



Getting Started with OER on Your Campus



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Why start an OER initiative?

Homeless in College: Students sleep in cars, on couches when they have nowhere else to go

Charisse Jones USA TODAY

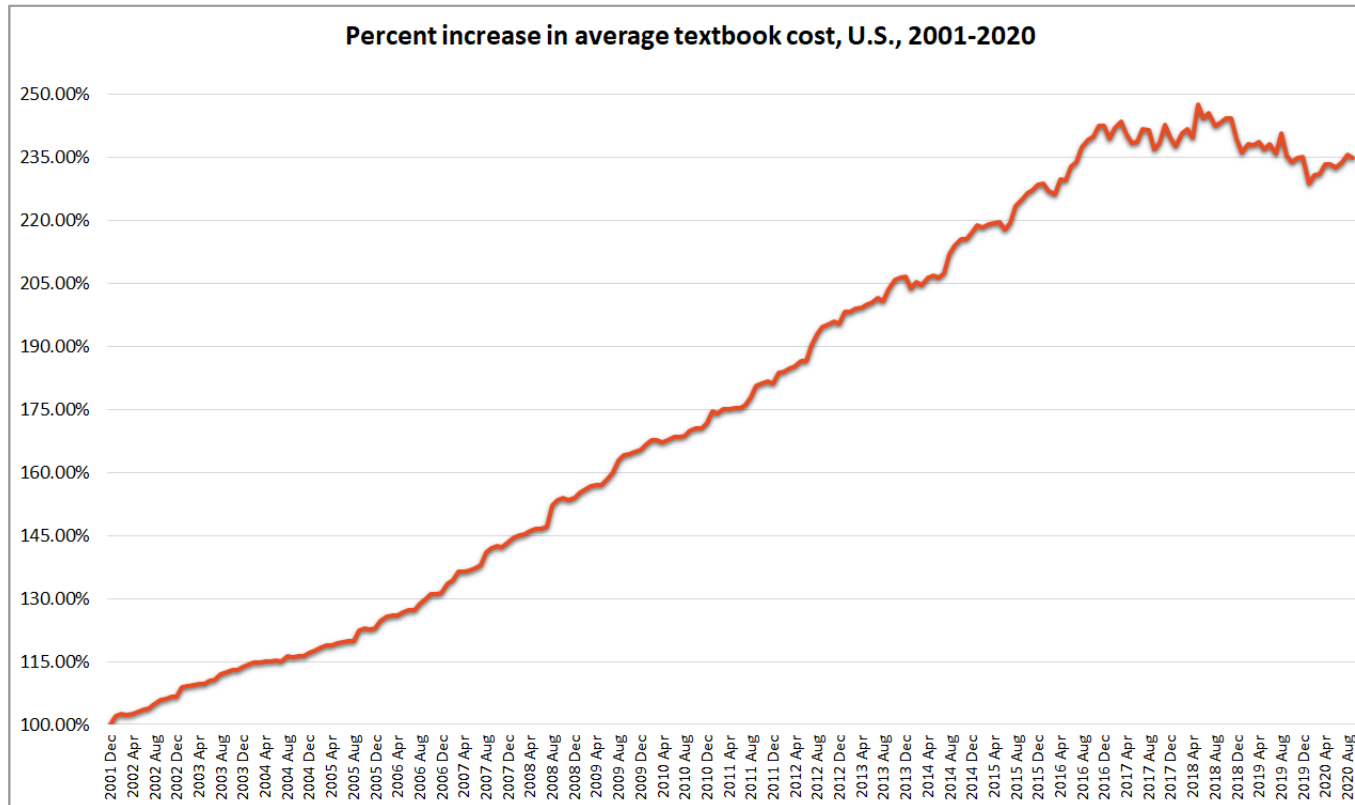
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What do textbook costs affect?

- Grades¹
- Retention²
- Food security & homelessness³

These initiatives are helping advance change



Having an OER initiative is like saying...



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“We **care** about the affordability of our students’ education.”

“We will **support** instructors interested in pursuing open educational practices.”

“We are **not** asking you to do this work **alone**.”



What are **OER**,
anyway?



Open Educational Resources are teaching resources that are **free of cost and access barriers**, and which also carry **legal permission for open use**, which allows anyone to freely use, adapt, and share the resource.

