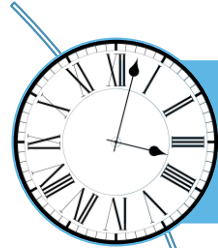


OER Programming @ Your Library

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

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*

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>



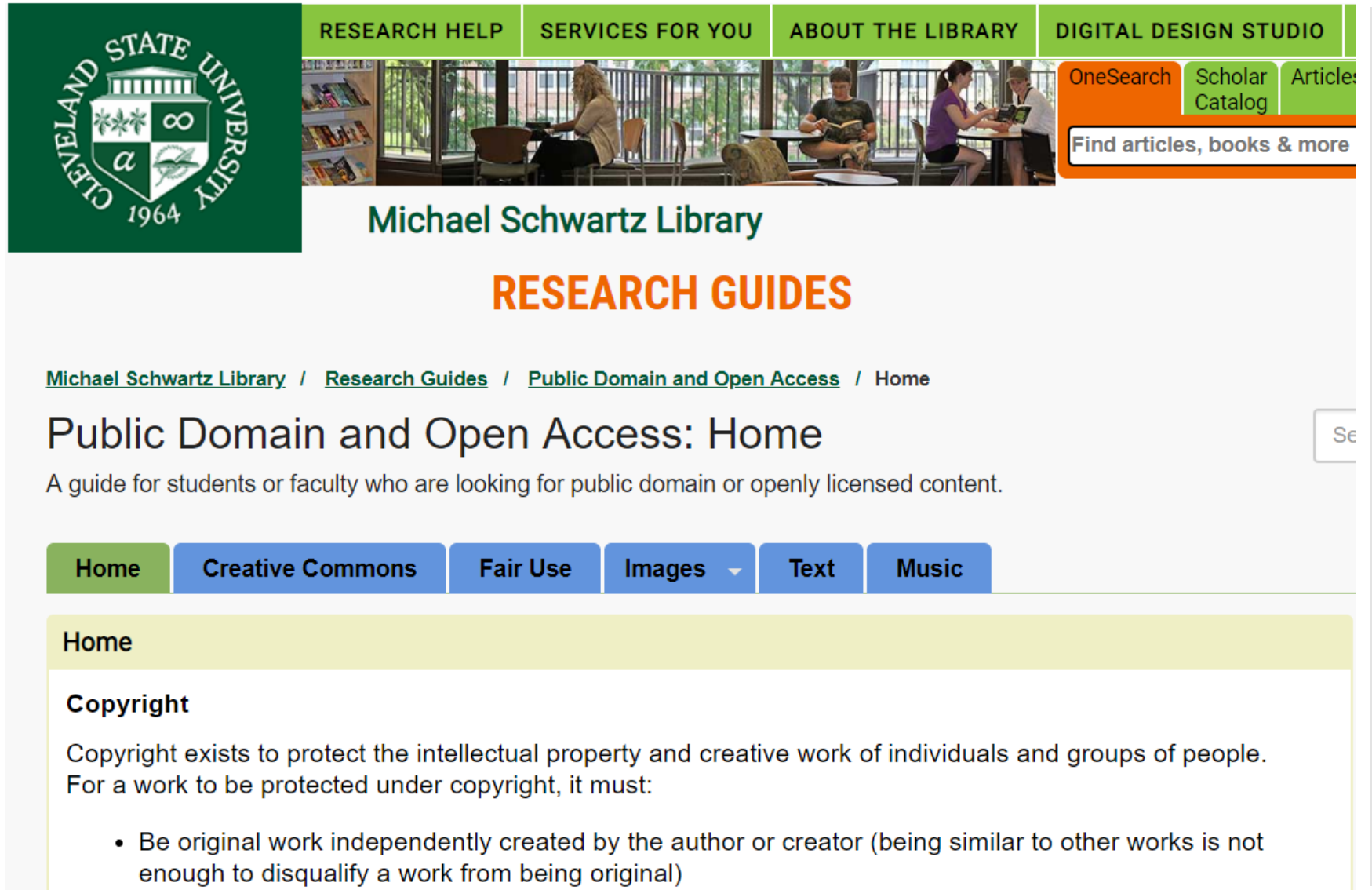
Michael Schwartz
Library

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



The screenshot shows the Michael Schwartz Library website. At the top left is the Cleveland State University logo, featuring a shield with a building, a book, and a leaf, surrounded by the text "CLEVELAND STATE UNIVERSITY" and "1964". To the right of the logo is a navigation bar with four green buttons: "RESEARCH HELP", "SERVICES FOR YOU", "ABOUT THE LIBRARY", and "DIGITAL DESIGN STUDIO". Below this is a banner image of students in a library study area. To the right of the banner is a search bar with an orange background and a white border, containing the text "Find articles, books & more". Above the search bar are three buttons: "OneSearch", "Scholar Catalog", and "Articles". Below the banner is the text "Michael Schwartz Library" in green, followed by "RESEARCH GUIDES" in large orange letters. Below that is a breadcrumb trail: "Michael Schwartz Library / Research Guides / Public Domain and Open Access / Home". The main heading is "Public Domain and Open Access: Home" in large black text. Below the heading is a sub-heading: "A guide for students or faculty who are looking for public domain or openly licensed content." Below this is a navigation bar with six buttons: "Home" (green), "Creative Commons" (blue), "Fair Use" (blue), "Images" (blue with a dropdown arrow), "Text" (blue), and "Music" (blue). Below the navigation bar is a light green header for the "Home" section. The main content area has a heading "Copyright" in bold black text. Below the heading is a paragraph: "Copyright exists to protect the intellectual property and creative work of individuals and groups of people. For a work to be protected under copyright, it must:". Below the paragraph is a bulleted list with one item: "• Be original work independently created by the author or creator (being similar to other works is not enough to disqualify a work from being original)".

RESEARCH GUIDES

[Michael Schwartz Library](#) / [Research Guides](#) / [Public Domain and Open Access](#) / Home

Public Domain and Open Access: Home

A guide for students or faculty who are looking for public domain or openly licensed content.


[Home](#) [Creative Commons](#) [Fair Use](#) [Images](#) [Text](#) [Music](#)

Home

Copyright

Copyright exists to protect the intellectual property and creative work of individuals and groups of people. For a work to be protected under copyright, it must:

- Be original work independently created by the author or creator (being similar to other works is not enough to disqualify a work from being original)



