

OER @ BUTLER UNIVERSITY

Gateway to Access and Advocacy in Open Education

IOLUG Spring 2015
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AGENDA

Definition

Why OER?

The 5 Rs

Ideas for Campus Promotion

Evaluation

We Made a Thing

OPEN EDUCATIONAL RESOURCES

"**Open Educational Resources** are teaching, learning, and research resources released under an open license that permits their free use and repurposing by others. OER can be full courses, course materials, lesson plans, open textbooks, learning objects, videos, games, tests, software, or any other tool, material, or technique that supports access to knowledge."

-SPARC Definition of Open Educational Resources

WHY OER?

In the last 45 years, the cost of textbooks has increased at **FIFTEEN TIMES** the rate of inflation.

We intend to combat these costs by assisting faculty with identifying relevant and high-quality open alternatives, made possible by digital distribution

WHY OER?

No one likes to recreate the wheel.

With the emergence of OER materials available online, faculty can take advantage of pre-existing lesson plans, learning objects, tests, and videos. More time teaching, less time fiddling with technology.

THE 5 Rs

Retain

Reuse

Revise

Remix

Redistribute

IDEAS FOR CAMPUS PROMOTION

As with many new initiatives, **services** are much more likely to be adopted than **suggestions** that require faculty to add to their workload.

We connect our faculty, staff, and students with the best possible resources. Nothing's changed.

IDEAS FOR CAMPUS PROMOTION

What about the bookstore?

Communication with the bookstore is important, but the economic future of bookstores lie in apparel and other goods, not textbooks. Bookstores no longer hold the monopoly on used textbooks and many students forgo purchasing them at all because of the cost.

IDEAS FOR CAMPUS PROMOTION

Faculty select textbooks for two reasons. One: they've used it forever and it suits their course needs perfectly. Two: they've been marketed to.

We need OER marketing to be **just as appealing** as for-profit textbook publishers without dedicated staff.

EVALUATION

- Textbooks are of particular interest, but let's not forget about other learning objects
- Identifying a disciplinary audience for specific items
 - Curriculum mapping to specific courses and departments
- Custom description, targeted to your faculty

**SO, WE
MADE
A THING**

WHAT'S NEXT?

- Future website iterations
 - <http://wwwwhere.io/>
- Fall 2015 launch
- Expanding content
- Communication with liaison librarians