Using Open Production of Course Content to make a Difference

Athabasca University

oer foundation

Wayne Mackintosh

From "sharing to **Learn**" to "learning to **Share**"

Anthony Mackintosh

An oustanding ODL pioneer

*Athabasca University is dedicated to the **removal of barriers** that restrict access to and success in university-level study and to increasing equality of educational opportunity for adult learners worldwide.*

**Excellence | Openness
Flexibility | Innovation**
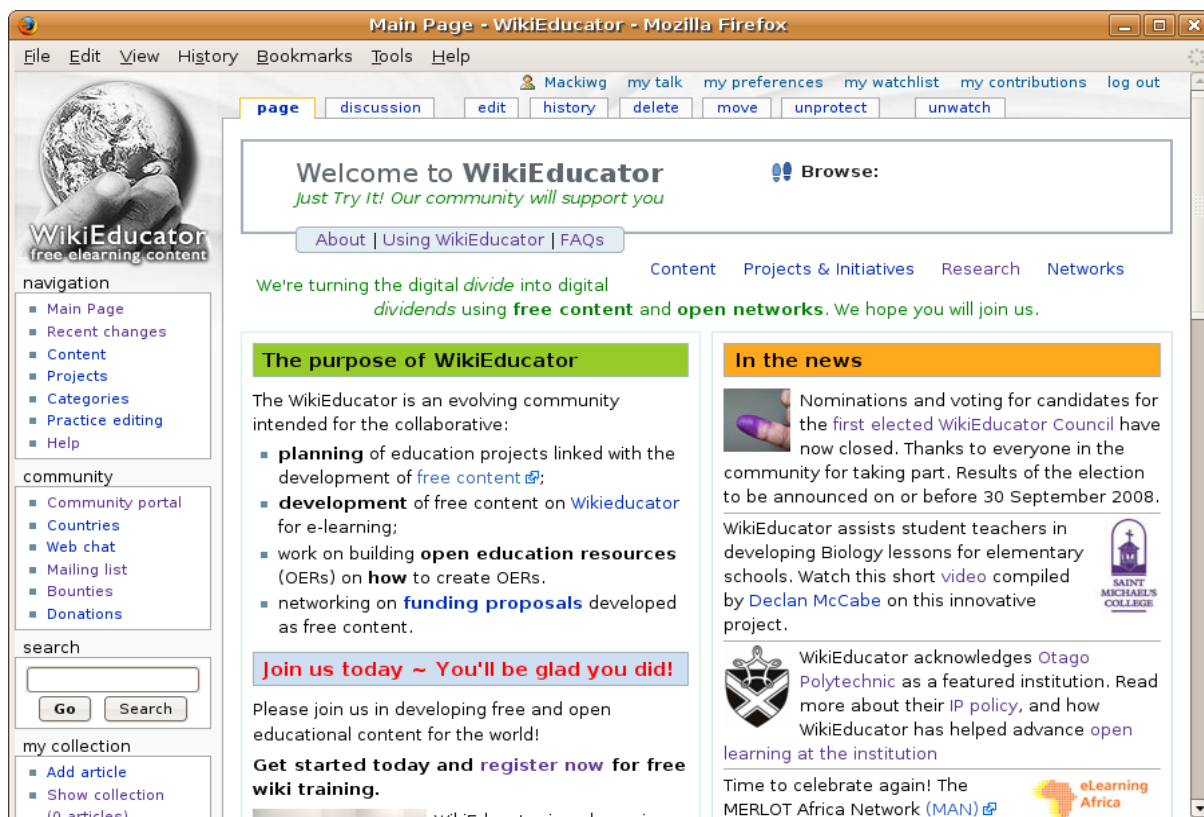
The OER Foundation

The Open Education Resource (OER) Foundation is an independent, not-for-profit organisation that provides leadership, networking and support for educators and educational institutions to achieve **their** objectives through Open Education.

Open Educational Resources

"OER is a sustainable and renewable resource"

Wiki Educator

We're turning the digital divide into digital dividends using free content and open networks. We hope you can help us.

Athabasca University

WikiEducator

We're turning the *digital divide* into *digital dividends* using **free content** and **open networks**. We hope you can help us.

