Exam Reviews

My Grades



UNIVERSITY of HOUSTON

Home Library Writing Center Launch - Tutoring Content Collection UH Help

Modules, Mini Projects, Homework

2019SP-02571-
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COURSE MANAGEMENT

Control Panel

- Content Collection →
- Course Tools
- Evaluation →
- Grade Center →
- Users and Groups
- Customization →
- Help

Modules, Mini Projects, Homework

- Module 1 Introduction to Hospitality Accounting
- Module 2 Accounting Principles
- Module 3 The Recording Process
- Homework #1
- Module 4 Adjusting the Accounts
- Module 5 Completion of the Accounting Cycle
- Mini Project #1
- Module 6 Financial Statements
- Module 7 Financial Statement Analysis

General Information: Syllabus & Schedule



Syllabus

Attached Files: [2340 - syllabus_color_final.pdf](#) (776.562 KB)



Emergency Preparedness Information

Attached Files: [emergency-preparedness-syllabus_2340.pdf](#) (78.641 KB)



Information Sheet

Attached Files: [HRMA 2340 Information Sheet.docx](#) (14.056 KB)



Contact Information

CONTACT INFO: Office – North Wing 231-G, P: 713-743-2422,

E-mail: Adefranco@uh.edu. Preferred method of contact is via this university email address.

OFFICE HOURS: Mondays, Wednesdays 10-12; Tuesdays 9-10, AND 11:30-12:30

If these timeslots conflict with your class schedule, please feel free to make an appointment with me directly



Assessment and Grades

ASSESSMENT AND GRADES:

Attendance	5%
Homework (1)	10%
Mini Project (2)	20%
Quizzes	20%
Exam 1	20%
Exam 2	25%
Total	100%



Schedule

Attached Files: [2340 sp19 Schedule by week.docx](#) (17.661 KB)



TA Information

Teaching Assistant- Caitlin Ledet

Email- cmledet@uh.edu (if you send her an email, please give her your name and indicate whether you are in the M/W or Tu/Th section)



Information sheet: Helping us get to know more about our students

Important Elements Highlighted From Syllabus



Assessments



Grades



Schedule



Contact and TA Information

Exam Reviews



Exam 1 Review & Practice Problems

- Attached Files:
- [Exam 1 Review Slides - M1-5.pptx](#) (1.064 MB)
 - [Exam 1 Review -M3 & 4 Transactions & Adjustments Questions.pdf](#) (154.362 KB)
 - [Exam 1 Review -M3 & 4 Transactions & Adjustments Answers.pdf](#) (152.578 KB)
 - [Exam 1 Review -M3 Trial Balance Questions and Answers.xlsx](#) (10.579 KB)
 - [Exam 1 Review -M5 Questions.pdf](#) (28.527 KB)
 - [Exam 1 Review -M5 Answers.png](#) (130.037 KB)



Exam 1 - Completing a Worksheet

Account Name	Debit	Credit
Cash	21,144	
Accounts Receivable	24,840	
Prepaid Rent	8,000	
Land	3,700	
Accounts Payable		24,900
Accounts Receivable Uncollectible	3,000	
Interest Expense	1,700	
Interest Payable		3,000
Sales Revenue		141,600
Sales Discounts	1,000	
Sales Returns and Allowances	2,000	
Dividends	450	
Retained Earnings		10,000
Common Stock		100,000
Total	141,600	141,600

- Download video file: [ADEFD4FE-6A61-4BCF-9FA2-A3BF99C0D4C7.MOV](#)



Exam 1 - Closing Entries

Account Name	Debit	Credit
Cash	21,144	
Accounts Receivable	24,840	
Prepaid Rent	8,000	
Land	3,700	
Accounts Payable		24,900
Accounts Receivable Uncollectible	3,000	
Interest Expense	1,700	
Interest Payable		3,000
Sales Revenue		141,600
Sales Discounts	1,000	
Sales Returns and Allowances	2,000	
Dividends	450	
Retained Earnings		10,000
Common Stock		100,000
Total	141,600	141,600

- Download video file: [E9B87185-A0EC-4F68-AAA1-8DC76FA2F0AC.MOV](#)

Exam Reviews
with
Practice
Problems
and Videos... all
included since
Day One!!

Each Module...

Objectives

PowerPoint slides

Notes for each module taken from a student perspective

Exercises for each module

Answers provided

Think Like a Boss (extra credit)

Summary Video(s)

Extra Readings

Fun Videos

FINMA2340-Systems of Accounts in the Hospitality Industry

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Exam Reviews

My Grades

COURSE MANAGEMENT

- Control Panel
- Content Collection →
- Course Tools
- Evaluation →
- Grade Center →
- Users and Groups
- Customization →
- Help



Module 1 Objectives

1. Define accounting.
2. Identify the users and uses of accounting.
3. Understand why ethics is a fundamental business concept.
4. Explain the meaning of generally accepted accounting principles, specifically the cost principle, monetary unit assumption, and the economic entity assumption.
5. State the basic accounting equation, and explain the meaning of assets, liabilities and stockholders' equity.
6. Explain the accounting cycle and flow of information.
7. Identify the various systems of accounting procedures used in the hospitality industry.
8. Understand accounting and financial management in a hotel, foodservice operation and a club.



Module 1 PowerPoint Slides and Notes

Attached Files: [M1 Notes.docx](#) (19.919 KB)
[2340-M1-SP19.pptx](#) (1.312 MB)



Module 1 Exercises

Attached Files: [M1 Exercises.docx](#) (16.479 KB)



Module 1 Solutions

Attached Files: [M1 Exercises-ANS.docx](#) (17.386 KB)



Think Like a Boss

Attached Files: [TLAB-M1.docx](#) (12.204 KB)



Module 1 Summary Video

Module Objectives

1. Define accounting.
2. Identify the users and uses of accounting.
3. Understand why ethics is a fundamental business concept.
4. Explain the meaning of generally accepted accounting principles, specifically the cost principle, monetary unit assumption, and the economic entity assumption.

Lots of organized information and tools makes the transition seamless from book to Blackboard.....

And No Book to Buy!

Feedback from Students



Faculty/Course
Evaluation

- **I liked not having to use a book because I have seen it and it looks too complicated.**
- **She posted so many helpful videos, PowerPoints, and notes online that helped me learn the material much better. I also really liked that she didn't make us buy a textbook. I learned more from her class without a textbook than I have in any of my other classes that required a textbook.**
- **I LOVE NOT HAVING A TEXTBOOK.**
- **It's an expense that I don't miss.**

This Spring

- Videos with industry experts / alumni
- Update exercise and Think Like a Boss every semester
- Update new videos and information where applicable

Next Step

- Transition from HRMA 3341 to HRMA 4343
- Apply for the next round to redo HRMA 4343, making all the hospitality accounting/finance classes “textbook free”

The Future...What's Next

Questions

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Nathan Shepley, Dept. of English
Arlene Ramirez, Hilton College
Agnes DeFranco, Hilton College

For more information:

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Contact asantiago2@uh.edu