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A textbook program is NOT for us: Re-Imagining failure into new possibilities

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UNO LIBRARIES

*A textbook program is NOT for us:
Re-Imagining failure into new possibilities*

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Creating the UNO textbook pilot:

1. Heard about textbook programs at ACRL 2017
2. Did a literature review on textbook programs
3. Saw student needs in our socioeconomically diverse campus as a metropolitan-serving university
4. Would meet recruitment and retention goals for UNO
5. Asked to pilot the project at UNO Libraries
6. Wrote policies for textbook pilot project



Primed for success:

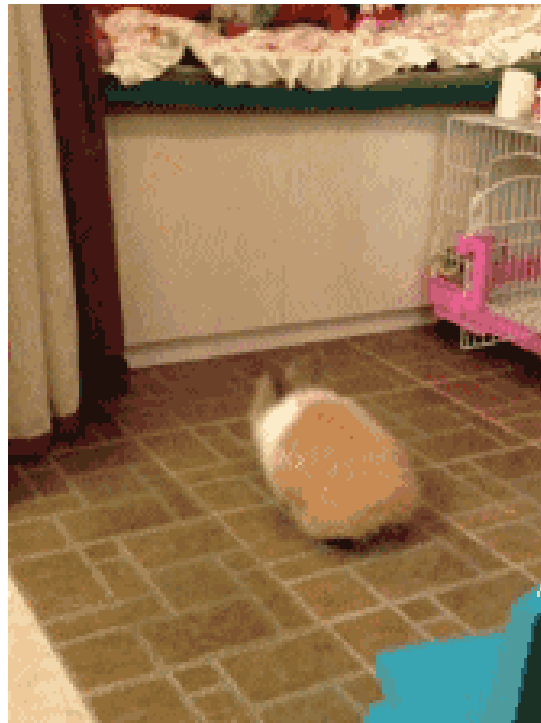
By July 2017, we had:

- ✓ Buy-in from library administration - \$\$\$
- ✓ Buy-in from other subject librarian liaisons
- ✓ Buy-in from the bookstore (partnership)
- ✓ Buy-in from student government
- ✓ Buy-in from advisors who saw student needs
- ✓ Promoted program through targeted emails, campus website, library signs, daily campus newsletters, social media, and word-of-mouth

Summer 2017



Summer 2018





Why we failed

- Low checkouts
- Not sustainable – new books required within one semester
- Did not meet outside student expectations – all books, every course, available outside the library
- Marketing program could have been better – did we hesitate for too long?



Lessons learned

- Students verbally said it was great, but checkouts told a different story
- Assessment can be difficult; we need to be clear on how we define success
- Be mindful with communication; we had well-meaning people who caught others off-guard who had not heard the news yet
- We needed all the gen ed textbooks or none; completely open to take out of the library so students would have more access

Failure as opportunity



Embracing failure in the project

- We were lukewarm with staff reception – needed to get more buy-in
- We knew books would get checked out in general collection, even if pilot fails
- OER was brought up and changed the conversation
- Pilot died a slow death, not from neglect but from lack of enthusiasm from an otherwise supportive culture



Moving to OER

- Taking faculty champions of the textbook pilot and getting them to champion OER



Embracing failure as a library

- Every franchise has one failure among epic blockbusters
- The textbook pilot was our *The Incredible Hulk*. It sounded great in the meeting, it had all the right components, but just didn't click with people.

Building the culture

- Innovation
- Assessment
- Learning

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