-SPARC

Open = free + permissions





What kind of permissions?

- ▷ **Retain** - make, own, and keep a copy
- ▷ **Revise** - edit, adapt, and modify your copy
- ▷ **Remix** - combine your original or revised copy with other existing material
- ▷ **Reuse** - use your original, revised, or remixed copy of the resource
- ▷ **Redistribute** - share copies of your original, revised, or remixed copy with others (e.g., post a copy online)

Explicit through licensing



Copyright
“All rights reserved”



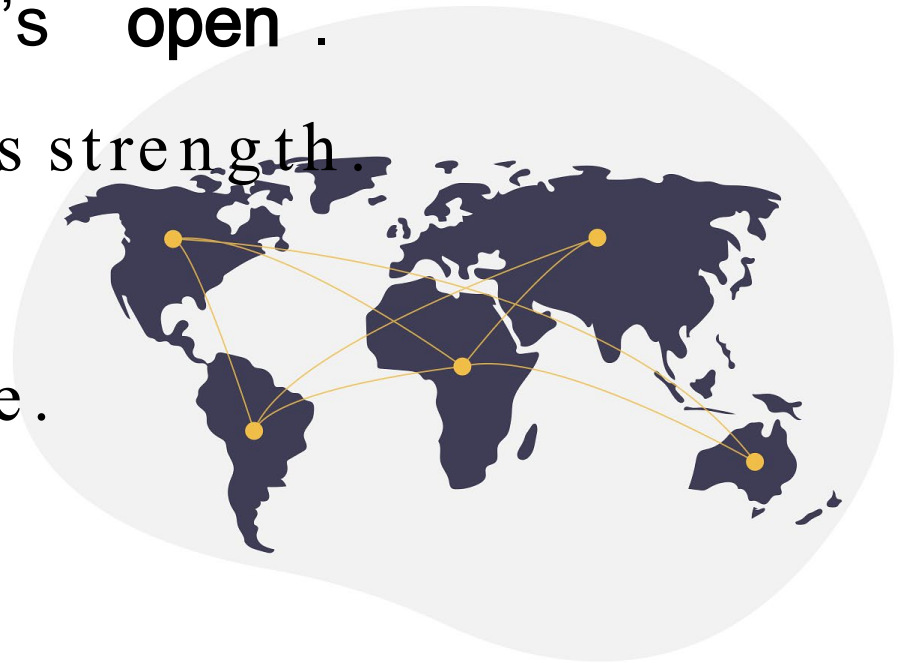
Creative Commons
“Some rights reserved”



Public Domain
“No rights reserved”

The **licensing** part is important

- OER isn't just free, it's **open** .
- This openness is its **strength**.
- It enables greater **impacts worldwide**.

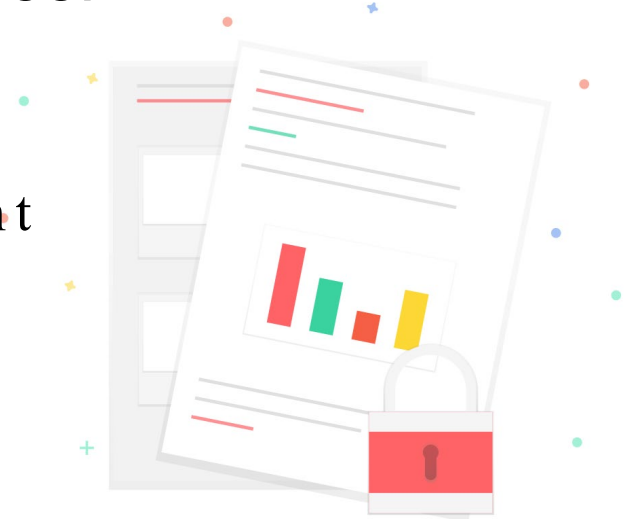




The **free** part is important

Watch out for “openwashing,” when companies label their resources as “OER” to co-opt the term, **without** being open and free:

- Top Hat
- Barnes & Noble OER+
- Other publisher-produced content





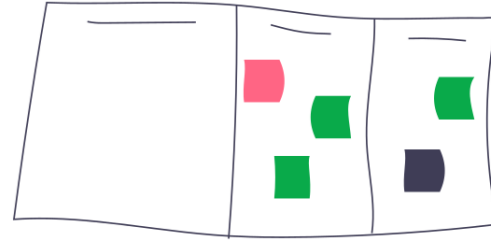
Tips for Starting an OER Initiative

- Environmental Scan**
- Seeking Stakeholder Support**
- Building a Team**



Running an Environmental Scan

The information-gathering
& planning process.



