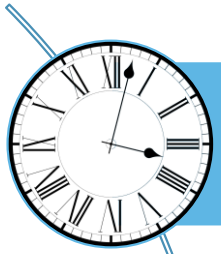
OER Programming @ Your Library

Marsha Miles, Cleveland State University

OpenCon Pre-Conference March 7, 2019

Challenges



Time

Budget

Competition

Marketing

- All the Open Things+
  - Open Access Week
  - Open Educational Resources
  - Open Education Week
  - Copyright & Creative Commons
  - Fair Use/Fair Dealing Week
- Marketing

OER Programming @ Your Library

Open Access Week

October 21-27, 2019

Organized by SPARC

- a global event
  - an opportunity for the academic and research community to continue to learn about the potential benefits of OA
  - to share what they've learned with colleagues
  - to help inspire wider participation in helping to make OA a new norm in scholarship and research

http://www.openaccessweek.org

Ideas from Open Access Week Participants

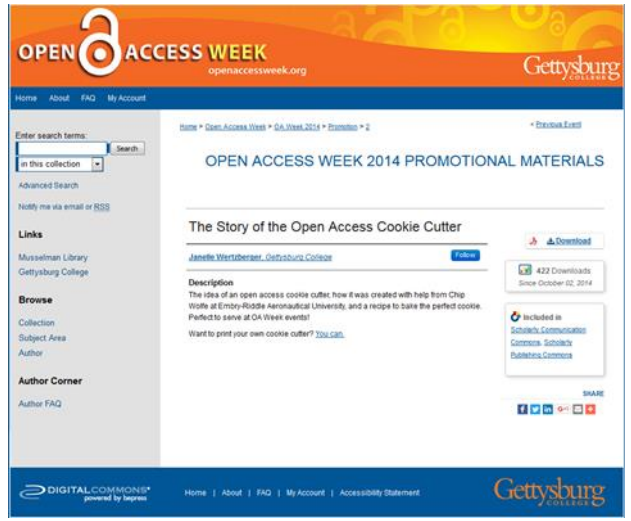
- "You Wouldn't Believe It's Open"
- "Overview of Libraries Open Access Publishing Program"
- Screening of *Paywall: The Business of Scholarship* & Facilitated Discussion

http://www.openaccessweek.org

Information Tables, Swag, Etc.

- Information Table: What is Open Access
- OpenStax Exhibit & Information Table
- Register for ORCID Account
- Conversation Starters
  - T-Shirts
  - Buttons
  - Cookies

Celebrate the Sweetness of Open Access with OA Sugar Cookies!



Wolfe, Chip. "Open Access Cookie Cutter" *Gettysburg College Open Access Week 2014 Promotional Materials*. 2014. https://bit.ly/2HojeU5

