



# Funding, Supporting, & Sustaining OER

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# **Fully Prepare**

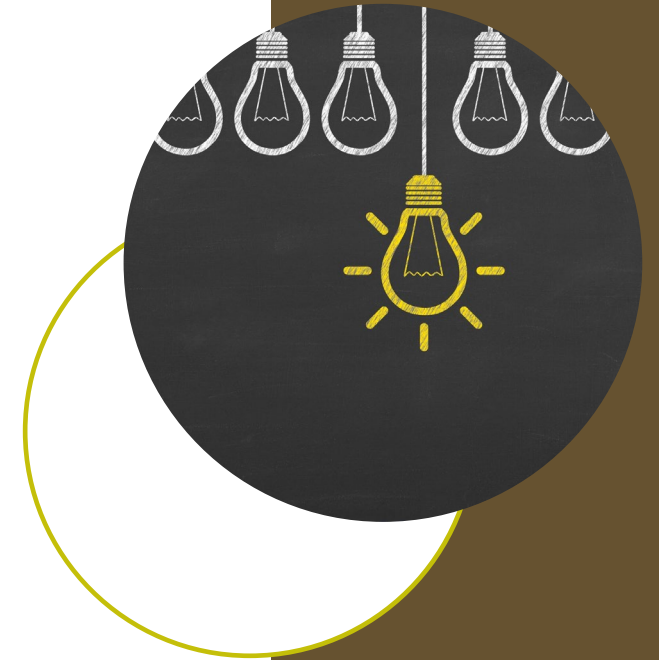
**Before you approach the Administration or an external entity for financial support, get those ducks lined up on your campus!**

**Faculty | Librarians | IT Support | Proposed Courses | Registrar**

**MORE, MORE, MORE...**

# Choose a funding model that is right for your school.

- Membership-Based
- Grants/Endowments
- Donations
- Conversion-Based
- Contributors Pay
- Sponsorship-Based
- Institutionally Supported
- Government Supported
- Partnerships and Exchanges





## **Gather Stakeholders**

**Recent surveys show that close to 60% of faculty in the US have some awareness of OER and its benefits to users. Leverage this!**

A man in a blue and white striped shirt is writing on a whiteboard with a blue marker. He is wearing a gold watch. In the background, several other people are looking at the whiteboard. The scene is brightly lit, suggesting an indoor setting like a classroom or meeting room.

## Stakeholders

**Bring in faculty who have already had success with OER:**

***Reviewers-Users-Creators***

**Student testimonials and stories are also essential.**

**Gather stories from front-line work.**



## **The Message**

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**Marketing the benefits of OER will set the stage for administrative support on your campus.**

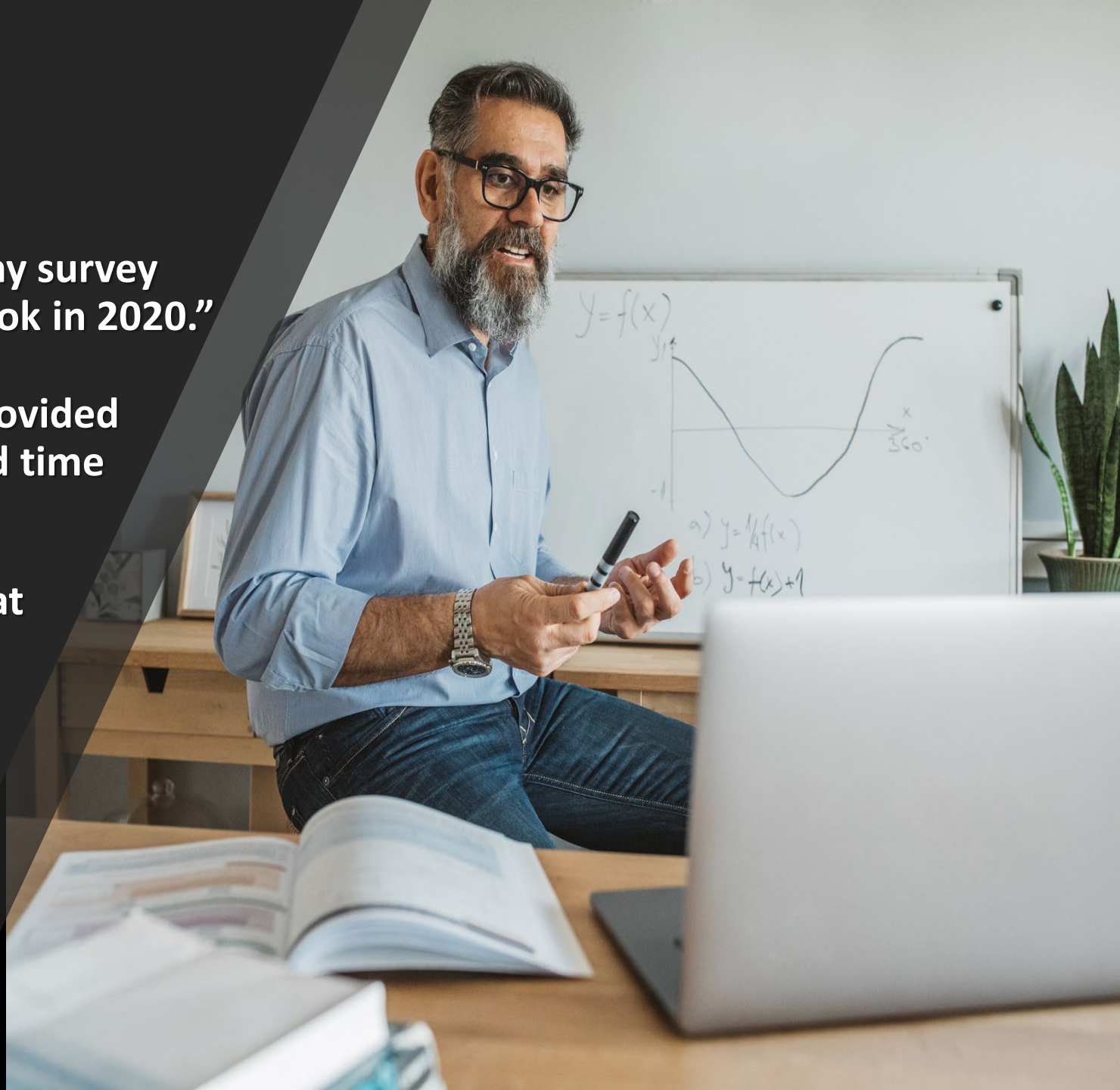
**Just like the library biz, metrics are essential.**

