Strategies for Scaling and Sustaining OER Initiatives

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Strategies for Scaling & Sustaining OER Initiatives

Josh Baron · Julie Curtis · David Wiley · Lumen Learning
Introductions

Your Name

Your Institution

1 sentence: What are you doing with OER?
How OER Initiatives Grow

**Startup Stage**

**Common Characteristics**
Few faculty & courses • running in “pilot mode” • limited leadership support • one-off funding

**Key Challenges**
Limited awareness/understanding
Tackle initial learning curve
Demonstrate value

**Scaling Stage**

**Common Characteristics**
Larger #s of faculty/courses • tied to institutional goals • leadership support • funding strategy

**Key Challenges**
Build awareness & enthusiasm
Systematic support for faculty
Sustain & institutionalize impact
Objective: Gather ideas and resources needed to develop a strategy for scaling and sustaining OER initiatives.

Safety Warning: Fasten your seatbelts!

Three major topics:
- Building Awareness & Enthusiasm
- Supporting Faculty Through Change
- Sustaining Change and Impact

Activity formats:
- Small/large group discussions
- Lightning capture exercises
- Share out

Resources:
- Planning Template
- OER Champion Playbook
OER Champion Playbook

URL: tinyurl.com/OERPlaybook

OER Champion Playbook

A collection of 'plays' you can use to expand effective use of OER

Teams use playbooks to plan and execute moves to help them score and win.

This playbook equips you with great plays, strategies, and tools to help you achieve a significant impact on teaching and learning using open educational resources (OER).

Identify your challenge and find some great plays.

Making the Case for OER
Build a network of supporters to advocate for the change you would like to see happen.

Measuring Impact with OER
Define what success looks like for your initiative and how you'll measure it.

Building Awareness & Enthusiasm
Generate awareness, excitement, and momentum to increase student engagement.
Scaling & Sustaining OER

Challenge: Building Awareness & Enthusiasm
Pop Quiz

Go to:
goo.gl/NkE9BC
Building Awareness & Enthusiasm

**Startup Stage**

**Objective**
Get ANYONE to say YES to OER

**Scaling Stage**

**Objective**
Get LOTS of people to say YES to OER
Tool:

Scaling & Sustainability Planning Template

Hard copies on your table

Digital Version: goo.gl/WEycvu

- Download & save your own copy
Building Awareness 101

Lightning Round

2 minutes capture

What are your objectives?
Building Awareness 101

Lightning Round

2 minutes capture

Who are you targeting?

Hint: Low-hanging fruit
7 minutes brainstorm/explore/capture

Where and how can you reach them?

Hints: Playbook; table sharing; all the ways people get info on your campus
3 minutes discuss/capture

Prioritize: Which will be most achievable & effective for you?

Select 3-5 ideas to pursue this year
Building Awareness 101

Lightning Round

Share Out

What did you prioritize?

Why?

Successes or approaches you’d recommend to others?
Marketing Strategist 101

Next Steps

Make it happen.

Schedule

Execute activities

Evaluate

What worked, what didn’t, how to improve?
Scaling & Sustaining OER

Challenge:
Supporting Faculty through Change
Supporting Faculty through Change

Lightning Round

1 minute table discussion

How do you support faculty through the change and innovation process?

Hint: Think about how you can lower barriers to change...
According to U.S. higher education faculty members in 2016-17:

What are the top five barriers to faculty adopting OER?
5 min. whole group discussion/brainstorm

What are some of the challenges you face overcoming these barriers?

Ex: You don’t have enough staff to keep OER content updated.
Supporting Faculty through Change

Lightning Round

Lightning capture

Scaling & Sustainability Planning Template

Hard copies on your table

Digital Version: goo.gl/WEycvu
Supporting Faculty through Change

Lightning Round

2 minutes capture

What is/are the most important challenges or barriers you can address?

Hint: What would have the largest impact on your institution’s strategic goals?
Supporting Faculty through Change

Lightning Round

2 minutes capture

What resources are available today to address these challenges?
Supporting Faculty through Change

Lightning Round

7 minutes brainstorm/explore/capture

What can you do to significantly improve how you support faculty?

Hints: Playbook; table sharing; think creatively!
Supporting Faculty through Change

Lightning Round

3 minutes discuss/capture

Prioritize: What steps will you take *this year* to make this happen?

Select 1-3 ideas to pursue this year
Supporting Faculty through Change

Lightning Round

Share Out

What did you prioritize?

Why?

Successes or approaches you’d recommend to others?
Challenge: Sustaining Impact & Change
Sustaining impact and change requires resources...

Services, staff, technology, training, funding, etc.

Each of these has a real cost

Some costs are short-term and some will never go away...
Sustaining Impact & Change

Lightning Round

5 min. whole group sticky note brainstorm

What resources do you need to start, grow and sustain an effective OER initiative?
Costs for Sustaining Impact & Change

Start-Up

One time costs
Ex: OER Scale-up
Kick-off event, student testimonial video

Short-Term

1-5 Year Costs
Ex: Professional development, faculty mini-grant program

Long-Term

5+ Year Costs
Ex: Maintaining content, accessibility compliance, technology platforms
Sustaining Impact & Change

Sustainability Models

- **Institution-allocated budget**
  - **Pros**: student’s don’t pay anything
  - **Cons**: hard to maintain, dependent on a single leader

- **OER course fee**
  - **Pros**: Students get 75-85% cost reduction
  - **Cons**: *Perceived* politics can require time/effort to overcome

- **Bookstore payment processing**
  - **Pros**: Easy-to-implement familiar process
  - **Cons**: Often includes a markup of 30-40%

- **Multi-institutional/System support services**
  - **Pros**: Can reduce costs for institutions, helps coordination
  - **Cons**: Requires strategic commitment/sustainability model
Sustaining Impact & Change

Lightning Round

Lightning capture

Scaling & Sustainability Planning Template

Hard copies on your table

Digital Version: goo.gl/WEycvu
Sustaining Impact & Change

Lightning Round

5 minutes capture

Which sustainability model(s) would work best to start to explore at your institution?

Hint: Think long-term and strategically
Prioritize: What sustainability model(s) make the most sense for your institution?

Select 1-3 ideas to pursue this year
Sustaining Impact & Change

Lightning Round

Share Out

What’s been successful for your institution to date?

What insights did you get from the discussion?
Thank you.
What’s a playbook?

Teamwork
Strategies
Moves
Plays
Score & Defend
Fonts.

Helvetica Neue for titles.

Franklin Gothic for subtitles and tables.

Helvetica Neue for regular words.

Color should match our palette and stand out against the background. Super bonus: These fonts are PPT-friendly.
Examples of how to use photos:
Section Divider
This is a table containing our palette
(Use red and yellow accents sparingly)
Point Number One
Another Point
Three are OK
Four is Likely Max