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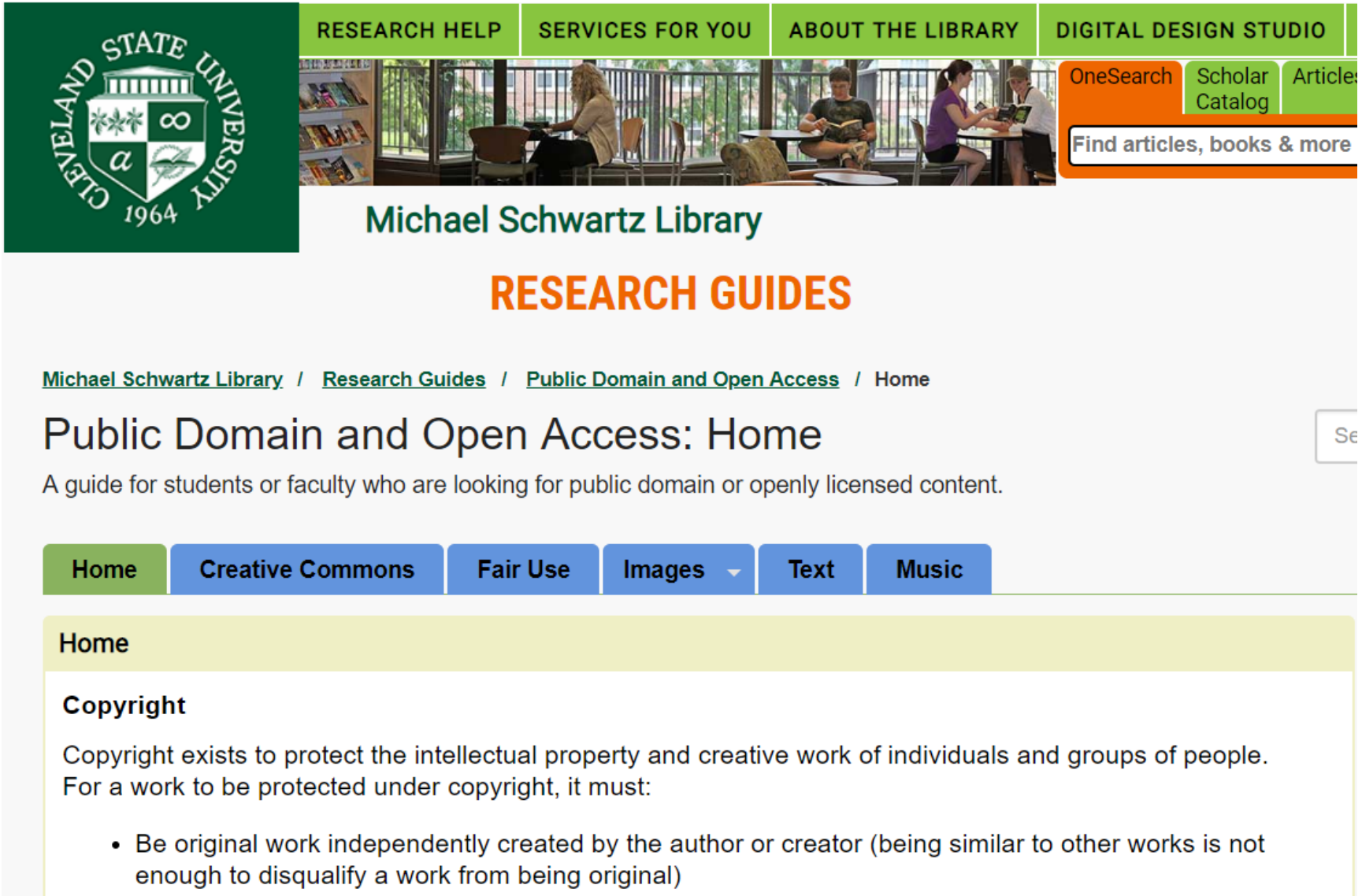
Events, Presentations, & Webinars

- Ask the Experts sessions
- Digital CSU meeting
- Presentations
  - Copyright & Creative Commons
  - Faculty MSL Academic Endeavors authors
- Webinars
  - Intro to Open Textbooks
  - Free webinars on OA topics

Public Domain & OA LibGuide



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Open Access Week

Open Educational Resources

Top Tactics to Increase OER Adoptions from OpenStax

- OER grant programs
- Presentations
- One-on-one meetings
- OER training workshops
- Faculty advocates