@ Your
Library

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

OpenStax Recommendations for Success

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

OpenStax Recommendations for Success: Start with Easy Wins

Top 25 highest-enrolled courses with easily adoptable open textbooks

Adopt

Adapt

Create

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

OTA's Student Government Toolkit

Raise Awareness

Build Faculty
Support

Win
Administrative
Support

Student Event Ideas from Open Textbook Alliance

“How Much
Did You Pay?”
selfie table

“The Price is
Wrong” Game

Textbook
Taste Test

Partner with Student Government

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

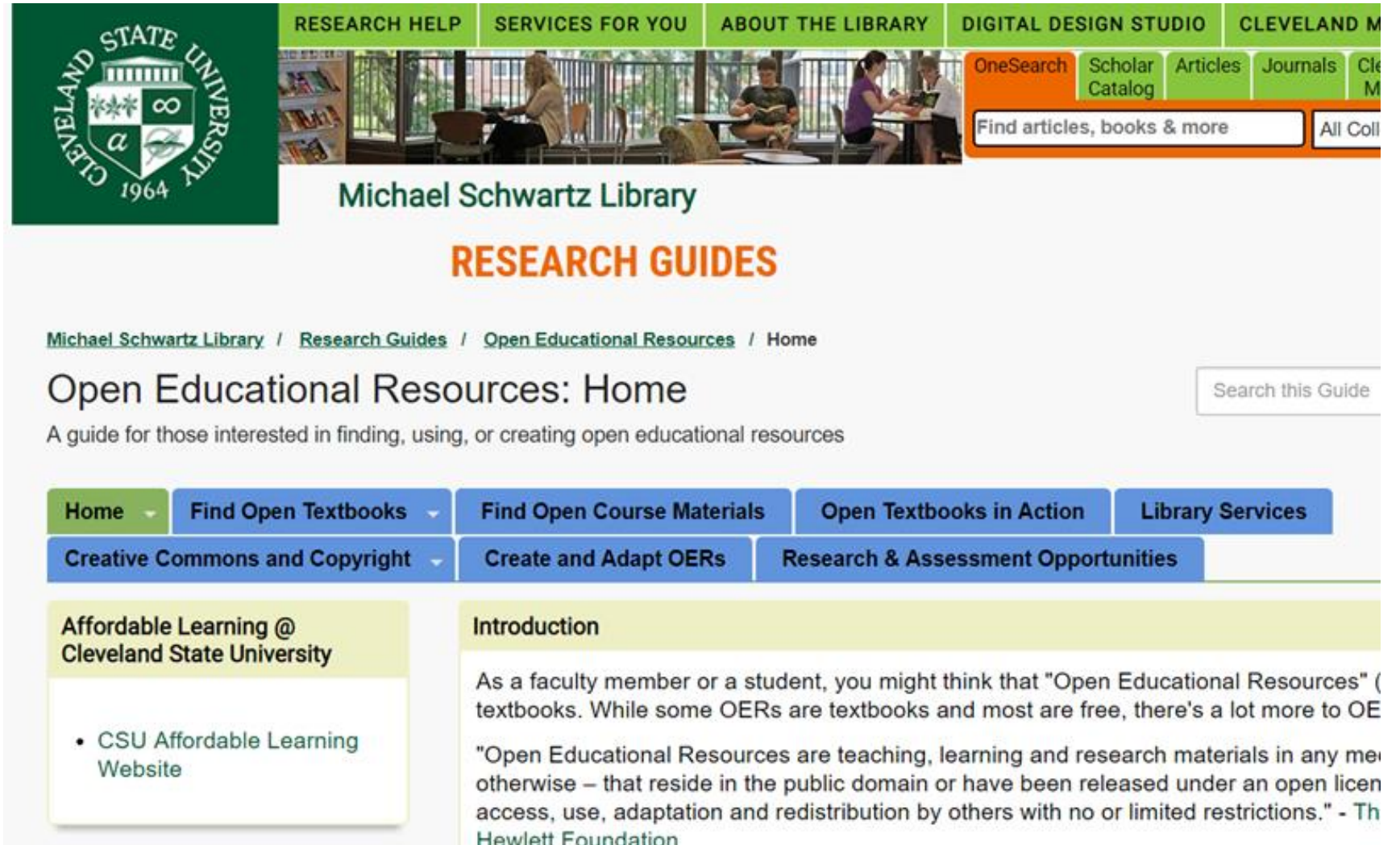


Presentations for Faculty

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



OER LibGuide



The screenshot shows the top navigation bar of the Michael Schwartz Library website. It includes the Cleveland State University logo on the left, followed by menu items: RESEARCH HELP, SERVICES FOR YOU, ABOUT THE LIBRARY, DIGITAL DESIGN STUDIO, and CLEVELAND M. Below this is a banner image of students in a library study area. To the right of the banner is a search bar with the text "Find articles, books & more" and a "OneSearch" button. Other navigation buttons include "Scholar Catalog", "Articles", "Journals", and "All Coll".

Michael Schwartz Library

RESEARCH GUIDES

[Michael Schwartz Library](#) / [Research Guides](#) / [Open Educational Resources](#) / [Home](#)

Open Educational Resources: Home

A guide for those interested in finding, using, or creating open educational resources

Search this Guide

- Home
- Find Open Textbooks
- Find Open Course Materials
- Open Textbooks in Action
- Library Services
- Creative Commons and Copyright
- Create and Adapt OERs
- Research & Assessment Opportunities