Voted best educational wiki, Steven Downes, Dec 2007

Inaugural recipient of the award for Exemplary Open Education Resource (OER) practices

Learning4Content workshops

> 4 700 educators

> 100 workshops

> 130 Countries

A return to the core values of education

Share, Remix, Reuse

"Legitimate plagiarism? "

WE MUST BE FREE
WE MUST BE OPEN

ht **Access to this page was blocked.**
ht **You may not view this page.**
http://www.en.wikipedia.org
-http://www.youtube.com
http://www.blogger.com
http://commons.wikimedia.org

Crossroads for OER futures

OPEN web

OPEN content

OPEN philanthropy

OPEN everything

OER

Disruptive technology?

Scalable?

Sustainable?

Innovation & new technology

Ice harvesting

Once the largest industry in America
In 1850 – invention of "artificial" ice makers

(Reusable) Digital learning resources

Ice harvesting or new
innovation?

Technology futures research
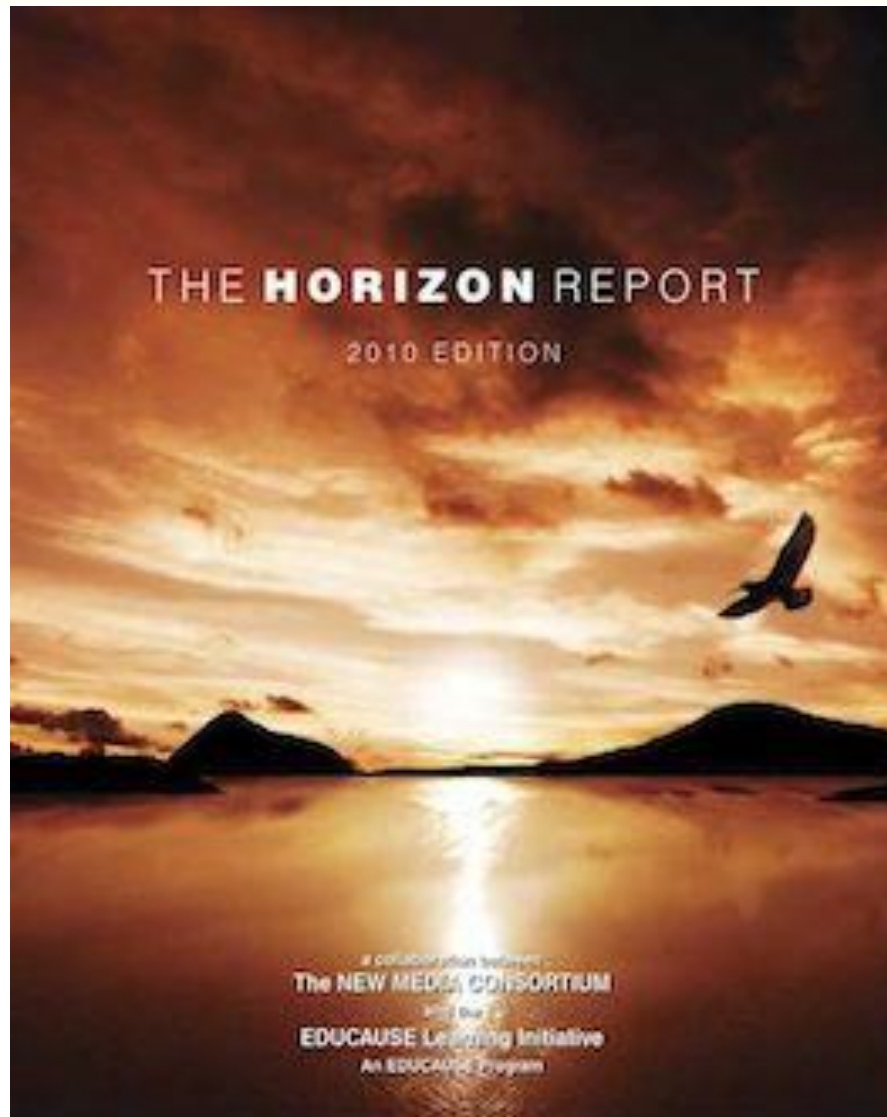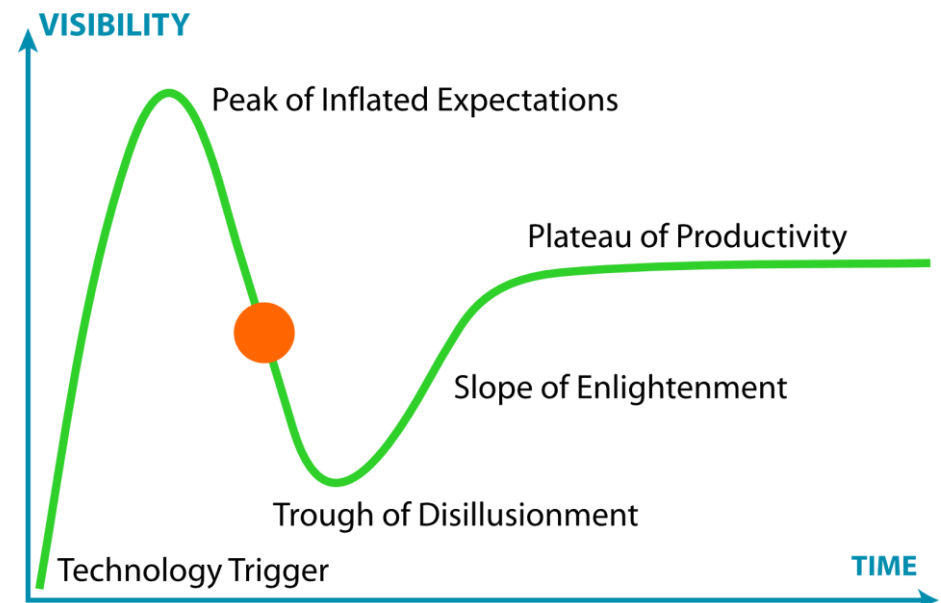
Technologies to watch