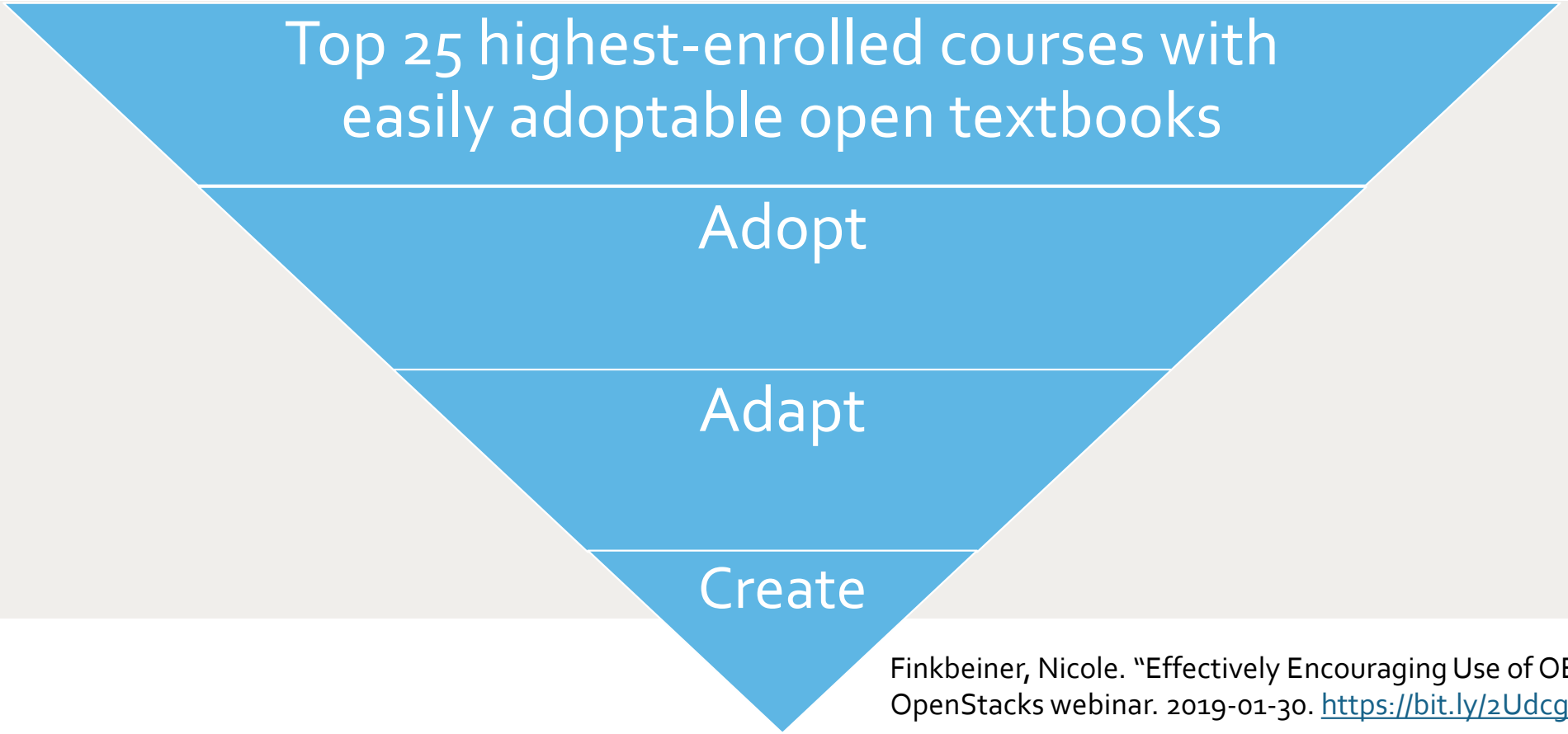
Finkbeiner, Nicole. "Effectively Encouraging Use of OER on Your Campus" OpenStacks webinar. 2019-01-30. https://bit.ly/2Udcg13

OpenStax Recommendations for Success

- 8 direct tactics in 1 year (August-April)
  - More opportunities
  - Variety of methods
  - Momentum

Finkbeiner, Nicole. "Effectively Encouraging Use of OER on Your Campus" OpenStacks webinar. 2019-01-30. https://bit.ly/2Udcg13

OpenStax Recommendations for Success: Start with Easy Wins



Finkbeiner, Nicole. "Effectively Encouraging Use of OER on Your Campus" OpenStacks webinar. 2019-01-30. https://bit.ly/2Udcg13

Promoting OER Summer Action Plan Checklist

- Action items for librarians
- Includes suggested events and tasks to complete
- Complete relevant tasks by mid-July to be ready for fall

Finkbeiner, Nicole. "Promoting OER Summer Action Plan Checklist" OpenStax. 2018. https://bit.ly/2Vxsv9l

OTA's Student Government Toolkit

Open Textbook Alliance: www.OpenTextbookAlliance.org

Student Event Ideas from Open Textbook Alliance

"How Much Did You Pay?" selfie table

"The Price is Wrong" Game

Textbook Taste Test

Open Textbook Alliance: www.OpenTextbookAlliance.org

Partner with Student Government

- Textbook Graveyard
- SGA Resolution in Support of Open Textbooks
- Student Panels
- Textbook Hero Awards