It doesn't have to be fancy!



Running an Environmental Scan

An environmental scan can be done through:

- ▷ self-reflection
- ▷ student surveys
- ▷ internal reviews
- ▷ full reports



Communicating with

Stakeholders

Stakeholders include everyone who has a stake in your work:

- ▷ Instructors
- ▷ Students
- ▷ Administrators
- ▷ Staff who can help
 - and/or need to be involved

Tips for talking to **instructors**

- ▷ Start where it's easy
- ▷ Advertise existing support
- ▷ Give clear examples of how faculty can get started
- ▷ Acknowledge that this is work
- ▷ **Do not** demonize publishers or faculty choice!



Tips for talking to **students**

- Carefully explain what you're trying to do
- Provide examples of ways they can help
- Develop a handout or simple marketing campaign
- Share info at orientation/other new student events



Tips for talking to administrators

- Bring examples of current or potential programs
- If you have data, bring it!
- Focus on a clear goal that is easy to pitch
- Align your goals with existing institutional initiatives



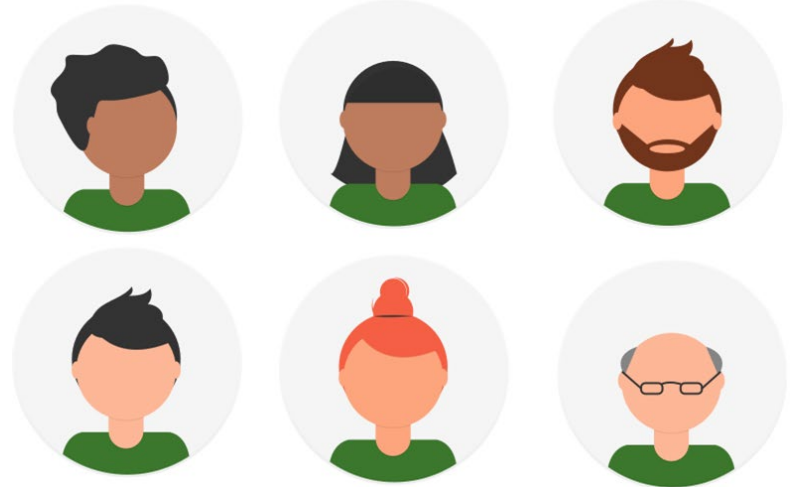
Building a Team

Unsure where to start? Ask!

Learn from your team & encourage innovation.

Be considerate of time.

Strive for diversity.



Common Campus Partners

- ▷ Instructors, departments, Faculty Senate
- ▷ Student Government
- ▷ Library
- ▷ Teaching & Learning Center/instructional designers
- ▷ Online & Blended Learning Office
- ▷ Bookstore
- ▷ Accessibility/Information Technology
- ▷ Financial Aid/Dean of Students



Common Project Types



Support **Locating** Content

Providing this support is often the most important.

Tips and tricks for helping faculty find OER:

- Make a template
- Leverage Lib Guides
- Ask for more information (when you need it)



An example from California State University, Dominguez Hills:

OER Consultations

Are you interested in adopting free or low-cost resources in your classes but aren't sure where to start? You can make an appointment with an OER Librarian for an OER Consultation. Fill out the form below, and a librarian will contact you to make an appointment.

A Librarian can help you:

- Find free or low-cost textbooks or course materials you can evaluate for your classes.
- Discover solutions to remix or edit existing OER.
- Create appropriate attributions.