Open content
Mobile computing
Electronic books

VISIBILITY

Peak of Inflated Expectations

Plateau of Productivity

Slope of Enlightenment

Trough of Disillusionment

Technology Trigger

TIME

NMC, http://wp.nmc.org/horizon2010

the business of OPEN

Demand | Supply
Distribution

how much does it cost?
how much will we save?
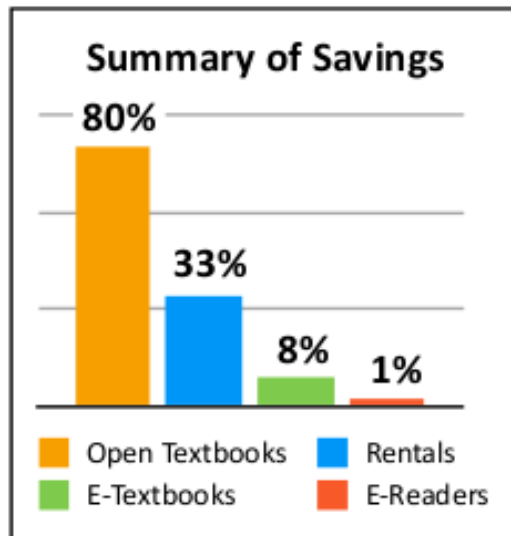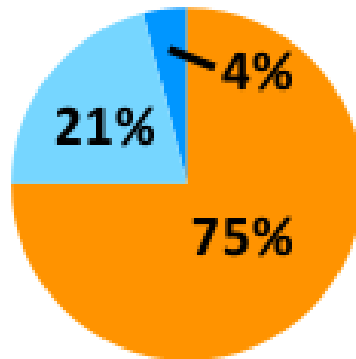who is going to pay?

