Getting Started with OER on Your Campus
Why start an OER initiative?
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”

Image from OER Basics by Kelsey Smith, licensed CC BY 4.0.
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 LibGuides
- 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.
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
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