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OER From Vision to Action

OER Advocacy Crash Course

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OER ADVOCACY CRASH COURSE

GWLA/CO ALLIANCE OER CONFERENCE FROM VISION TO ACTION
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**ADVOCATE AND LEAD
FOR OPEN EDUCATIONAL
RESOURCES & TEXTBOOKS**

**INCREASINGLY, I THINK
THE WORK OF EDUCATION IS
ACTIVISM NOT TEACHING.**

JESSE STOMMEL



DEAR
PRESIDENT
OBAMA & CONGRESS:

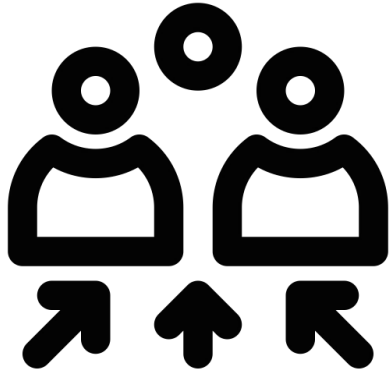


We apologize to torture
survivor Maher Arar and
urge you to do the same.
It's the right thing to do
and it's required by law.
Sincerely,

YEARS
NESTY
ATIONAL

**MY OPTIMISM IS LOUD
AND WEARS HEAVY BOOTS.**

HENRY ROLLINS



AUDIENCE



MESSAGE



FRAME

COMMUNITY PARTNERS (5 minutes)

- Who are you currently working with?
- Who would you like to work with?
- Start thinking about:
 - What influences your target audience?
 - What are the lines of power in your community?

PARTNERING WITH STUDENTS

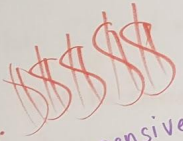
- Powerful voices and stories
- Ideal partners: student government + clubs
- Student groups often have access to funding
- They can say things you can't!

WHAT DO YOU THINK OF TEXTBOOK PRICES?

Too High
one factor that prevents people from taking more courses. It's more expensive than unicorn blood!

I mean... I can't eat so I can get them. I need to afford college so... work with me here, textbooks! :
College broke thanks to textbooks
I'm
Especially the FLACU Specific ones cause we can't sell back!

A cruel scam on students.



too expensive 😞

kill me about this lol

Cannot afford!
The price is grossly exaggerated

TOO HIGH FOR MEDIOCRITY!

in other words way to high?

For why does it cost no from me doing?

Disgusting

Do what you want cause a pirate is free, you are a pirate!

I'm BROKE

Dis honorable! I'm broke from my family's PPL's

there was an access code that was 2 expensive so a girl did a 17 day free trial for a whole semester's worth of work!

TOO DAM HIGH
I textbook = food, gasoline, phone bill...
we need a few times during the semester?
#notworry

@Dickard Rose Soundcloud!

RIDICULOUS!!!
expensive
too high SMH!

Paying for a key to do my HW isn't right. No more reselling books. If HW, test, & quiz is online what does teacher do?

TOO MUCH!!!

I think they're just fine :)

What do you do when you can't afford a textbook?

Expensive \$\$\$

Nor Shif



Call My Mom and Cry
I even shake my assets sometimes

☺ ☹

Illegally buy find them!


Share with a friend?

google answers if its on online class ✓

Cry.

Commit Supoku

Buy the older edition - nothing changes except page #s. Don't let them fool you!
Go through the library! If you can't find the book check it out, saves money!

Take  of what I really need/use for class/HW.

- Two acronyms:
1. ILLIAD
 2. UBORROW

Work the Streets for Cash ☺

Cry until you're too hurt to feel the pain



May too expensive I'm too broke for them

CRY

Don't buy it. They've risen 5x the price of inflation. Rip off.

Pirate/Don't buy

Work smart and make more money

Don't be a little bruh Do what you have to do

* 3x rate of inflation. 88% increase in price in 10 years!