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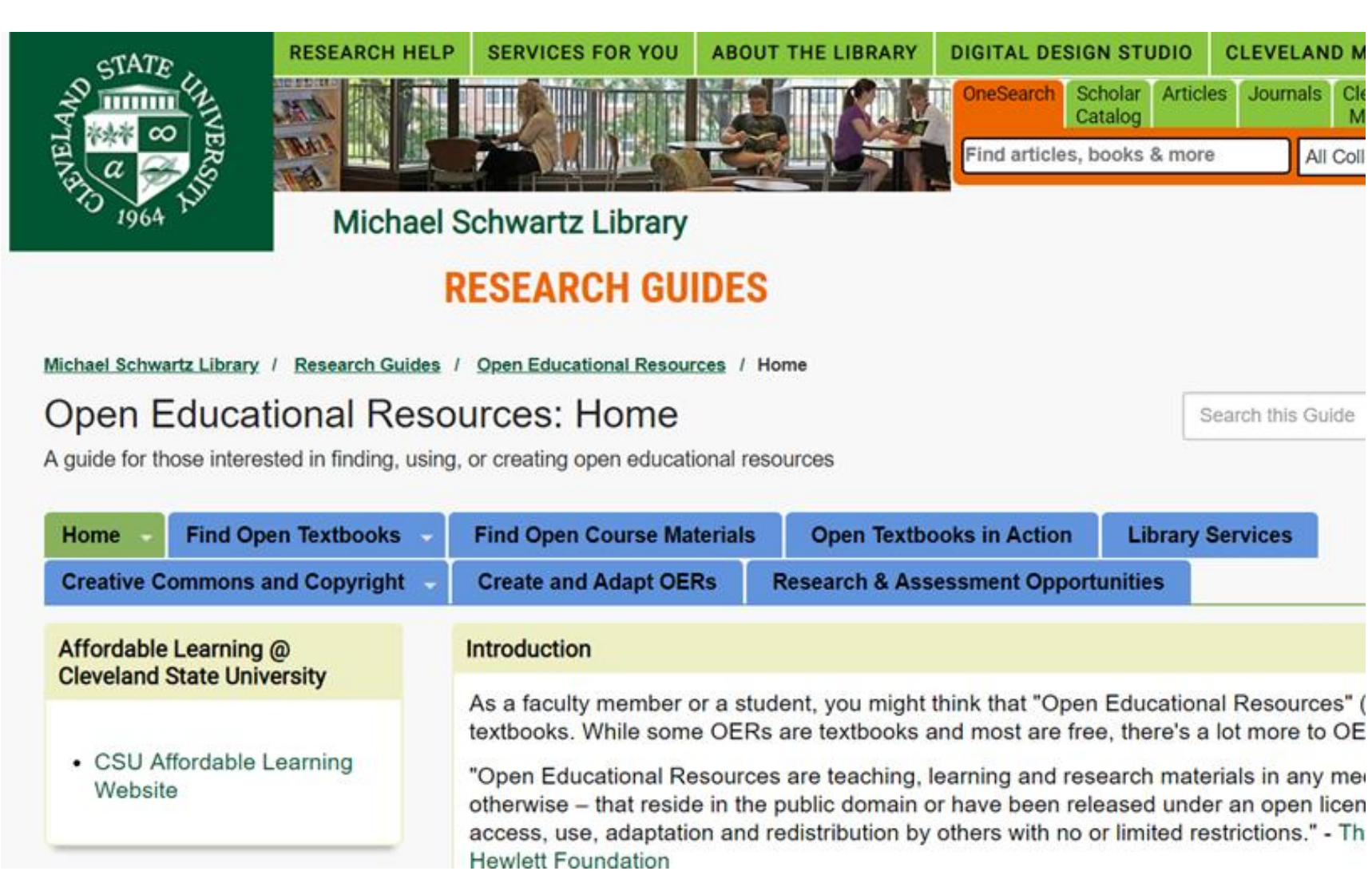
Presentations for Faculty

- Open Access Textbooks
- Several faculty reviewed an OA Textbook from OTN and received a $200 stipend

OER LibGuide



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Open Textbook Affordability Grants

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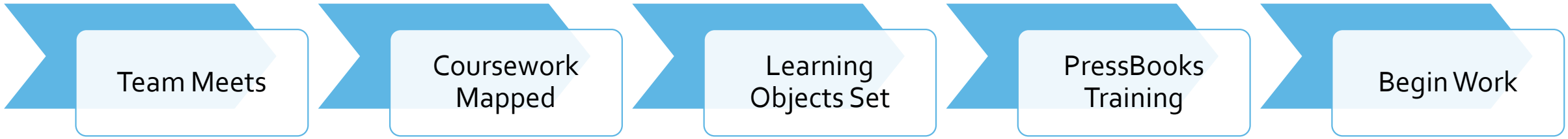