Affordable Learning @ Cleveland State University

- CSU Affordable Learning Website

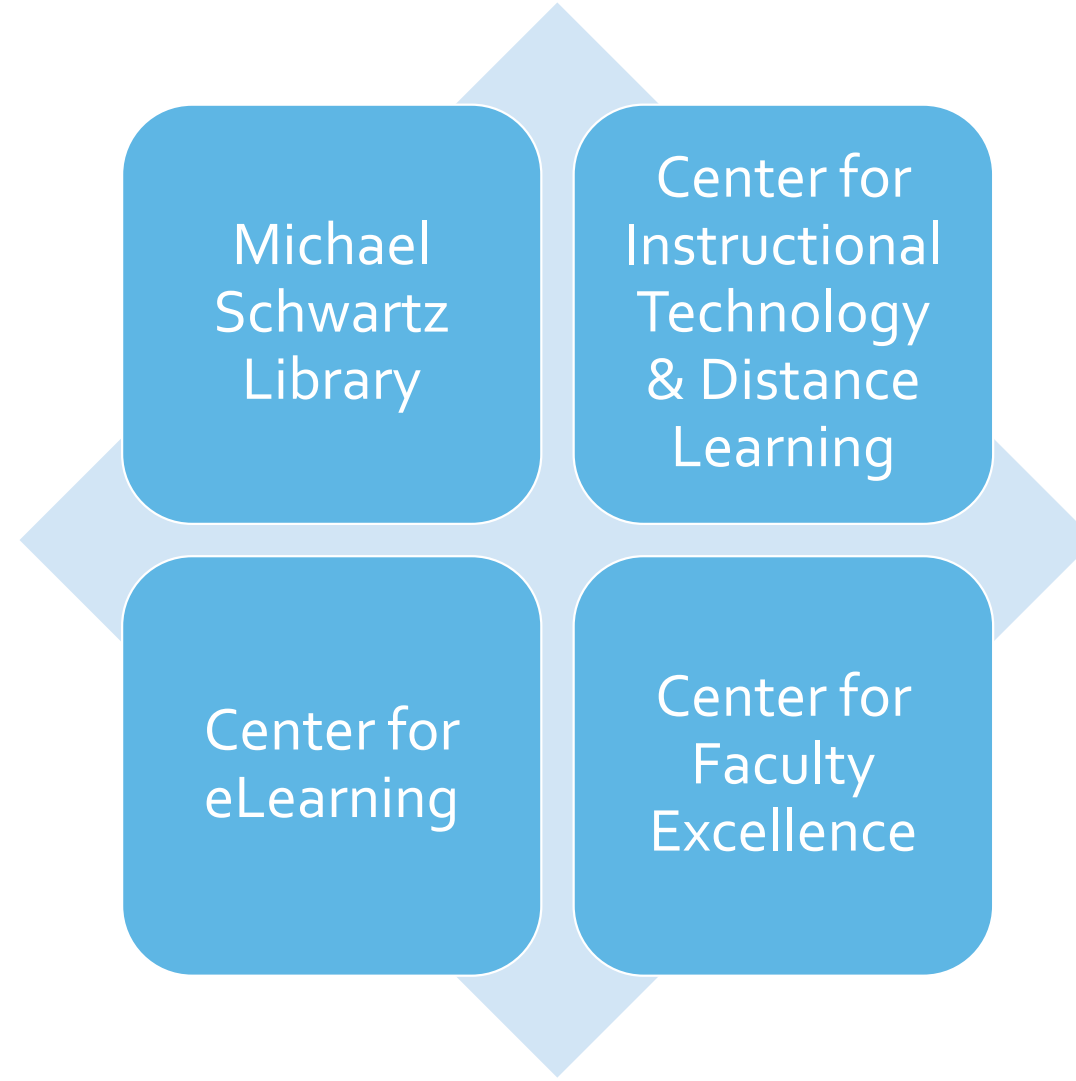
Introduction

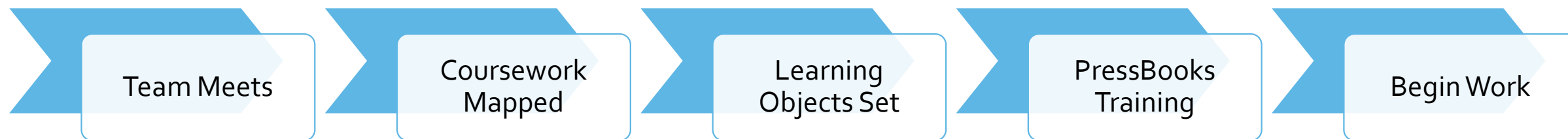
As a faculty member or a student, you might think that "Open Educational Resources" (textbooks. While some OERs are textbooks and most are free, there's a lot more to OE

"Open Educational Resources are teaching, learning and research materials in any me otherwise – that reside in the public domain or have been released under an open licen access, use, adaptation and redistribution by others with no or limited restrictions." - Th Hewlett Foundation




Open Textbook Affordability Grants





Open Textbook Affordability Grants Timeline



@ Your
Library

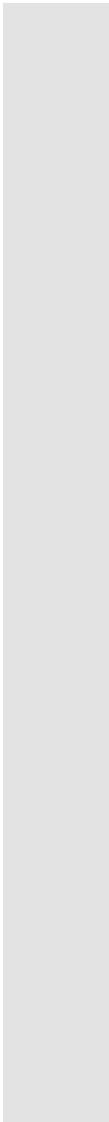
Open Educational
Resources





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

Ideas from SPARC

Open
Textbook
Display

OER Panel

Write About
OER

Open
Textbook
Hackathon

Fishbowl
Dialogue

Whiteboard
Display



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

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

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



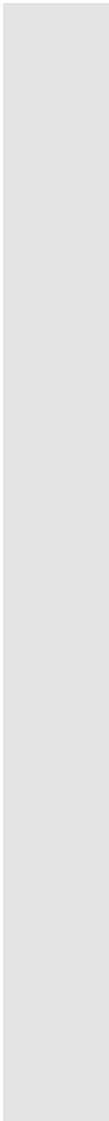
- Open Education Week
 - March 5th
- Planning Team
- Post Event Team Meeting





