Z-Major Action Plan:

A Program-Level Approach

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I. Executive Summary

This Z-Major Action Plan outlines a program-level approach for developing the CSU's first zero-textbook-cost major (aka, "Z-Major") within CSUCI's Communication department. By doing so, this proposal is expected to reduce the textbook costs for major-specific courses by 56% – from $1,434.55 to $623.56 per student – via three interrelated means: (1) collaborating with the ten Communication faculty who have already committed to being OpenCI Ambassadors, in order to extend their student savings to all corresponding course sections; (2) collectively curating a custom reading/resource for COMM 101: Public Speaking and COMM 301: Advanced Public Speaking; and (3) targeting 1-3 additional courses that indicate a particularly high potential for cost savings (i.e., COMM 220, COMM 310, and/or COMM 321).

II. Program Significance

1. Student Significance

The cost of college textbooks has risen more than 1,000% since the late 1970s (Popken, 2015). Through the 1980s, the price of textbooks increased 3x the rate of inflation, and during the 1980s they increased 4x the rate of inflation (Weisbaum, 2016). Meanwhile, 10% of CSU students report being homeless, and as many as 24% report being food insecure (Xia, 2016). For each of these reasons, textbook costs have shown to cause increased levels of stress for students during school, more student debt once they've finish, or worse: Their decision to never attend college in the first place (Bidwell, 2014). Such negative repercussions are especially evident among first generation students, historically underrepresented groups, and students from lower socioeconomic backgrounds – three categories that speak to the very heart of California State University Channel Islands' (CSUCI) student body (Collier & Morgan, 2008; Donaldson, Nelson, & Thomas, 2012; Paterson, 2015; see also Noozhawk, 2016).

2. Faculty Significance

In addition to financial concerns among CSUCI's students, this program-level action plan offers several academic benefits for its faculty as well. Repeated studies have shown the positive correlation between low/no-cost materials and student (1) learning, (2) classroom engagement, and (3) overall course satisfaction (e.g., Berry, Cook, Hill, & Stevens, 2010). Once faculty replace traditional textbooks with no/low-cost materials, they are not only able to tailor those materials to better align with a course's specific SLOs, but they are also able to incorporate more timely and relevant materials that connect with real-world scenarios beyond the classroom setting (e.g., journal articles,

government reports, contemporary news stories, etc.) This reality has already shown to be the case on CSUCI's campus as well (Hannans & Jenkins, 2017). A staggering 100% of past/current OpenCI Ambassadors rated the quality of their redesigned course materials as being "equal to" or "better than" their previous textbook. Similarly, a majority of CSUCI faculty reported their students as being more engaged, as compared to previous semesters; those same students were also described as being better prepared to discuss assigned readings.

3. Administrative Significance

Finally, the significance of this program-level action plan speaks directly to the CSU Graduate Initiative 2025 and AB 1602, which goals include: improving four-year and six-year graduation rates for students entering as freshmen, improving two-year and four-year graduation rates for transfer students, and closing achievement gaps for all groups (California Assembly, 2016b; California State University, 2016, p. 7). High textbook prices have shown to increase students' likelihood to drop/withdraw from courses, while decreasing their likelihood to perform well academically or to take the necessary number of courses to graduate in a timely manner (Donaldson, Nelson, & Thomas, 2012). Each of these realities is again most evident among first generation students, historically underrepresented groups, and students from lower socioeconomic backgrounds (Collier, & Morgan, 2008). Thus, by reducing the cost barriers associated with course materials, CSUCI is more likely to achieve its revised 2025 graduation rates in regard to both time-to-graduation and academic achievement gaps.

For each of these reasons – the rising cost of college textbooks, the pedagogical promise for increased student learning, and the potential for improving graduation rates

and closing achievement gaps – this program-level plan is significant for CSUCI's

students, faculty, and administration, as well as the local community beyond.

III. Program-Level Action Plan

Currently, the average Communication student at California State University Channel Islands (CSUCI) is required to spend a minimum of $4,097.23 on textbooks over the course of her/his academic career (please see the Appendix for a detailed analysis of textbook pricing for Communication students). It should be noted, however, that this number is actually a conservative estimate because it assumes the most efficient path to graduation. In other words, this average is based on the 120 units required of each Communication major; it does not take into account any units beyond the 120-unit minimum, nor the myriad of reasons for a student to take extraneous units during her/his undergraduate experience: a change in major, Community College units that do not transfer as anticipated, the selection of an inefficient course schedule by the student, etc.

With this caveat in mind, $2,662.68 of the aforementioned $4,097.23 is due to GE and other required electives courses, leaving $1,434.55 as the average minimum amount Communication students are required to spend on textbooks for major specific courses alone. Thus, a 56% reduction – which far exceeds the 30% savings benchmark outlined by the CSU's AL$ initiative (see California Assembly, 2016a) – would result in an overall savings of $810.99 per student, or a total remaining textbook cost for major specific courses of only $623.56.