CRY!!! Pray to Satan

EXAMPLES OF OER ADVOCACY CAMPAIGNS

Take a picture of your
textbook receipt & tweet
at us using

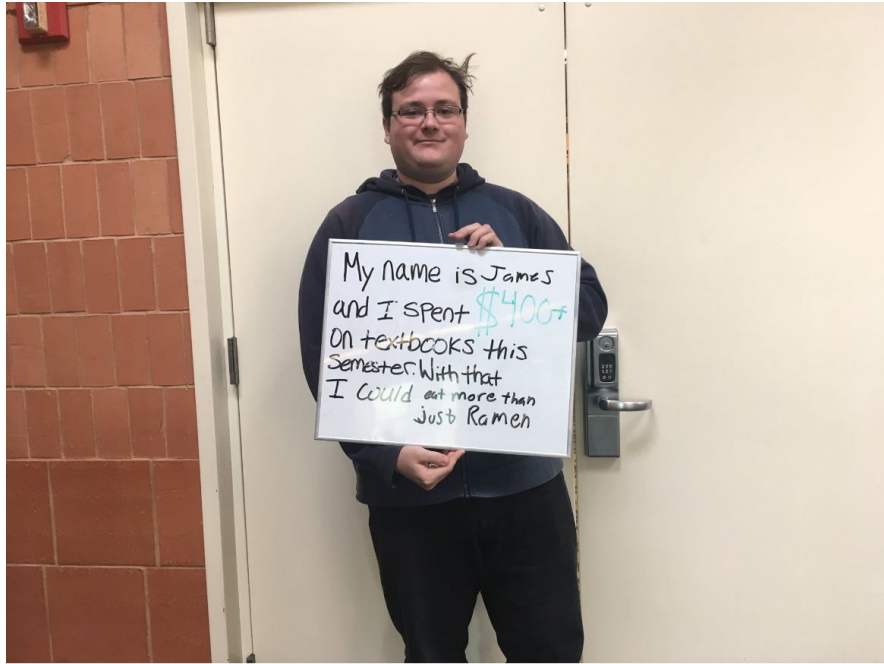
#TextbookBroke

OUSA

Ontario Undergraduate Student Alliance

I JUST SPENT
\$CENSORED ON
TEXTBOOKS?!





CCSU SGA @CCSUSGA · 6 Dec 2016

It's time to turn a page. #TextbookBROKE CCSU.text.com

4



SA Mount Royal U @SAMRUBuzz · 12 Sep 2016

Current mood: 🌱🌱🌱🌱. Come talk to us on Main Street about your #textbookbroke woes!





RutgersUnivLibraries @RULibraries · 21 Sep 2016

The Libraries are working to promote Open and Affordable Textbooks at @RutgersU. Learn more: libraries.rutgers.edu/news/rutgers-u...
#textbookbroke

Students have to work 28 hours to buy one \$200 textbook.



Figures from "Covering the Cost," report by Student PIRGS, February 2016 (studentpirgs.org/textbooks)

TOGETHER WE CAN MAKE A DIFFERENCE

Learn more about how Rutgers is
supporting textbook affordability:
libraries.rutgers.edu/open-textbooks

RUTGERS
University Libraries

TOGETHER WE CAN MAKE CHANGE HAPPEN

Student PIRGs

ABOUT ▼

STATES ▼

GET INVOLVED ▼

CAMPAIGNS ▼

NEWSROOM

Faculty Statement on Open Textbooks

Faculty members share students' concerns about the high cost of textbooks. Open textbooks -- college texts offered online under a license that allows free digital access and low-cost print options -- represent a promising way to expand the existing textbook market to include more low-cost, high-quality options.

By signing this statement, faculty members state their intent to include open textbooks in their search for the most appropriate course materials, and they declare their preference to adopt an open textbook in place of an expensive, traditional textbook, if the open textbook is the best option.

This statement [launched in 2008](#) and now has more than 3,000 signatures.

SIGN THE STATEMENT

Open Textbooks Statement of Intent

As faculty members, we affirm that it is our prerogative and responsibility to select course materials that are pedagogically most appropriate for our classes. We also affirm that it is consistent with this principle to seek affordable and accessible course materials whenever possible. Unfortunately, textbook publishers are promoting a new product, the course access code, which completely eliminates low and no-cost course materials options for students, such as textbook rental programs and open textbooks.

**BUT ALSO EVERY CONVERSATION
YOU HAVE ADVOCATING FOR OER.**

SAMPLE IDEAS

- Start an OER task force
- Launch an OER adoption program
- Host an event focused on student storytelling
- Include students on panel events
- Advocate to administration for \$\$ or support
- Organize an advocacy campaign