@ Your
Library

Open Education
Week / OpenCon





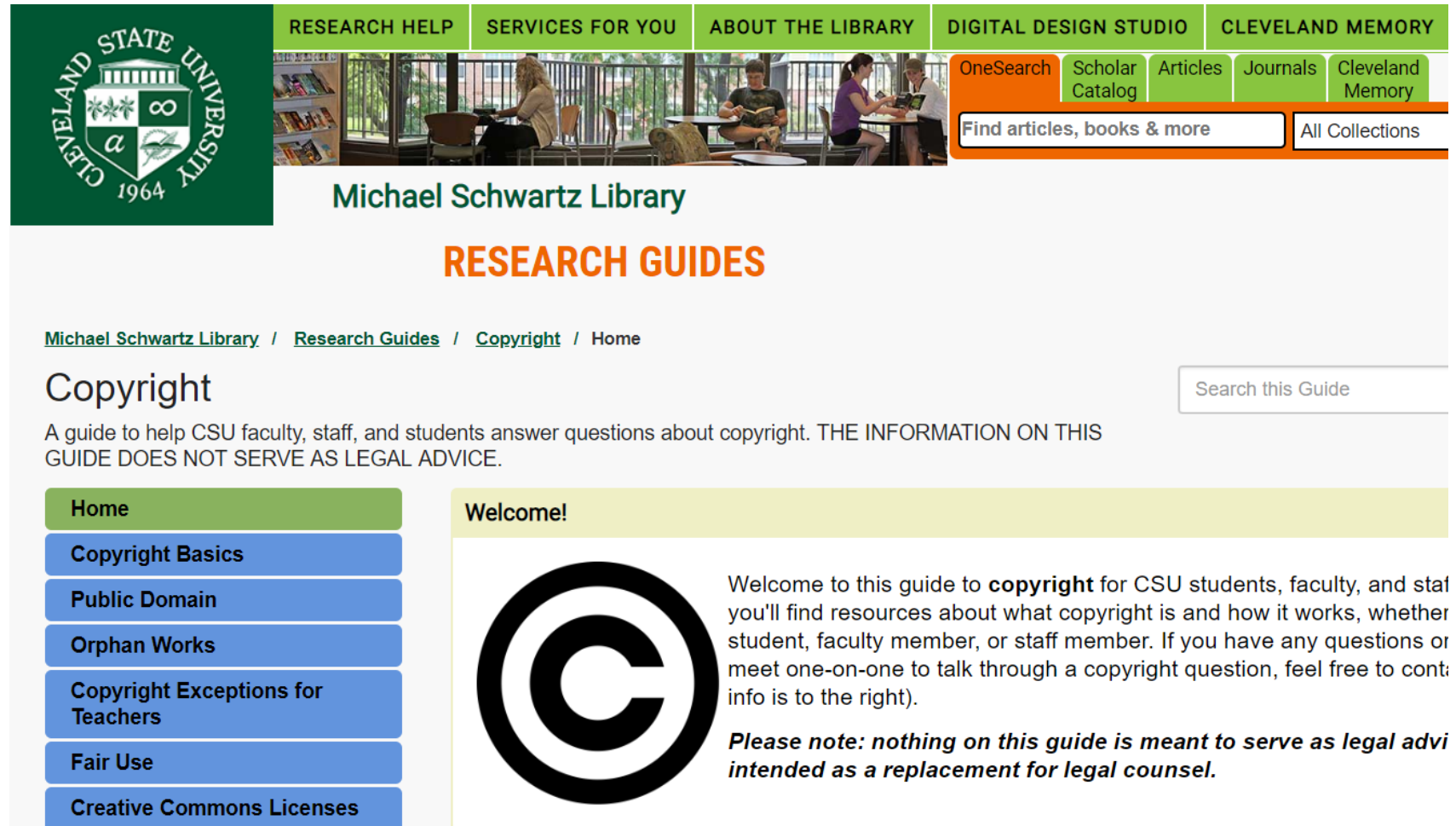
Copyright & Creative Commons

Presentations

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



Copyright LibGuide



The screenshot shows the top navigation bar of the Michael Schwartz Library website. It includes the Cleveland State University logo on the left, a central banner image of students in a library, and a navigation menu with links for Research Help, Services for You, About the Library, Digital Design Studio, and Cleveland Memory. Below the banner is the title "Michael Schwartz Library" and "RESEARCH GUIDES". The breadcrumb trail reads "Michael Schwartz Library / Research Guides / Copyright / Home". The main heading is "Copyright", followed by a search box labeled "Search this Guide". A disclaimer states: "A guide to help CSU faculty, staff, and students answer questions about copyright. THE INFORMATION ON THIS GUIDE DOES NOT SERVE AS LEGAL ADVICE." On the left is a vertical menu with links: Home, Copyright Basics, Public Domain, Orphan Works, Copyright Exceptions for Teachers, Fair Use, and Creative Commons Licenses. The main content area has a "Welcome!" heading, a large copyright symbol (©), and a paragraph of text: "Welcome to this guide to **copyright** for CSU students, faculty, and staff you'll find resources about what copyright is and how it works, whether student, faculty member, or staff member. If you have any questions or meet one-on-one to talk through a copyright question, feel free to contact us (info is to the right)." Below this is a bolded note: "Please note: nothing on this guide is meant to serve as legal advice intended as a replacement for legal counsel."

RESEARCH HELP SERVICES FOR YOU ABOUT THE LIBRARY DIGITAL DESIGN STUDIO CLEVELAND MEMORY

OneSearch Scholar Catalog Articles Journals Cleveland Memory

Find articles, books & more All Collections

Michael Schwartz Library

RESEARCH GUIDES

Michael Schwartz Library / Research Guides / Copyright / Home

Copyright

Search this Guide

A guide to help CSU faculty, staff, and students answer questions about copyright. THE INFORMATION ON THIS GUIDE DOES NOT SERVE AS LEGAL ADVICE.