This 56% reduction in textbooks costs will be pursued in three interrelated ways: (1) collaborating with OpenCI Ambassadors, (2) collectively curating a custom reading/resource for Public Speaking and Advanced Public Speaking, and (3) targeting courses with particularly high savings potential. The remaining sections outline each of these three foci in more detail.

Part One: Collaborating with Current OpenCI Ambassadors

1. One-Sentence Overview

The first part of this three-part program-level action plan involves collaborating with the Communication program's current OpenCI Ambassadors in order to extend their student savings to all corresponding course sections.

2. Expanded Overview

A total of ten Communication faculty have already committed to being OpenCI Ambassadors by taking efforts to cut textbook costs by at least 30% in one or more of their classes. [*Note: All original names have been removed from this resource in order to protect the faculty members' privacy*.] The vast majority of these Ambassadors have set goals well beyond AL$'s 30% minimum, aiming to reduce their textbook costs by a full 100% (see Table 1).

Table 1.

Estimated Student Savings by Course

Course Title	OpenCI Ambassador(s)	Average Textbook Cost Before Redesign	Target Textbook Cost After Redesign	Student Savings After Redesign
COMM 101: Public Speaking	*[Note: All original names have been removed from this resource in order to protect the faculty members' privacy]*	$149.64	$0	$149.64
COMM 200: Introduction to Communication Studies		$132.85	$0	$132.85

COMM 205: Introduction to Communication Research		$148.55	$0	$148.55
COMM 225: Professional Communication		$124.50	$0	$124.50
COMM 325: Health Media Campaigns		$51.00	$0	$51.00
COMM 333: Nonprofit Management		$170.88	$34.95	$135.93
COMM 442: Organizational Communication		$57.75	$0	$57.75
COMM 455: Leadership Studies		$250.00	$0	$250.00

The collective efforts of these ten faculty are estimated to affect 19 sections of 8 courses in the 2017-2018 AY. These courses include COMM 101: Public Speaking (4 sections), COMM 200: Introduction to Communication Studies (2 sections), COMM 205: Introduction to Communication Research (3 sections), COMM 225: Professional Communication (1 section), COMM 325: Health Media Campaigns (1 section), COMM 333: Nonprofit Management (4 sections), COMM 442: Organizational Communication (4 sections), and COMM 455: Leadership Studies (0 sections).

The collective efforts by these ten OpenCI Ambassadors are also estimated to save CSUCI students an average of $2,971.72 per course section, for a total savings of $56,462.71 in the 2017-2018 AY – an estimate based upon a conservative enrollment average of 25 students per course section (see Table 2).

Table 2.

Estimated Student Savings in the 2017-2018 AY

Course Title	OpenCI Ambassador(s)	Number of Course Sections Benefited by OpenCI in the 2017-2018 AY	Average Student Savings per Section (Based on Enrollment Estimate of 25 Students)	Total Student Savings for All Sections (Based on Enrollment Estimate of 25 Students)
COMM 101: Public Speaking	*Note: All original names have been removed from this resource in order to protect the faculty members' privacy*	4	$3,741.00	$14,964.00
COMM 200: Introduction to Communication Studies		2	$3,321.25	$6,642.00
COMM 205: Introduction to Communication Research		3	$3,713.75	$11,141.25
COMM 225: Professional Communication		1	$3,112.50	$3,112.50

COMM 325: Health Media Campaigns		1	$1,275.00	$1,275.00
COMM 333: Nonprofit Management		4	$3,398.25	$13,593.00
COMM 442: Organizational Communication		4	$1,443.74	$5,734.96
COMM 455: Leadership Studies		0	$6,250.00	N/A (course not offered during 2017-2018 AY)
		Average Student Savings per Section:		**$2,971.72**
		Average Student Savings per Course:		**$8,066.10**
		Total Student Savings in the 2017-2018 AY:		**$56,462.71**

As encouraging as these numbers are, approximately 27 sections of the aforementioned courses remain unaffected each year by OpenCI's redesign efforts, resulting in an unrealized student savings of $83,210.50 for the 2017-2018 AY. Consequently, if the Communication program's current OpenCI Ambassadors were to help during Fall 2017 to recruit and disseminate their cost-saving measures to non-OpenCI Ambassadors who teach corresponding sections during Spring 2018, CSUCI's student body could save an additional $43,790.00 across 14 course sections during the Spring semester alone, and an additional $83,210.50 each AY thereafter (see Tables 3 and 4).

Table 3.

