development costs and letting them focus on what they do best. With OpenStax textbooks available at no cost, they can provide their services at a lower cost—not free, but still saving students money. OpenStax benefits not only by receiving mission-support fees but through free publicity and marketing. OpenStax doesn't have a sales force; partners are out there showcasing their materials.

OpenStax's cost of sales to acquire a single student is very, very low and is a fraction of what traditional players in the market face. This year, Tyton Partners is actually evaluating the costs of sales for an OER effort like OpenStax in comparison with incumbents. David looks forward to sharing these findings with the community.

MAKE IT POSSIBLE FOR EVERY STUDENT WHO WANTS ACCESS TO EDUCATION TO GET IT.

While OpenStax books are available online for free, many students still want a print copy. Through a partnership with a print and courier company, OpenStax offers a complete solution that scales. OpenStax sells tens of thousands of print books. The price of an OpenStax sociology textbook is about twenty-eight dollars, a fraction of what sociology textbooks usually cost. OpenStax keeps the prices low but does aim to earn a small margin on each book sold, which also contributes to ongoing operations.

Campus-based bookstores are part of the OpenStax solution. OpenStax collaborates with NACSCORP (the National Association of College Stores Corporation) to provide print versions of their textbooks in the stores. While the overall cost of the textbook is significantly less than a traditional textbook, bookstores can still make a profit on sales. Sometimes students take the savings they have from the lower-priced book and use it to buy other things in the bookstore. And OpenStax is trying to break the expensive behavior of excessive returns by having a no-returns policy. This is working well, since the sell-through of their print titles is virtually a hundred percent.

David thinks of the OpenStax model as "OER 2.0." So what is OER 1.0? Historically in the OER field, many OER initiatives have been locally funded by institutions or government ministries. In David's view, this results in content that has high local value but is infrequently adopted nationally. It's therefore difficult to show payback over a time scale that is reasonable.

OER 2.0 is about OER intended to be used and adopted on a national level right from the start. This requires a bigger investment up front but pays off through wide geographic adoption. The OER 2.0 process for OpenStax involves two development models. The first is what David calls the acquisition model, where OpenStax purchases the rights from a publisher or author for an already published book and then extensively revises it. The OpenStax physics textbook, for example, was licensed from an author after the publisher released the rights back to the authors. The second model is to develop a book from scratch, a good example being their biology book.

The process is similar for both models. First they look at the scope and sequence of existing textbooks. They ask questions like what does the customer need? Where are students having challenges? Then they identify potential authors and put them through a rigorous evaluation—only one in ten authors make it through. OpenStax selects a team of authors who come together to develop a template for a chapter and collectively write the first draft (or revise it, in the acquisitions model). (OpenStax doesn't do books with just a single author as David says it risks the project going longer than scheduled.) The draft is peer-reviewed with no less than three reviewers per chapter. A second draft is generated, with artists producing illustrations and visuals to go along with the text. The book is then copyedited to