Open Textbook Affordability Grants Timeline

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Open Educational Resources

Open Education Week

March 4-8, 2019

Ideas from Open Education Week Participants

- Daily Challenges
- Interactive Workshops
- Faculty Enrichment Events
- Open Textbook Petting Zoo
- Webinar
- Openly License Your Work Faculty Event

https://www.openeducationweek.org

Ideas from SPARC

Open Textbook Display	OER Panel	Write About OER
Open Textbook Hackathon	Fishbowl Dialogue	Whiteboard Display

Yano, Brady. "Preparing for Open Education Week: 6 Ideas You Can Bring to Campus" 2017. SPARC News. https://bit.ly/2BVg6F1

OpenCon

November 2019?

OpenCon

- platform for the next generation to learn about Open Access, Open Education, and Open Data
- develop critical skills
- catalyze action toward a more open system for sharing the world's information

https://www.opencon2018.org

OpenCon Satellite Events

- combine content, themes, and ideas from OpenCon's flagship meeting with locally arranged activities
- opportunity to begin discussions and catalyze local progress on Open Access, Open Education, and Open Data while staying connected to a global movement

https://www.opencon2018.org

Planning Basics

- What will the focus of the event be?
- What do you want the event to achieve?
- Are there any specific outcomes?
- Who is the target audience?

OpenCon 2018 Cleveland

- Open Education Week
  - March 5th
- Planning Team
- Post Event Team Meeting

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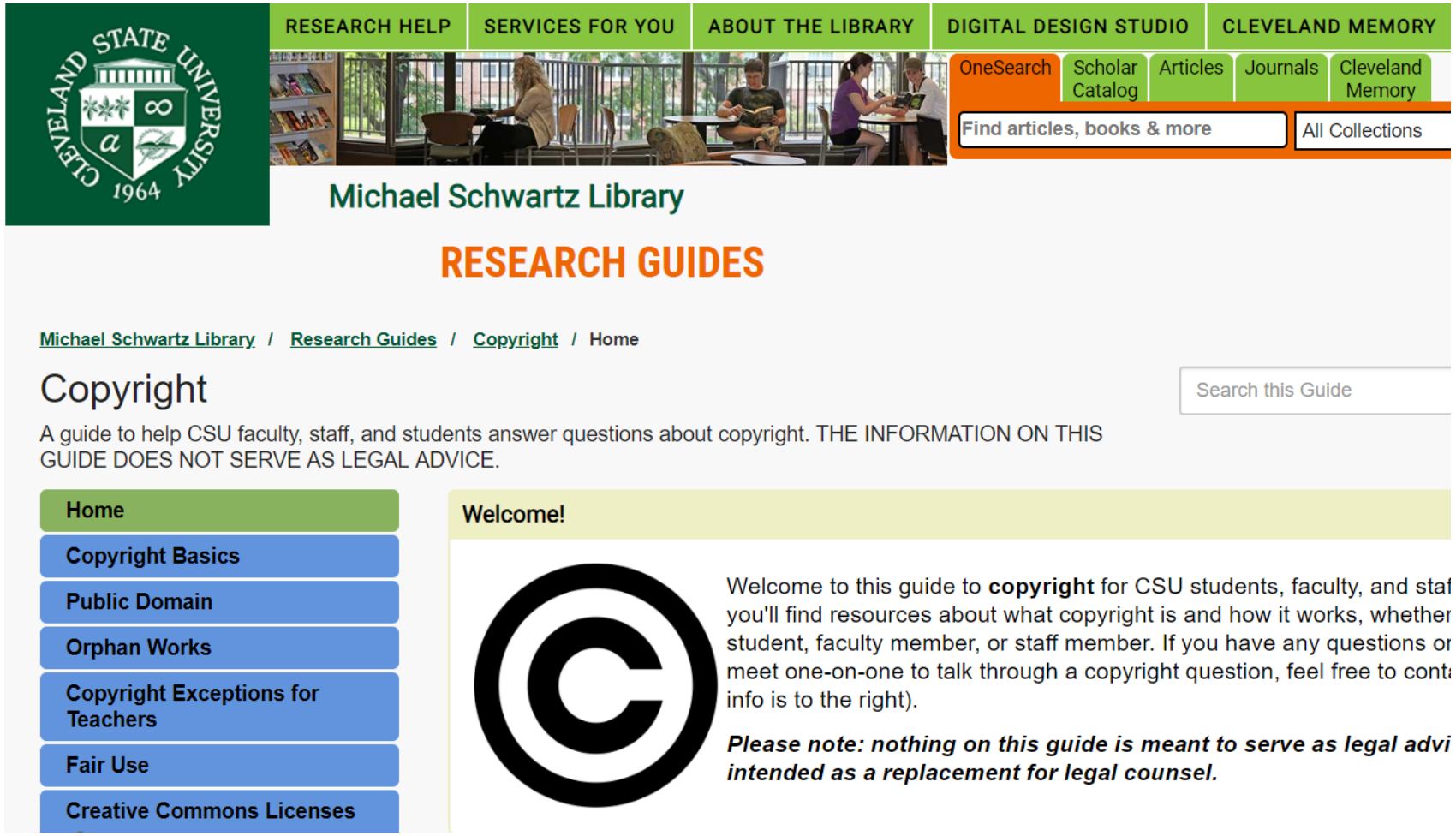
Open Education Week / OpenCon