Unrealized Student Savings for the 2017-2018 AY

Course Title	Average Textbook Cost Before Redesign	Target Textbook Cost After Redesign	Number of Course Sections Not Benefited by OpenCI in the 2017-2018 AY	Unrealized Student Savings in the 17-18 AY (Based on Enrollment Estimate of 25 Students)
COMM 101: Public Speaking	$149.64	$0	10	$37,410.00
COMM 200: Introduction to Communication Studies	$132.85	$0	2	$6,642.50
COMM 205: Introduction to Communication Research	$148.55	$0	2	$7,427.50
COMM 225: Professional Communication	$124.50	$0	1	$3,112.50
COMM 325: Health Media Campaigns	$51.00	$0	0	N/A
COMM 333: Nonprofit Management	$170.88	$34.95	4	$13,593.00
COMM 442: Organizational	$57.75	$0	4	$5,775.00

Communication				
COMM 455: Leadership Studies	$92.50	$0	4	$9,250.00
Average Unrealized Student Savings per Section:				**$3,081.87**
Average Unrealized Student Savings per Course:				**$10,401.31**
Total Unrealized Student Savings for the 2017-2018 AY:				**$83,210.50**

Table 4.

Unrealized Student Savings for Spring 2018

Course Title	Faculty of Record for Spring 2018 (aka, non-OpenCI Ambassador(s)	Average Textbook Cost Before Redesign	Number of Course Sections **Not** Benefited by OpenCI in Spring 2018	Unrealized Student Savings in Spring 2018 (Based on Enrollment Estimate of 25 Students)
COMM 101: Public Speaking	*Note: All original names have been removed from this resource in order to protect the faculty members' privacy*	$149.64	6	$22,446.00
COMM 200: Introduction to Communication Studies		$132.85	1	$3,321.25
COMM 205: Introduction to Communication Research		$148.55	1	$3,713.75

COMM 225: Professional Communication	N/A (only one section offered by current OpenCI Ambassador)	$124.50	0	N/A
COMM 325: Health Media Campaigns	N/A (only one section offered by current OpenCI Ambassador)	$51.00	0	N/A
COMM 333: Nonprofit Management		$170.88	2	$6,796.50
COMM 442: Organizational Communication		$57.75	2	$2,887.50
COMM 455: Leadership Studies		$92.50	2	$4,625.00
Average Unrealized Student Savings per Section:				**$3,127.86**
Average Unrealized Student Savings per Course:				**$7,298.33**
Total Unrealized Student Savings for Spring 2018:				**$43,790.00**

3. Proposed Budget

Special consulting contracts will be offered as a financial incentive to new OpenCI Ambassadors who agree to redesign a course using OERs or other the no/low-cost materials, as well as to current OpenCI Ambassadors who agree to help in the process of disseminating their current cost savings. New OpenCI Ambassadors will be offered a special consulting contract of $1,000 for each aforementioned course they

commit to redesigning (all sections). Current OpenCI Ambassadors will be offered a special consulting contract of $500 for each new Ambassador s/he is credited with recruiting, as well as for her/his commitment to supporting each of these new Ambassadors by sharing course materials, resources, etc.

The required savings benchmark for new OpenCI Ambassadors will be 50% – as compared to previous textbook costs, a comparable text in the field, and/or the average textbook cost across all sections of the course (see Appendix). A 100% reduction in textbook costs is anticipated in most cases, however, based upon redesign efforts from the current and aforementioned OpenCI Ambassadors within CSUCI's Communication program.

According to the anticipated schedule of classes for Spring 2018, seven new OpenCI Ambassadors have potential to be incentivized: [*Note: All original names have been removed from this resource in order to protect the faculty members' privacy*]. These seven special consulting contracts, combined with seven contracts for the corresponding OpenCI Ambassadors who recruit and support these new Ambassadors, have potential to account for $10,500 of the program's $12,500 budget. However, this part of the program-level action plan is not expected to demand that many resources. First of all, both [*name removed*] and [*name removed*] have already agreed to waive all financial incentives related to this action plan, which brings the total potential budget down to $10,000. It is also highly unlikely that all seven potential Ambassadors will commit to redesigning their course(s) for Spring 2018, or that all seven new Ambassadors will credit a specific colleague for recruiting/supporting their efforts. Thus, part one of this program-level action plan works under the assumption that approximately five new Ambassadors

will be recruited ($5,000), with four colleagues credited for their recruitment/support

($2,000), resulting in an expected budget of $7,000 (see Table 5).

Table 5.