[Request an appointment](#)

Professional Development

Building a base

Workshops & workshop series

Static training (videos & more)

Learning communities



Workshop Series and One -offs

Pros:

- One-off workshops can be reused over time
- Variable content can be brought in for a change of pace
- Workshop series can cater to both beginners and experienced instructors

Cons:

- Does not build community
- May encourage lower attendance numbers over time
- Hard to gauge actual learning of the total group



Faculty Learning Communities

Pros:

- Ongoing training builds upon existing frameworks
- Groups can help one another grasp complex concepts
- Builds a community of practice on campus

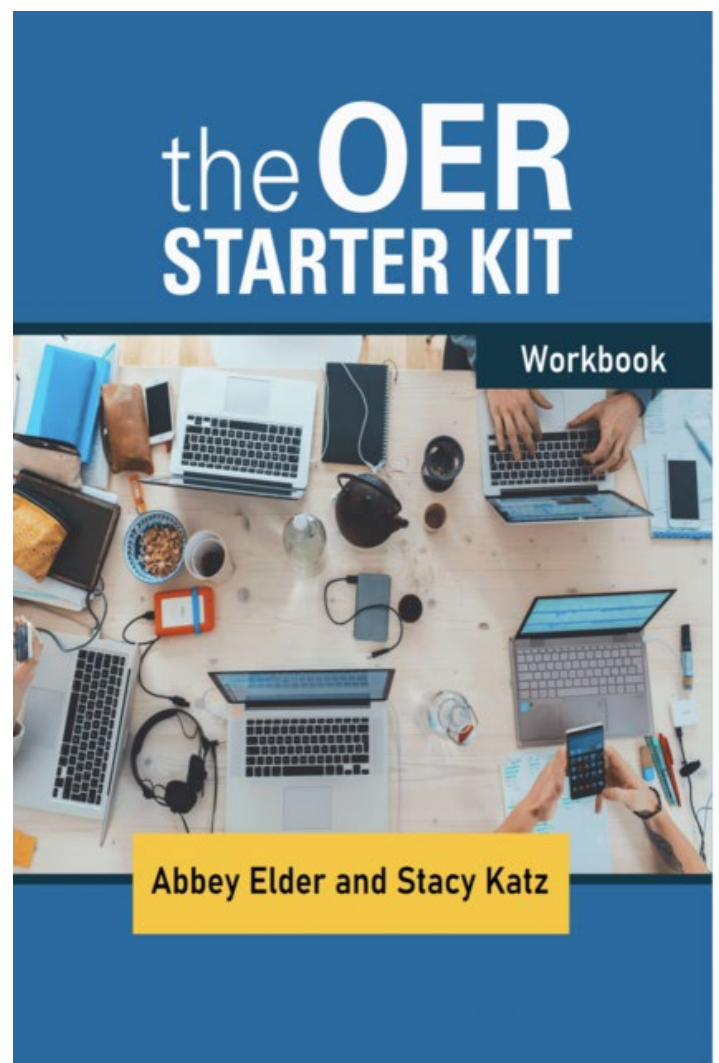
Cons:

- Requires a notable time investment
- Staff need both expertise and time to support the learning community (reading lists and a planned curriculum can help)
- Monetary rewards are often necessary to encourage sign-up

Developing a Training Program?

The OER Starter Kit Workbook can help.

bit.ly/oerworkbook



Using the Starter Kit Workbook

What it is:

- ▷ 16 worksheets
- ▷ Created and shared in Google Drive
- ▷ 2-3 worksheets per chapter
- ▷ Hypothes.is integration

What it's used for:

- ▷ Workshop series
- ▷ Individual workshops/trainings
- ▷ Self-reflection materials for faculty
- ▷ Personal/staff training

Grant & Incentive Programs





When, How, Why?

When: Whenever possible

How: However possible

Why: To support the growth of content and participation in OEP.



Types of incentive programs

- Compensation for reviews or training programs
- Small grants for OER adoption
- Competitive grants for OER Adaptation/Creation
- Course release for OER development

Systemic incentives

- Acknowledging OER as a type of scholarship for P&T
- Marking free or open content in the course schedule
- Having annual awards or features of OER Champions

There are various ways to show that **this work is valued.**

Program Development Worksheet

- Find examples from other institutions
- Identify exemplars, people you want to emulate
- Assess your institution's ability to accomplish the same programs, and how you might need to adjust
- Reflect on where you will need to proceed from here

bit.ly/oerprojects

Other Tips for Getting Started

- ▷ Find your champions and cultivate them.
- ▷ Enlist support locally - on campus and regionally.
- ▷ Join listservs and ask for advice!
- ▷ Learn from exemplars, but don't be afraid to **innovate** !
- ▷ Every initiative **does not** need to have all the same pieces.

Questions?

Access the slides at bit.ly/oerprogramtips