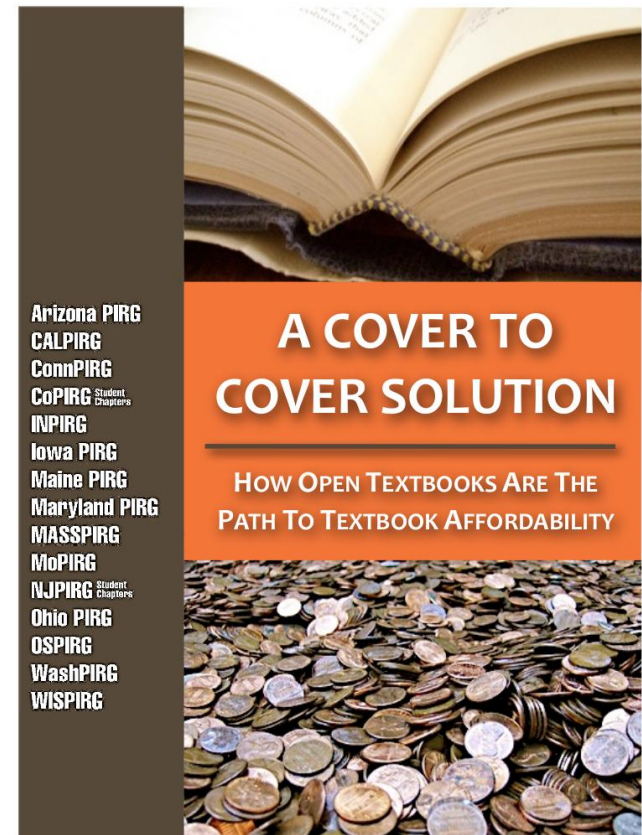DIGITAL NETWORKS

What students think …

Student Public Research Interest Group (Student PIRGs) to $184

Textbook Format Preference

- 🟠 Print
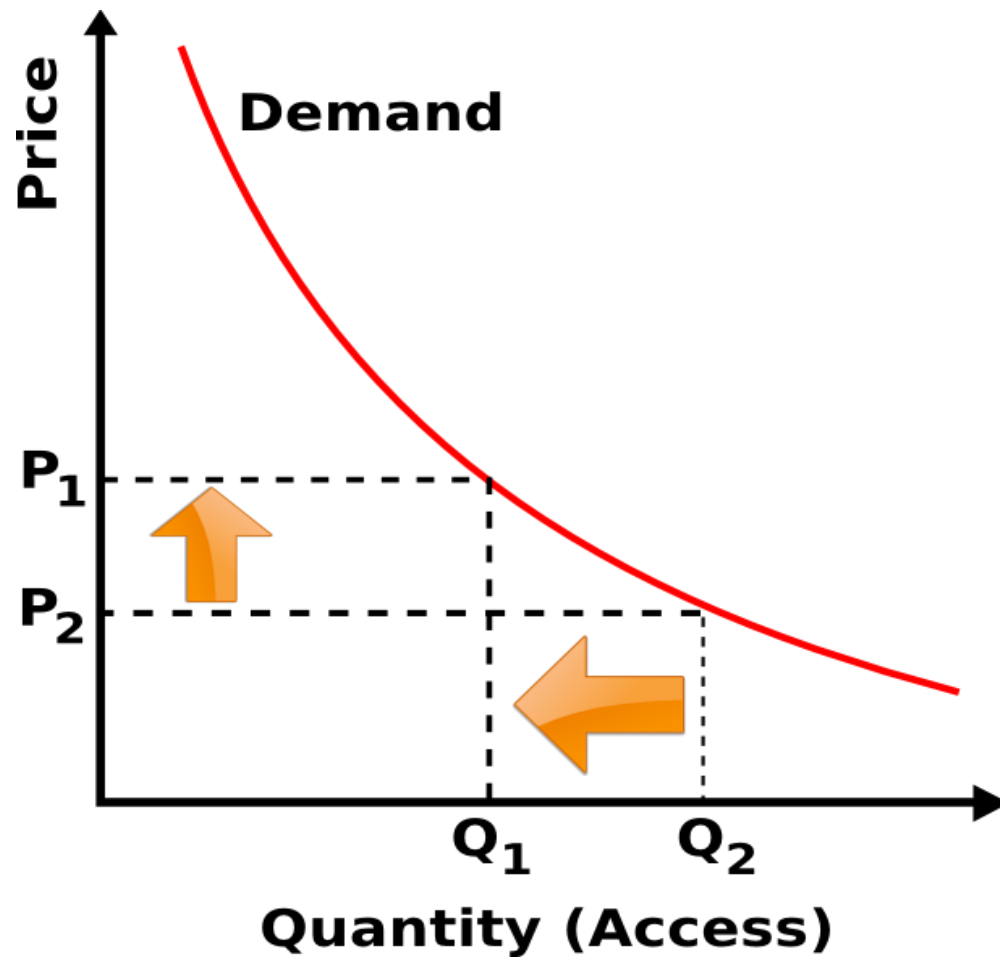- 🔵 Digital (e-books)
- 🔵 Digital (e-readers)