Proposed Budget for Collaborating with Current OpenCI Ambassadors

Status	Financial Incentive	OpenCI Commitment	Total Number of Potential Special Consulting Contracts	Total Number of Expected Special Consulting Contracts
New OpenCI Ambassador	$1,000.00 per Course	Redesign all future sections of one aforementioned course.	7	5
Current OpenCI Ambassador	$500.00 per Recruit	Recruit *and* support a new OpenCI Ambassador by sharing course materials, resources, etc.	6	4
			Potential Budget Total:	**$10,000.00**
			Expected Budget Total:	**$7,000.00**

4. Proposed Timeline

Collaborating with the Communication program's current OpenCI Ambassadors

will help to establish buy-in from other Communication faculty teaching the same course,

as well as offer "proof of concept" for their ability to redesign these courses accordingly.

In this way, each of the current OpenCI Ambassadors serve as programmatic change

agents who can help to disseminate their cost savings to all corresponding course

sections. This is especially evident for COMM 101: Public Speaking, where a total of

four Communication faculty have already shown their passion for saving students money

by becoming OpenCI Ambassadors.

For each of these reasons, current OpenCI Ambassadors (with the help of OpenCI's Campus Coordinators) are expected during Fall 2017 to help recruit and support additional Ambassadors by sharing their course materials, personal reflections on the process, student reactions, pedagogical results, etc. During Spring 2018, these new OpenCI Ambassadors are expected to implement their redesigned courses, with current OpenCI Ambassadors continuing to act as mentors throughout the process (see Table 6).

Table 6.

Timeline for Collaborating with Current OpenCI Ambassadors

Semester Implemented:	Desired Goal:
Summer 2017	OpenCI Program-Level Action Plan shared with Communication faculty.
Fall 2017	Current OpenCI Ambassadors help recruit additional instructors who are expected to teach the same course in Spring 2018, and offer support during their subsequent redesign process through the sharing of course material, personal reflections on the process, student reactions, pedagogical results, etc.
Spring 2018	New OpenCI Ambassadors implement their newly redesigned courses using OERs or other no/low-cost materials, with current OpenCI Ambassadors continuing to act as mentors throughout the process.

Part Two: Creating/Curating a Public Speaking Text

1. One-Sentence Overview

The second part of this three-part program-level action plan involves collectively curating a custom reading/resource for both COMM 101: Public Speaking and COMM 301: Advanced Public Speaking.

2. Expanded Overview

COMM 101: Public Speaking serves as a gateway course for CSUCI's Communication program. It is often the first – if not the only – Communication course

taken by those outside the major. Consequently, the creation of a custom public speaking text has been a topic of conversation within the Communication program for quite some time, and for a variety for reasons. Five specific reasons include the increased potential for: (a) student savings, (b) highlighting CSUCI's mission pillars, (c) highlighting the Communication program's three emphases, (d) speaking to CSUCI's unique student body, and (e) streamlining the Communication program's overall curriculum.

COMM 101: Public Speaking is the Communication program's most commonly offered course, with 7-8 sections scheduled per semester. Each section boasts an enrollment capacity of 30 students, totaling 450 potential students every AY. Meanwhile, the average textbook cost across all sections of COMM 101: Public Speaking is a staggering $149.64 (see Appendix). Thus, redesigning all 15 sections of COMM 101: Public Speaking would result in an estimated student savings per AY of $67,000.00. Savings accrued from COMM 301: Advanced Public Speaking would drive this savings estimate even higher; however, average textbook pricing for COMM 301 is not presently available.

In addition to student savings, the creation/curation of a public speaking text has potential to enhance the Communication program's current curriculum by highlighting CSUCI's four mission pillars: interdisciplinarity, multiculturalism, international perspectives, and community engagement. Beyond the typical lineup of speeches included in most standard public speaking texts (e.g., informative, persuasive, impromptu, etc.), additional speeches and activities can be added to CSUCI's custom text that require students to research and explore international/multicultural perspectives, to

reflect upon their service-learning experience from another class, to address a social issue specific to Ventura County, and so on.

Similar to the ability for this public speaking text to highlight CSUCI's university mission pillars, it also has ability to highlight the Communication program's three emphasis: Health Communication, Organizational Communication, and Environmental Communication. All undergraduate students who complete a Communication degree must choose one of these three emphases. Because of COMM 101's aforementioned role as a gateway course for Communication, specific speeches and activities that require students to delve into one or more of the program's three emphases would better inform students outside of the major about Communication's curriculum. For students who are already Communication majors, emphases-related speeches/activities in COMM 101 could help them learn more about what each emphasis offers, before declaring a choice for themselves; emphases-related speeches/activities in COMM 301 could help these students draw new and innovative connections between coursework being taught in a variety of otherwise disparate classes.

Yet another way the Communication program's current curriculum can be enhanced through the creation/curation of a public speaking text is by speaking to its unique study body. Sixty-nine percent of CSCUI's 2016 freshmen class reported being first generation students, and 71% self-identified as racial/ethnic minorities. Meanwhile, CSUCI accepted nearly twice as many transfer students as freshmen: 3,800 as compared to 2,152 (Noozhawk, 2016). Consequently, speeches/activities aimed at helping transfer students explore the campus and its resources can be included as a way to help these students familiarize themselves with CSUCI. Similarly, speeches/activities aimed at

welcoming first-generation students can be incorporated, or speeches/activities of particular interest to historically underrepresented student groups.