**Student cost savings speak louder than words.**

# The Message

Have faculty personalize the OER story:

- “Students have saved over \$238,000 in my survey course since switching to an open textbook in 2020.”
- “OER modules for the class I inherited provided multimedia content I would not have had time to create.”
- “With an open textbook supplement that covers varied learning styles, my overall student grades got better while Ws decreased by 27% in just three years.”
- “Enrollment jumped for our program since listing OER options in the course schedule.”





# The Message

Have students provide feedback:

- “I almost dropped out this semester due to lack of funds until my advisor helped me find courses that didn’t require me to spend over \$1,000 in books.”
- “I love my English classes! Instead of buying stacks and stacks of books, most of my materials are electronic and already inside my online classes.”
- “Everyone warned me that being a science major would be pricey, but my school has a service where we automatically get everything for every class in the program online!”
- “I already have loans from a previous institution and picked this program to avoid buying any textbooks. I wish I would have gone here first!”





## **Campus Funding**

**Leverage the recent push on behalf of the Legislature and HEPC to garner support from your institution for a pilot project or new budget allocation. ([2019 WV HB 2853](#))**

**While this is an unfunded mandate, the WV state library system and public colleges/universities are required to report annually.**

# Funding

Choose a “hook” to attract interest (review seminars, book-building demos, OER receptions, faculty presentations, etc.)

Set your award levels to anticipate the amount of work that will go into creating or mixing OER.

Help colleagues reinforce or establish P&T policies that recognize OER development.

[Funding & Incentives - Open Educational Resources \(OER\) - LibGuides at West Virginia Library Commission \(wvlguides.org\)](#)





# Open Learning WV

## Local Funding

There are tons of local and national opportunities for grant funding that can help jump-start an OER program at your institution.

Shop local: The WV HEPC obtained 1m specifically for the Open Learning program and is about to launch round 4 of grant applications for WV faculty ( <https://wvoer.org/> )

## GRANT BENEFITS

Benefits to selected grantees include:

1. A grant of \$1,000
2. A certificate of commendation for potential inclusion in tenure & promotion portfolio
3. Public, named recognition of participating faculty members in WVHEPC reports to the legislature, the institutions, and the public about this project
4. Opportunities for professional development around OER
5. Inclusion in an OER community of practice for peer-to-peer support

# WV OER Community

**The HEPC program also supports regular Communities of Practice (CoP) gatherings for grant recipients to ensure that OER projects stay on track.**

**The CoP workshops include local expert facilitation, review & selection tips, copyright training, publication resources & strategies.**

# National Funding

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- **Foundations**
  - Mellon Foundation
  - Hewlett
  - Assoc. of Am Educators
  - NWEA Educators for Equity
- **Associations**
  - Media Literacy
  - ASHE OER Grants





# Other Options

- OER Providers
  - OpenStax Partners Program
  - Lumen Learning Circles & Fellowships
  - SPARC Open Textbook Grants
  - FIPSE Grants
  - US Department of Education



# Ideas, Questions, & Suggestions

