Using the Success Framework for Textbook Selection

Rubrics for textbook selection, digital product selection and course designs abound. CWIC, OER, ADDIE all offer great methods for working through the decision-making process. However, most rubrics tend to either be overly complicated or not detailed enough. That's where the Success Framework comes in. Designed around decision making best practices it streamlines the process. In Conjunction with the Success Blueprint and checklist you can be as detailed or as generic as you like. You can even use it with other rubrics.

In this guide we will walk you through the steps of using the Success Framework for successful textbook selection. To begin you will need to download the Success Blueprint.

Step 1: Define Problems and Objectives

In this step you identify the problem you are attempting to solve and the objectives of the solution. In terms of textbook selection, you want to consider

- The reasons you are changing textbooks.
  - o Has a new edition come out and you want to use this opportunity to assess its fit for your course?
  - o Administrative reasons for changing.
  - o Adopting or changing to a digital product-based textbook.
- What outcomes do you want to achieve with the new textbook?
  - o Improved student grades.
  - o Improved student engagement.
  - o Meeting outside administrative requirements.
- Consider how you will measure success and what constitutes evidence of success.
  - o Will you compare pass rates from term to term?
  - o Will you have a pre and post course student or instructor survey?
  - o

Once you have a clear idea of your starting point fill out the fields in Step 1 of the Success Blueprint. It might seem counter-intuitive to start with defining success but by starting with your goal you can build a better road map.

Step 2: Define Challenges, stakeholders and timelines

Here in Step 2 you will work on clarifying the issues around selection, who needs to be involved in the decision process, any resources needed, and a realistic high-level timeline for decision and potentially implementation of the choice.

As you work on this section take into consideration
- Administrative challenges, resources and stakeholders
    - Will administrative buy-in be needed?
    - Are there budget concerns to be considered?
    - Does IT, bookstore, or library staff need to be involved or consulted?
- Also begin to consider the resources needed
    - Will someone work to align the new text to the old materials?
    - Will there need to be a course coordinator for adjuncts to smooth roll-out?
    - Will you need a computer lab to the course?
- Identify the high-level timeline.
    - When do you need to decide on the new textbook?
    - Will there be a need to work on alignment of materials over the summer?
    - Will there need to be training?

The Success Blueprint is a living document. You will likely come back and review each step as you work through the processes. Use your initial pass as a way to begin the conversation.

Step 3: Review and Evaluate Solutions

Now comes the leg work. Step 3 is a good time to bring in other rubrics to help evaluate your different choices. This is also the step where you will spend the most time researching and evaluating options. In the Success Blueprint you will narrow down your research to your top three choices and will identify their procs and cons.

Narrowing your selections down to just three options helps reduce decision fatigue. Additionally, it gives your decision makers a clearer picture of the options.

Step 4: Implement your solution.

This is where the rubber meets the road. In Step 4 everyone agrees to a solution and the processes of implementing the solution begins. As you craft your implementation process you might need to go back and revisit the timeline based on the chosen solution and adjust.

As you work on this section take into consideration
- Any technical requirements
    - Will It need to be involved in the implementation?
    - Do changes need to be made to your LMS to support the textbook change?
    - Does the publisher offer a student app for use with the textbook?
- Alignment with the previous textbook
    - Who will work to align the new text to the old materials?
    - Are there changes to the course format that need to be implemented?
    - Are there opportunities to incorporate new learning pedagogies?
- Staffing issues.
    - Will faculty need training? If so when and how will that happen? Who will lead the training?
    - Are additional staff needed to support the choice?
    - What can be done to bring adjuncts quickly up-to speed on the new textbook?
    - Is this just a pilot? Will there be different rollouts?

As you craft your implementation process you might need to go back and revisit the timeline based on the chosen solution and adjust.

Step 5: Track success, identify improvements, resolve issues.

At this point your solution is in action and you are working with students and the real-world problems that arise with the roll-out of anything new. As part of the success framework you will want to keep track of your issues and success over the course of the term. Not only will this help you improve the course the next time it runs it will provide you with ready to go material should you need to create a report for your administration or your next conference.

While the Success Blueprint includes fields for keeping track of these items you could also use a collaborative system like a Google Sheet or Excel document to stay on top of issues and successes as they arise.

Step 6: Report, adjust, scale.

Congratulations, you made it to Step 6! Here you have a change to reflect on your solution choice and how it worked in practice. In this step you want to go back to Step 1 and look at the challenges you listed, your objectives and your measurement criteria.

As you work on this section take into consideration
- Did you solve your problem and meet your objectives?
  - Was the chosen solution the right one? was it close enough?
  - Did other problems arise from the choice?
- How can you adjust to improve for the next time?
  - Is more training needed?
  - Did you collect the right data?
  - Are there other measurement criteria you could use for more accurate results?
- Growth
  - Do you need to roll out this choice to a larger team? larger department?
  - Do you need to scale back?

While you might be done with the term Step 6 naturally leads you back to Step 1. You might not need to rethink your textbook choice but the steps in the Blueprint can just as effectively help you work to make incremental changes to your course and student success.