Finally, a custom public speaking text will allow the Communication program to foster more consistency between COMM 101: Public Speaking and COMM 301: Advanced Public Speaking. Through the use of additional sections, chapters, speeches and/or activities, a single text can be designed in a way that meets the needs for both of these courses. Each speech might include two separate grading criteria, for example, one for each course. Similarly, each chapter might conclude with a "Dig Deeper" section that is intended especially for Advanced Public Speaking students, or the entire text might include additional chapters designated for upper-division students only. Such a mindful approach would not only eliminate the need for students to purchase two separate textbooks, but would also promote the scaffolding of presentation skills from one course to the next, resulting in a more consistent curriculum overall.

In each of these ways – by saving students money, highlighting CSUCI's mission pillars, highlighting the Communication program's emphases, speaking to CSUCI's unique student body, and streamlining the Communication program's current curriculum – creating/curating a public speaking text for COMM 101: Public Speaking and COMM 301: Advanced Public Speaking will ultimately result in a more relevant, focused, and intentional classroom experience for both students and faculty members.

3. Proposed Budget

Special consulting contracts will be offered as financial incentives to help faculty members offset the time needed to create/curate a custom public speaking text. These special consulting contracts will be offered to approximately 2-5 interested faculty who

commit to collaborating as a project team. A total allotment of $4,000 shall be distributed

among this project team as its members see fit, depending on the number of faculty

members involved, each of their agreed upon roles, tasks, duties, and so on.

Table 7.

Proposed Budget for Creating/Curating a Public Speaking Text

Financial Incentive	OpenCI Commitment	Expected Number of Special Consulting Contracts	Expected Amount for Each Special Consulting Contract
$4,000.00	Collectively creating/ curating a custom public speaking text to be used in COMM 101: Public Speaking and COMM 301: Advanced Public Speaking.	2-5	$500-$1,500 (actual contract amounts will depend on the number of faculty members involved, the specific roles/tasks undertaken by each team member, etc.)
		Budget Total:	**$4,000**

4. Proposed Timeline

In order to create a custom public speaking text, approximately 2-4 interested

faculty members will work together as a project team to identify open resources, curate

fair use chapters, and/or write their own original content. Preliminary groundwork for this

process will begin in Summer 2017, with a call for participation sent to all

Communication faculty in late-June/early-July. By end of the summer recess, the official

project team will be identified, an outline of the text finalized, and official member roles,

tasks, and timelines clarified. During Fall 2017, an initial draft of the text is to be

completed and reviewed by the Communication program's tenure-track faculty for

feedback. During Spring 2018, a revised draft of the text is to be completed and reviewed

by all Communication faculty. The final text is to be completed and approved by all

Communication faculty during Summer 2018, with implementation plans for COMM

101: Public Speaking in Fall 2018, followed by implementation plans for COMM 301:

Advanced Public Speaking in Spring 2019 (see Table 8).

Table 8.

Timeline for Creating/Curating a Public Speaking Text

Semester Implemented:	Desired Goal:
Summer 2017	• Preliminary call for faculty participation (June) • Official project team identified (July) • Official roles, tasks, and timelines clarified (August) • Official outline of the text finalized (August)
Fall 2017	• Initial draft of text completed (October) • Initial draft reviewed by TT faculty (November) • Initial feedback supplied by TT faculty (December)
Spring 2018	• Revised draft of text completed (March) • Revised draft reviewed by all program faculty (April) • Revised feedback supplied by all program faculty (May)
Summer 2018	• Final text completed (June) • Final text approved by all faculty (July)
Fall 2018	• Final text implemented in COMM 101 (August)
Spring 2019	• Final text implemented in COMM 301 (August)

Part Three: Targeting Courses with High Savings Potential

1. One-Sentence Overview

The final part of this three-part program-level action plan involves targeting 1-3

additional courses that indicate a particularly high potential for cost savings (i.e., COMM

220, COMM 310, and/or COMM 321).

2. Expanded Overview

COMM 220: Group Communication, COMM 310: Quantitative Communication

Research, and COMM 321: Intercultural Communication have been targeted for this

program-level action plan because they each offer students a high potential for savings. On average, textbooks for each of these three courses cost $193.62, $219.60, and $174.31 respectively. COMM 220 is typically scheduled twice per year, COMM 310 is scheduled twice per year, and COMM 321 is scheduled ten times per year. Assuming an average enrollment of 25 students per course section, these three classes offer a total potential textbook savings of $64,238.50 each AY. Yet the exact scheduling of these courses varies from semester to semester; thus, a range of three potential courses has been included here for further discussion and consideration (see Table 9).