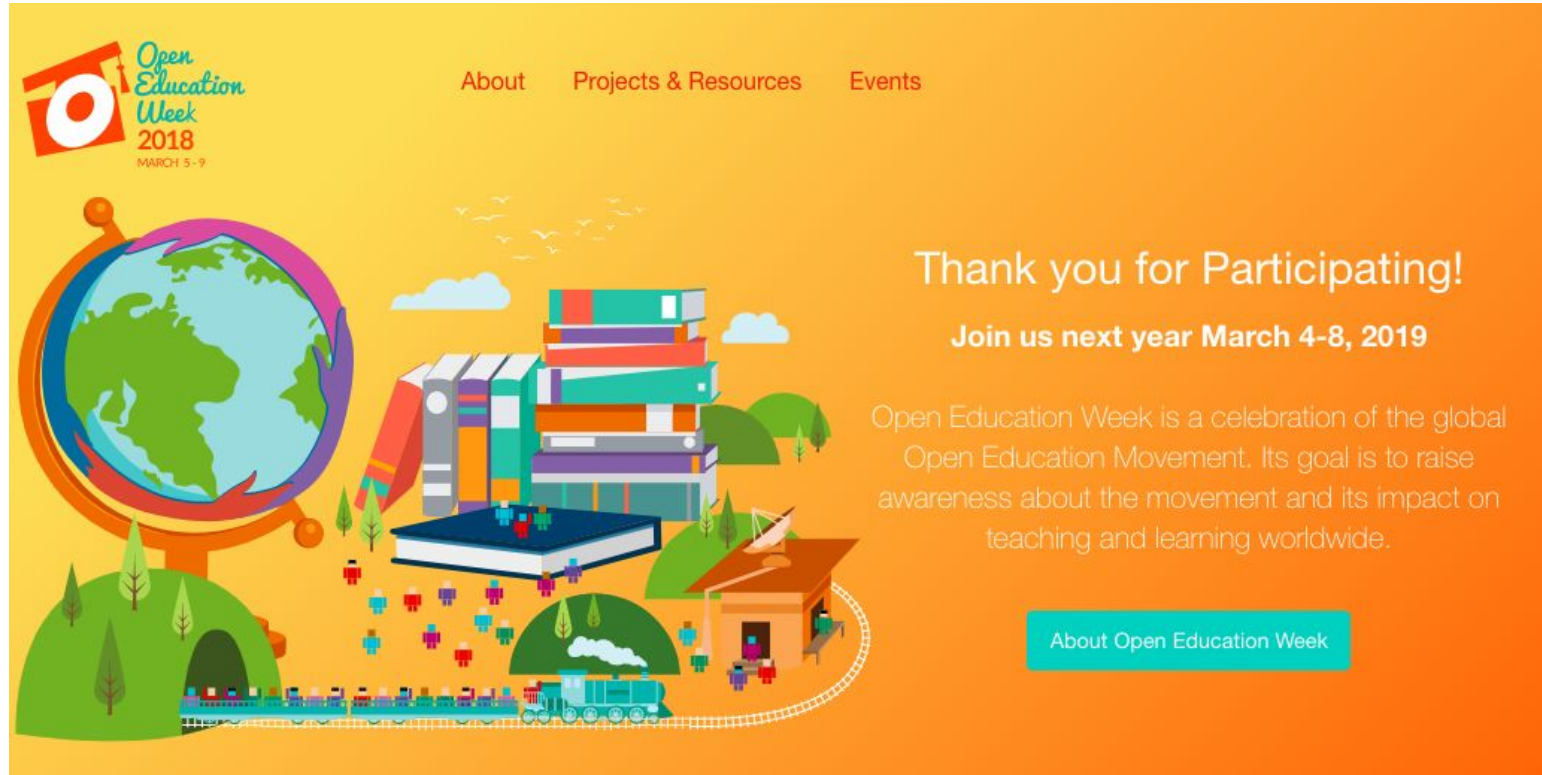
EVENT IDEAS

- Used Book Graveyard
- “How much did you pay” Selfie Table
 - Dry erase board + a camera + #textbookbroke
- “The Price is Wrong” Gamed
 - Have students guess prices + sign a petition
- Open Book Fair

MESSAGING

- Who is the right messenger?
- What is the right message?
- What is the right venue to communicate it?
- When is the right time to do it?

TIMING



The image shows a vibrant orange banner for Open Education Week 2018. In the top left corner is the logo, which consists of a red square with a white circle and a red dot inside, followed by the text "Open Education Week 2018" in a teal font and "MARCH 5-9" in a smaller red font below it. To the right of the logo are three navigation links: "About", "Projects & Resources", and "Events", all in a red font. The main visual is a colorful illustration featuring a globe on a stand, a stack of books, a small house, a train, and various stylized trees and figures. The text on the right side of the banner is white and reads: "Thank you for Participating!", "Join us next year March 4-8, 2019", and a paragraph about the event. At the bottom right, there is a teal button with the text "About Open Education Week".

Open Education Week 2018
MARCH 5-9

About Projects & Resources Events

Thank you for Participating!

Join us next year March 4-8, 2019

Open Education Week is a celebration of the global Open Education Movement. Its goal is to raise awareness about the movement and its impact on teaching and learning worldwide.

About Open Education Week

MESSAGING

- Proactive vs. Reactive Communications
- Positive Framing
- Avoid Open jargon
- Keep it simple!

NEED BY THE NUMBERS

The average student spends **\$1,200** a year on textbooks

13% of costs at a 4 year college

40% at a community college

65% of students have skipped buying or renting

14% have dropped a class because of textbook cost

Textbook prices rose **88%** between 2006 and 2016, 3x inflation

TELL A STORY!

Design campaigns based on interpersonal communication.

VISION → **ACTION**



GROUP BREAKOUT (15 minutes)

- Brainstorm a campaign, event, or action
 - What will you be advocating for?
 - Who is your audience?
 - What is your message?
 - Outline an advocacy activity or material

MESSAGING

- Hook your target audience
- Connect to the problem
- Provide OER as a solution
- Action-oriented
- Tell a story!

GOALS AND MESSAGING (5 minutes)

- What is your goal?
- Who is your audience?
- Loosely brainstorm your message
 - Remember: tell a story, hook your audience, connect to the problem, provide OER as a solution, action!

INDIVIDUAL ACTION PLANNING (20 minutes)

- What will you do to advocate for OER?
 - Next week
 - One month
 - Three months
 - Six months
 - One year
- Tips: It may help to work backward from one year

WRAP UP GROUP DISCUSSION