Copyright & Creative Commons

Presentations

- For Faculty
  - Provided through the Center for Faculty Excellence
- For Students

Copyright LibGuide



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Copyright &
Creative Commons

Fair Use/Fair Dealing Week

February 25-March 1, 2019

Fair Use/Fair Dealing Week

- celebrates the important doctrines of fair use in the United States and fair dealing in Canada and other jurisdictions

http://fairuseweek.org

Ideas From the Toolkit

- Write a blog post on fair use/dealing
- Publish an op-ed
- Host a live panel on fair use/dealing at your campus, institution, or organization
- Host a webcast or webinar
- Create a video about fair use/dealing
- Publicize fair use/dealing on social media using the hashtag #fairuseweek2019

Email to Library Staff

- Information about Fair Use
- How the Library uses Fair Use
- Advertise Copyright Basics workshop
- Encouragement to spread the word

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Fair Use/Fair Dealing Week

Marketing

Ideas From OpenStax

- Meet with your marketing team
- Purchase sample print copies of OER to pass around at all events and presentations
- Create a sign in sheet for attendees to sign up to learn more
- Follow up!

Finkbeiner, Nicole. "Promoting OER Summer Action Plan Checklist" 2018. https://bit.ly/2Vxsv9l

Promote Events in a Variety of Ways

- Press Release on University Website
- Library Blog
- Library's Centerpiece Image on Website
- Library News Column
- Digital Signs
- Direct Messages & Messages from Subject Liaisons
- Constant Contact Emails to Faculty
- Library Social Media
- ListServs
- University Events Calendar

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Printed Promotional Material

- Save the Date cards
- Flyers
- Bookmarks
- Buttons
- T-Shirts
- Pamphlets

Calendar for Events

EngagedScholarship @ Cleveland State University

HOME | ABOUT | FAQ | MY ACCOUNT

Home > Michael Schwartz Library > MSL_EVENTS > Open Access Events > OA Week 2018

Search

Enter search terms:

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in this collection

Advanced Search

Notify me via email or RSS

Event Information

Map and Directions

Accommodations & Travel

Cleveland Information

Restaurants Near CSU (Map)

This Is Cleveland

Browse

Collections

Disciplines

Authors

Author Corner

Author FAQ

Submit Event

Links

Open Access Week

OA Research Guide

SelectedWorks Scholars

Open Access Week 2018

Designing Equitable Foundations for Open Knowledge

October 22 - 28

International Open Access Week at the Library

From October 22 through October 26 the Michael Schwartz Library is celebrating International Open Access Week. Faculty, staff, and students can attend free webinars; browse the information table and OpenStax Book exhibit; bring questions about their scholarly communications to an "Ask the Experts" session; learn how to register for a unique Orcid digital identifier, and more. This year's theme is *Designing Equitable Foundations for Open Knowledge*.

Review our schedule of events and create your own itinerary!

About International Open Access Week

Academic and research communities are invited to learn how open access maximizes and promotes their work, provides stronger ownership for researchers and authors, and ultimately, has far reaching benefits for academia and society as a whole. Now in its eleventh year, "International Open Access Week" facilitates the growing movement toward increased discoverability, sharing, use and preservation of information.

Schedule

RSS

2018

Monday, October 22nd

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Affordable Learning @ Cleveland State University

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Marketing

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