Table 9.

Estimated Student Savings by Targeting Courses with High Savings Potential

Course Title	Average Textbook Cost Before Redesign	Average Number of Course Sections per AY	Potential Student Savings per AY (Based on Enrollment Estimate of 25 Students)
COMM 220: Group Communication	$193.62	2	$9,681.00
COMM 310: Quantitative Research Methods	$219.60	2	$10,980.00
COMM 321: Intercultural Communication	$174.31	10	$43,577.50
Potential Student Savings per AY:			**$64,238.50**

3. Proposed Budget

Special consulting contracts in the amount of $1,000 each will be offered to specific instructors of COMM 220, COMM 310, and COMM 321. These special consulting contracts will be offered as financial incentives to help faculty members offset the time needed to research and redesign each of their course sections. As many as nine different faculty teach COMM 220, COMM 310, and COMM 321 in a given AY. For this

reason, the exact number of faculty solicited for this redesign opportunity will depend on

the remaining program budget, after parts one and two of this three-part action plan have

been initiated. The subsequent budget could potentially range from $0-$9,000; however,

it is expected to remain between $1,000-$3,000 (see Table 10).

Table 10.

Proposed Budget for Targeting Courses with High Savings Potential

Course Title	OpenCI Commitment	Financial Incentive
COMM 220: Group Communication	Redesign all future sections of the course using OERs or other no/low-cost materials.	$1,000.00 per Faculty
COMM 310: Quantitative Research Methods	Redesign all future sections of the course using OERs or other no/low-cost materials.	$1,000.00 per Faculty
COMM 321: Intercultural Communication	Redesign all future sections of the course using OERs or other no/low-cost materials.	$1,000.00 per Faculty
	Potential Budget Total:	$9,000.00
	Expected Budget Total:	$1,000.00-$3,000.00

4. Proposed Timeline

During Summer 2017, an informative email will be dispersed to the

Communication faculty who teach COMM 220, COMM 310, and COMM 321 in order to

notify them of the plan, and of their potential to get involved. Once the financial

commitments related to parts one and two have come into clearer focus, an official call

for participation will be sent to relevant faculty during Fall 2017. Committed faculty

members will be expected to implement their redesigned courses in Spring 2018 using

OERs or other no/low-cost materials, and to report their formal reflections on the process

to other Communication faculty (see Table 11).

Table 11.

Proposed Timeline for Targeting Courses with High Savings Potential

Semester Implemented:	Desired Goal:
Summer 2017	• Informative email sent to relevant faculty
Fall 2017	• Official call for faculty participation • Instructor(s) complete course redesign for Spring
Spring 2018	• Instructors implement course redesigns • Instructors formally reflect on course redesigns • Instructors share reflections with program faculty

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Appendix:

Textbook Cost Analysis for Communication

General Education Requirements (49 Units)

