Impactful Communication Strategies for OER and AER

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The William and Flora Hewlett Foundation: http://www.hewlett.org/programs/education-program/open-educational-resources





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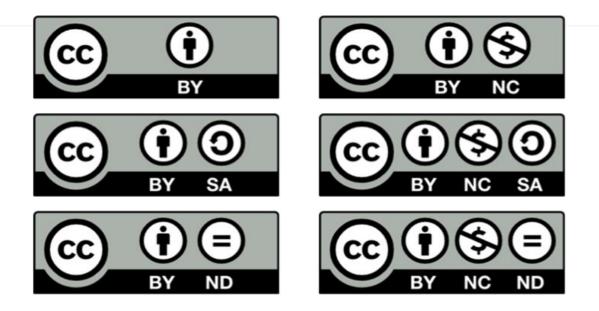




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Affordable Educational Resources (AER)

Educational resources that may be offered at no or low cost to a student

Course adopted title via bookstore Library resources Inclusive access

Pre-sales tax cost to a student that does not exceed four times the federal minimum wage (\$29)

Act 125 from 2019 legislative session



Benefits: Students, Faculty, Institution

Financial Savings

Access: day one access and access after the course

Student success

Academic freedom

Localize / customize



Question for the Chat

What are the communication tools you've used for letting stakeholders (students, faculty, colleagues, administration, others) know about OER and AER?



Reflecting On Last 7 Months

Within your campus community, has there been an increase in:

Conversations about financial pressures for students

Share in the chat

If so, what are some of the things you're hearing?



Reflecting On Last 7 Months

Within your campus community, has there been an increase in: **Conversations around issues of access to course materials** Share in the chat

If so, what are some of the things you're hearing?



Reflecting On Last 7 Months

Within your campus community, has there been an increase in:

Conversations about OER and/or AER

- Share in the chat
- If so, what are some of the things you're hearing?

If so, are you hearing more about questions/conversation OER or AER specifically, or both?



Increased Urgency of Conversations

Financial:

Unemployment

Access:

Students who share textbooks

Students who borrow from library course reserves

Digital divide

Opportunities:

Access in perpetuity

Access if student has to withdraw and later re-enter

Bring in conversations around social justice movements



OpenStax to Double OER Textbooks

By Lindsay McKenzie // September 11, 2020

Open educational resources publisher OpenStax plans to develop dozens of new free textbook titles -doubling its current catalog of 42 textbooks.

OpenStax has so far secured \$12.5 million in grants to support this goal, including support from the Bill and Melinda Gates Foundation and the William and Flora Hewlett Foundation. Support also comes from the Charles Koch Foundation and its parent nonprofit organization, Stand Together, formerly known as the Seminar Network. OpenStax aims to raise an additional \$17.5 million to increase its catalog to nearly 90 textbooks.

"Nine years ago, we dreamed about solving the textbook affordability and access crisis for students," said Richard Baraniuk, founder and director of OpenStax and Victor E. Cameron professor of electrical and computer engineering at Rice University, where OpenStax is based. "Now, with this tremendous investment in open education, we will be able to not only accelerate educational access for tens of millions of students, but also drive innovation in high-quality digital learning, which has become commonplace due to COVID-19."

Since colleges switched to remote instruction in March, OpenStax has seen a 217 percent increase in use of its materials over the same period last year.

https://www.insidehighered.com/quicktakes/2020/09/11/openstax-double-oer-textbooks



Increased Obstacles

Not physically in the same place

Suddenness of changes

Professional life and personal life challenges



Communication Strategies



Open Education Network Model

Faculty Adoptions



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Awareness

Easier but can generally lower impact Very important, but faculty need a next step to learn and engage Examples:

- Sharing issues of access and affordability
- Emails, tweeting, note in faculty newsletter, creating LibGuide



Educate

More active and involve more work than awareness raising Examples:

Educating about challenges and solutions Workshops, webinars, speaking at a faculty meeting, presenting to student government



Engage

Resource intensive

Action-based: involves a next step

Examples:

- Building OER Task Force
- OEN workshops and open textbook review
- Piloting one OER in a course



Open Education Network Model

Faculty Adoptions



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Panel: Elizabeth & Jim

Introductions and overview of OER and AER on your campuses.



Share your experiences in terms of outreach and response during COVID in terms of OER and AER.

Faculty

Students

Administration



Thinking about the Awareness - Education - Engage model, share strategies you've used.

What's been successful? What hasn't been?



What are some persistent challenges or barriers? In terms connecting with stakeholders In terms of common areas of confusion Publisher response to pandemic



Quick recommendations for: Social media LibGuides



Quick recommendations for:

- Supporting faculty reluctant to embrace electronic (over print)
- Moving from a more reactive to more proactive model



Where do you see yourself going in terms out outreach and communication? Or, where do you want to be going?



Next Steps



Small changes make big impacts!



Tools

https://louislibraries.org/alearningla/projects/outcomes

https://openstax.org/separatemap

https://louislibraries.org/alearningla/transform



Conversations on our campuses may be similar but we communicate and problem solve differently

Let's hear from you!



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Faculty Adoptions



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Awareness: Your Turn

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Educate: Your Turn

More active and involve more work than awareness raising Examples:

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Engage: Your Turn

- **Resource intensive**
- Action-based: involves a next step
- Examples:
 - **Building OER Task Force**
 - **OEN** workshops and open textbook review
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