

# Impactful Communication Strategies for OER and AER

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1:00 - 2:00 PM



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# Open Educational Resources

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<http://www.hewlett.org/programs/education-program/open-educational-resources>



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Some Rights  
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# Affordable Educational Resources (AER)

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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

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**Financial Savings**

**Access: day one access and access after the course**

**Student success**

Academic freedom

Localize / customize

# Question for the Chat

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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

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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

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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

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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

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## **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

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Not physically in the same place

Suddenness of changes

Professional life and personal life challenges



# Communication Strategies

# Open Education Network Model

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Faculty Adoptions



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# Awareness

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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

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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

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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

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Faculty Adoptions



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# Panel: Elizabeth & Jim

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Introductions and overview of OER and AER on your campuses.

# Panel

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

Faculty

Students

Administration



# Panel

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

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

# Panel

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What are some persistent challenges or barriers?

In terms connecting with stakeholders

In terms of common areas of confusion

Publisher response to pandemic

# Panel

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Quick recommendations for:

Social media

LibGuides

# Panel

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Quick recommendations for:

Supporting faculty reluctant to embrace electronic (over print)

Moving from a more reactive to more proactive model

# Panel

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

# Next Steps

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Small changes make big impacts!

# Tools

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<https://louislibraries.org/learningla/projects/outcomes>

<https://openstax.org/separatemap>

<https://louislibraries.org/learningla/transform>



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

Let's hear from you!

# Open Education Network Model

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Faculty Adoptions



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# Awareness: Your Turn

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# Educate: Your Turn

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More active and involve more work than awareness raising

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# Engage: Your Turn

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Resource intensive

Action-based: involves a next step

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- Piloting one OER in a course

# Questions

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