Category A

Engl 251 Secrets of Academic Writing

Section 01 $40.75

Total	Average
$40.75	$40.75

Engl 330 Interdisciplinary Writing

Section 01 $29.50

Section 02 $16, $29

Section 03 $16, $29

Section 04 $29.50

Section 05 -----

Total	Average
$149	$37.25

Phil 200 Introduction to Philosophy

Section 01 $75, $19.99

Total	Average
$94.99	$94.99

Category B

Geol 122 Historical Geology

Section 01 $180.25

Section 02 $180.25

Total	Average
$360.50	$180.25

Anth 104 Bioanthropology

Section 01 $158.25

Section 02 $158.25

Section 04 $158.125

Section 1L $76

Section 2L $76

Section 3L -----

Section 4L $76

Total	Average
$702.75	$117.10

Math 105 Precalculus

Section 01 $88.50

Section 02 $88.50

Section 03 $88.50

Section 04 $88.50

Section 05 $88.50

Section 06 $88.50

Section 07 $88.50

Section 08 $88.50

Section 09 $88.50

Total	Average
$796.50	$88.50

Comp 101 Computer Literacy

Section 01 -----

Section 02 -----

Section 03 $24.99, $27.50

Section 04 $24.99, $27.50

Section 05 $208.50

Section 06 -----

Section 07 $24.99, $27.50

Section 08 $24.99, $27.50

Section 09 $208.50

Section 10 -----

Section 11 $140

Section 12 $140

Section 13 $140

Section 14 $265

Section 15 $265

Total	Average
$1576.96	$143.36

Category C

Art 100 Understanding Art Processes

Section 01 $19.95

Section 02 -----

Section 03 $16.99

Section 04 $16.99

Section 05 -----

Section 06 $19.95

Section 1A -----

Section 2A -----

Section 3A -----

Section 4A -----

Section 5A -----

Section 6A -----

Total	Average
$73.88	$18.47

Engl 120 American Literature I

Section 01 $71.50

Section 02 $9.95, $21.50, $3.50, $23.50, $16.50

Total   Average

$146.45 $73.23

Asl 101 American Sign Language I

Section 01 $93.50

Section 02 $93.50

Section 03 $93.50

Section 04 $93.50

Total   Average

$374 $93.50

Anth 102 Cultural Anthropology

Section 01 $154, $110

Section 02 $144

Total   Average

$408 $204

Category D

Hist 211 World Civilizations: Origins to 1500

Section 01 $15.95, $12, $6.95, $24.75

Section 02 $15.95, $12, $6.95, $24.75

Total   Average

$119.30 $59.65

Hist 212 World Civilizations: Since 1500

Section 01 $225.75, $9.99

Section 02 $225.75, $9.99

Total	Average
$235.74	$117.87

Educ 320 Education in Modern Society

Section 01 $176, $16

Section 02 $176, $16

Total	Average
$384	$192

Econ 110 Principles of Microeconomics

Section 01 $249.50

Section 02 $310.50

Section 03 $347.25

Total	Average
$907.25	$302.42

Category E

Psy 100 Introduction to Psychology

Section 01 $145.75

Section 02 $198

Section 03 $53.75

Section 04 $53.75

Section 05 $53.75

Section 06 $198

Section 07 $198

Section 08 $53.75

Section 09 $53.75

Section 10 $53.75

Section 11 $145.75 -----

Total	Average
$1208	$109.82

UDIGE/Other Elective Courses (27 Units)

Art 332 Multicultural Art Movements

Section 01 $71.25, $29.95

Total	Average
$101.20	$101.20

Chs 331 Transborder Perspectives

Section 01 $24.25, $29.95, $29.75, $17.75

Total	Average

$101.70 $101.70

Comp 447 Societal Issues in Computing

Section 01 $127.25

Section 02 $127.25

Total	Average
$254.50	$127.25

Engl 337 Literature of the Environment

Section 01 $13, $11.99, $19.99, $19.99

Total	Average
$64.97	$64.97

Engl 430 Tradition and Transformation

Section 01 $69.25

Total	Average
$69.25	$69.25

Glst 200 Intro to Global Studies

Section 01 $26.25, $59.50

Total	Average
$85.75	$85.75

Pols 330 Political Sociology

Section 01 $67.25

Section 02 $77

Total	Average
$144.25	$72.12

Psy 337 Psych Ethics

Section 01 $130.75, $118.25

Total	Average
$249	$124.5

Univ 349 Seminar

Section 01 $17.95, $17.95, $18

Section 02 $18.99, $17

Section 03 -----

Section 04 $18.99, $17

Section 05 $29.25, $16

Total	Average
$171.13	$42.78

Average Total Spent on GE/UDIGE/Other Elective Courses: $2,662.68

Communication Major Requirements (45 Units)

Lower Division Major Requirements

Comm 101 Public Speaking

Section 01 $199.50

Section 02 $199.50

Section 03 $199.50

Section 04 $132.75

Section 05 $58.50

Section 06 ------

Section 07 $199.50

Section 08 $58.50

Section 09 ------

Total	Average
$1,047.5	$149.64

Comm 200 Intro to Comm Studies

Section 01 $206.25

Section 02 $11.95, $47.50

Total	Average
$265.70	$132.85

Comm 205 Intro to Comm Research

Section 01 $249.75

Section 02 $97.95

Section 03 $97.95

Total	Average
$445.65	$148.55

Choice of the Following:

Comm 210 Interpersonal Communication

Section 01 $43.95, $51.75

Total	Average
$95.70	$95.70

Comm 220 Group Communication

Section 01 $205.25

Section 02 $165, $16.99

Total	Average
$387.24	$193.62

Comm 225 Professional Communication

Section 01 $124.50

Section 02 -----

Total	Average
$124.50	$124.50

Average of three choices: $137.94

Average Total Spent on Lower Div COMM Major Requirements: $568.98

Upper Division Major Requirements

Choice of the Following:

Comm 305 Qualitative Research

Section 01 $101.25

Section 02 $225

Total	Average
$326.25	$163

Comm 310 Quantitative Research

Section 01 $273.25

Section 02 $166

Total	Average
$439.25	$219.60

Average of two choices: $191.30

Comm 320 Persuasion and Argumentation

Section 01 $33

Section 02 $28.75, $20

Section 03-----

Total	Average
$81.75	$40.87

Comm 321 Intercultural Comm

Section 01 $210.50

Section 02 $210.50

Section 03 $89.25

Section 04 $187

Total	Average
$697.25	$174.31

Comm 340 Conflict Mgmt and Mediation

Section 01 $17, $19.95, $17

Section 02 $17, $17, $120.25

Section 03 $17, $17, $120.25

Total	Average
$362.45	$120.82

Comm 499 Capstone Project

-no textbook required-

Total	Average
$0	$0

Average Total Spent on Upper Division COMM Major Requirements:

$527.30

Upper Division Major Electives

Comm 301 Advanced Public Speaking

Class not offered

Comm 328 Community Based Storytelling

Section 01 $45, $35.25

Section 02 $33

Total   Average

$113.25 $56.60

Comm 350 Strategic Communication

Class not offered

Comm 430 Political Communication

Class not offered

Comm 490 Special Topics

No textbook listed

Comm 491 Dolphin Radio Practicum

No textbook listed

Comm 494 Independent Study

No textbook listed

Comm 495 Health Film and Speaker Series

No textbook listed

Comm 496 Environmental Film and Speaker Series

No textbook listed

Univ 493 Internship

No textbook listed

Average Total Spent on Upper Division Major Electives: $113.25

Required Emphasis Courses

Organizational Communication Emphasis:

Comm 333 Nonprofit Leadership and Innovation

Section 01 $34.95

Section 02 $34.95

Section 03 $34.95

Total	Average
$104.85	$34.95

Comm 442 Organizational Communication

Section 01 $77

Section 02 $77

Section 03 $77

Total	Average
$231	$77

Comm 455 Community Leadership Field Studies

Section 01 $92.50

Total	Average
$92.50	$92.50

Average Total Spent on Organizational Comm Emphasis Courses: $204.45

Health Communication Emphasis:

Comm 325 Health Media Campaigns

Section 01 $51

Section 02 $51

Total	Average
$102	$51

Comm 355 Cross-Cultural Communication in Health

Class not yet offered, textbook will likely be free of charge

Comm 411 Health Communication

Section 01 $104.50 (Nancy Chen)

Total   Average

$104.50 $104.50

Average Total Spent on Health Communication Emphasis Courses: $155.50

Environmental Communication:

Comm 348 Communicating Science & Policy

Class not offered

Comm 443 Environmental Communication

Section 01 $90.25

Total   Average

$90.25 $90.25

Comm 450 Environmental Conflict Resolution

No textbook listed

Average Total Spent on Environmental Comm Emphasis Courses: $90.25

Emphasis Electives

Organizational Communication:

Mgt 307 Management of Organizations

Section 01 $57.75

Section 02 $49

Section 03 $317.25

Section 04 $49

Section 05 -----

Section 06 $317.25

Total	Average
$790.25	$158.05

Mgt 325 Entrepreneurial Management

Section 01 $123

Section 02 $123

Section 03 -----

Total	Average
$246	$123

Mgt 410 Management of International Business

Section 01 $39.20

Total	Average
$39.29	$39.20

Mgt 421 Human Resource Management

Class not offered

Pols 320 Public Administration

Class not offered

Mkt 310 Principles of Marketing

Section 01 $17.75, $24.95, $32

Section 02 -----

Section 03 -----

Section 04 -----

Section 05 $246

Section 06 $246

Total	Average
$566.70	$188.90

Average Total Spent on Organizational Comm Emphasis Electives: $127.29

Health Communication:

Biol 332 Cancer & Society

No textbook listed

Biol 333 Emerging Public Health Issues

No textbook listed

Comm 343 Health Issues in the Latino/a Community

No textbook listed

Mgt 426 Management of Healthcare Organizations

Class not offered

Hlth 300 Nutrition, Exercise, & Wellness

Class not offered

Average Total Spent on Health Communication Emphasis Electives: $0

Environmental Communication:

Esrm 329 Environmental Law & Policy

Section 01 $190

Total	Average
$190	$190

Esrm 341 The National Park

Section 01 $27.50 -----

Total	Average
$27.50	$27.50

Esrm 462 Coastal & Marine Resource Management

Section 01/1A $40.74

Total	Average
$40.74	$40.74

Esrm 463 Water Resources Management

Class not offered

Esrm 464 Land Use Planning & Open Space Management

Section 1/1A $133.25

Total	Average
$133.25	$133.25

Esrm 482 Issues in Environmental Planning & Resource Management

Class not offered

Average Total Spent on Environmental Comm Emphasis Electives: $97.87

CUMULATIVE TOTALS (120 Units)

Average Total Spent on COMM Major (including GE/electives): $4,097.23

Average Total Spent on GE/UDIGE/Other Elective Courses: $2,662.68

Average Total Spent on Major Specific Courses: $1,434.55

Average Total Spent on COMM Major (including GE/electives) by Emphasis

Organizational Communication Emphasis: $4,203.95

Health Communication Emphasis: $4,027.71

Environmental Communication Emphasis: $4,060.03