4%
21%
75%

Summary of Savings

80%
33%
8%
1%

- 🟠 Open Textbooks
- 🔵 Rentals
- 🟢 E-Textbooks
- 🔴 E-Readers

Open textbooks could reduce the average amount spent per year by 80% to $184

Arizona PIRG
CALPIRG
ConnPIRG
CoPIRG Student Chapters
INPIRG
Iowa PIRG
Maine PIRG
Maryland PIRG
MASSPIRG
MoPIRG
NJPIRG Student Chapters
Ohio PIRG
OSPIRG
WashPIRG
WISPIRG

A COVER TO COVER SOLUTION
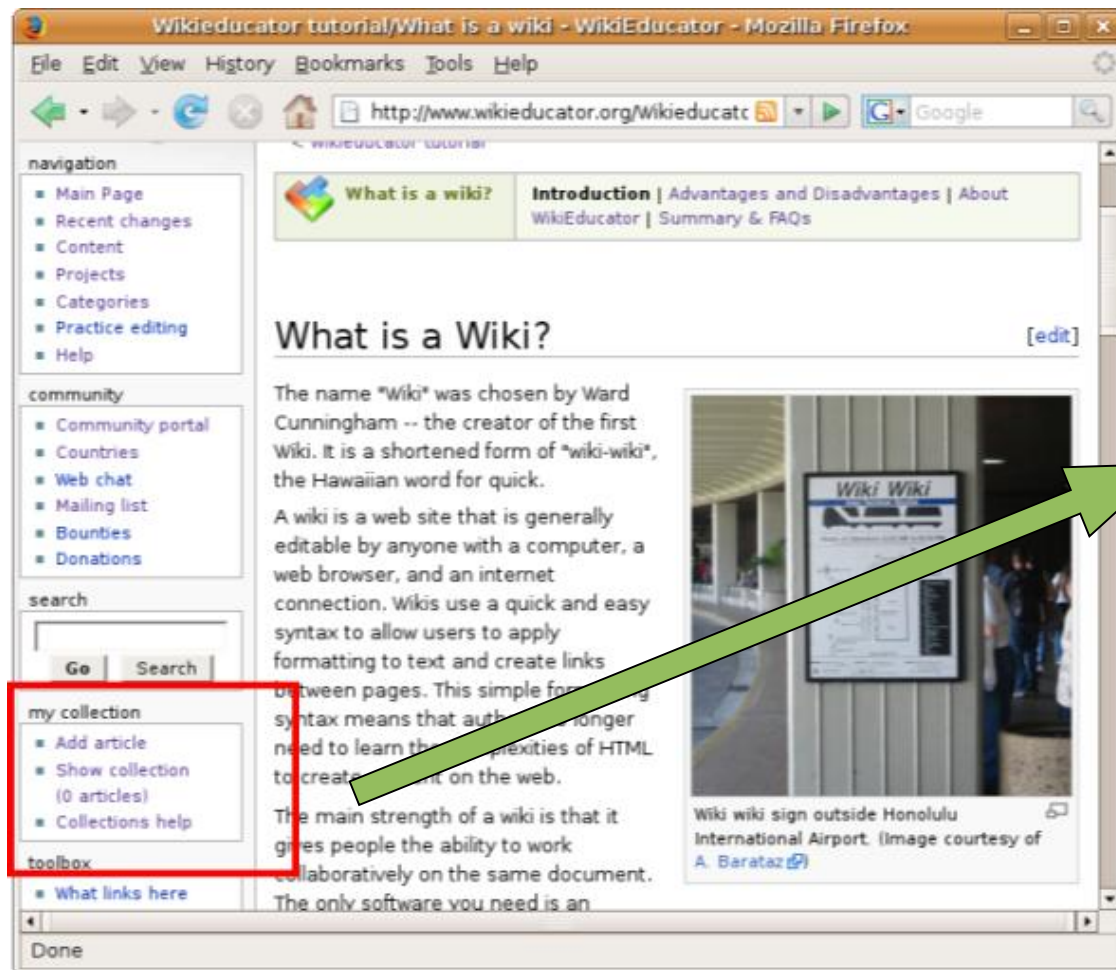
HOW OPEN TEXTBOOKS ARE THE PATH TO TEXTBOOK AFFORDABILITY

"Major publishers need to develop new models which can create high quality textbooks without imposing excessive costs on students"

http://www.studentpirgs.org/

How do you increase price?