Home

Copyright Basics

Public Domain

Orphan Works

Copyright Exceptions for Teachers

Fair Use


Creative Commons Licenses

Welcome!

©

Welcome to this guide to **copyright** for CSU students, faculty, and staff you'll find resources about what copyright is and how it works, whether student, faculty member, or staff member. If you have any questions or meet one-on-one to talk through a copyright question, feel free to contact us (info is to the right).

Please note: nothing on this guide is meant to serve as legal advice intended as a replacement for legal counsel.



@ Your Library

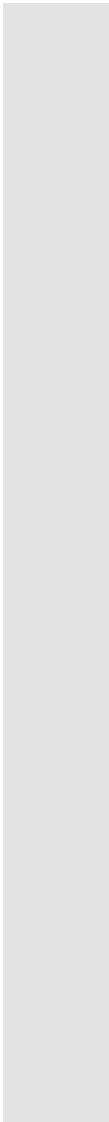
Copyright &
Creative Commons





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


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

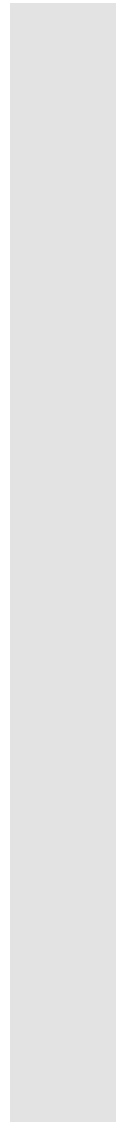
- Information about Fair Use
- How the Library uses Fair Use
- Advertise Copyright Basics workshop
- Encouragement to spread the word





@ Your
Library

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!

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
- ListServes
- University Events Calendar



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:

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



2018

Monday, October 22nd



Michael Schwartz
Library

Affordable Learning @ Cleveland State University

Michael Schwartz Library

AFFORDABLE LEARNING @ CLEVELAND STATE UNIVERSITY

Making higher education more affordable for our students, together.



OPENCON 2019
CLEVELAND

Registration is open

March 8th
Pre-Conference March 7th
Cleveland State University
Cleveland-Marshall College of Law

The banner features a large circular graphic on the left, composed of a dark blue ring and a red segment. The text is centered and uses a mix of blue and red colors. Navigation arrows are visible on the left and right sides of the banner.

[LIBRARY RESOURCES](#)

[TEXTBOOK HEROES](#)


[EVENTS](#)

[PUBLISHING](#)

[THE AFFORDABILITY TEAM](#)



Michael Schwartz
Library



@ Your
Library

Marketing



Contact Info

Marsha Miles

Head, Collections and Digital Initiatives

216.687.2369

m.a.miles24@csuohio.edu



Michael Schwartz
Library