
Communications for Advancing OER

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Goal and Agenda

Goal: Equip you with the knowledge and a plan to effectively communicate the benefits of OER at your institution.

Agenda:

- Get / To / By
 - Research Informed Messaging and Principles
 - Developing a Plan and Knowing Your Audience
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Get / To / By Framework

Get (*audience*)

To (*goal*)

By (*how*)

Get / To / By Framework

Get (*audience*)

The MLB

To (*goal*)

End the lockout

By (*how*)

Appealing to them with the pleas of
baseball-starved fans

Get / To / By Framework

Get (*audience*)

Higher Ed Administrators

To (*goal*)

Adopt policies and practices around OER

By (*how*)

Explaining that OER can be updated quickly and regularly to stay academically and culturally relevant

Get / To / By Framework (exercise)

Get (*audience*)

To (*goal*)

By (*how*)

Research Informed Messaging and Principles

Informed by Research

The Hewlett Foundation and GMMB have conducted multiple rounds of research to inform how we can effectively communicate about OER.

This research entails in-depth interviews and message testing with educators across geographic and professional spectrums (including K-12 and Higher Ed) to provide insights into questions like:

- Are you aware of OER and/or use them?
 - What aspects of OER are most compelling to you?
 - What barriers or drawbacks do you see with adopting OER?
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Guiding Principles for OER Communications

Make OER specific and tangible

Lead with how OER are different from other materials

Put students at the center

Connect OER to the broader context

Highlight how OER are high-quality and readily accessed

Show how OER can be easily used

Be specific about the credentials and bonafides of OER creators

Explaining what OER... are.

Guided by the idea that high-quality education materials should be available to everyone, open education resources (OER) are educational materials that are free for educators and students to use, customize, and share. OER are openly licensed, which means that educators can easily customize everything from a single lesson to an entire textbook and engage students with content that's fresh and relevant.

Persuasive OER Messages

- OER **energize the classroom** by making it easy to infuse new ideas - like recent case studies, articles, and world events - to keep material fresh and relevant.
 - OER create new opportunities to **collaborate and co-create** with peers.
 - OER's open licensing lets you **use and share materials** without having to depend on permissions and licensing agreements.
 - OER **save students money** by providing access to course materials without traditional textbook or resource fees.
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Know your audience

What does your audience already know about OER?

Where can/do you reach your audience?

What level of action can you expect from your audience?

1. **Awareness:** *Among most of your audience, you will raise awareness of OER*
2. **Engagement:** *Some of your audience will engage with OER*
3. **Advocacy:** *A small portion of your audience will not only use OER, but become OER advocates*

Possible audiences: Professor, Provost, Department Head, Student, etc.

Creating a communications action plan

(workbook exercise)

With all this in mind, we'll work to develop a plan that you can use to meaningfully communicate about OER on your campus.