License
the ability to share resources

OER Handbook for Educators   image: flickr.com/photos/franzlife/298169221
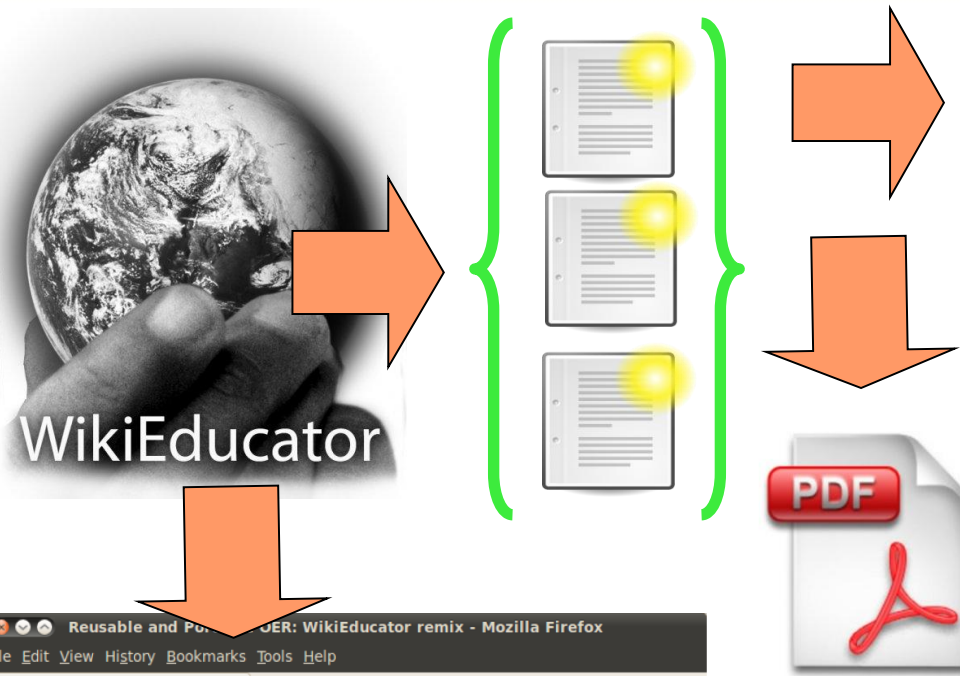
Wikipublishing with WikiEducator

- Add article
- Create a collection
- Save a collection
- Share a collection
- Download for free or
- Order printed version

OER remix & wiki publishing

Square institutions and round OER holes

FACT OR FICTION?

If we open our content we will loose students and competitive advantage

What about the quality of OER – can we trust it?

We need policy reform – (aka we are happy with a wait-and-see approach)

Is the academy a master of its own destiny?

Sfllaw, http://www.flickr.com/photos/sfllaw/222795669/

The cost of of free – getting started

Setup cost (2001 – 2008) ±$35 million (Lederman, 2005)

Annual cost: $3.7 million (MIT OCW Website)

Setup cost >$11 million (McAndrew, Scanlon, & Clow, 2010)

An OSS business model for OER

Free OERs (No cost & Libre)

Offer affordable institution-based OER projects

$ value of benefits greater than cost of membership

International networking & thought leadership forums

Minimize operational cost

- Shared infrastructure (sector / level)

- Open source everything

- Virtual distributed organisation
As non-profit, reinvest surplus income for OER

Open philanthropy

Open source everything

Use open licenses and open file formats for all outputs

Share, leverage, share again

*Open source is not just about giving (**share**), it's also about receiving (**leverage**).*

Community is everything

Most philanthropy happens in silos.

Radical transparency

See what's under the hood - Trust.

Listen, learn, evolve: constantly

The Cluetrain Manifesto taught us that markets are conversations.

Mark Surman,
Executive Director
Mozilla Foundation.

sharing to LEARN

learning to SHARE

DISCOVER....
LEARN....
CONNECT...
SHARE...

sigmaman http://www.flickr.com/photos/sigmaman/4878517307/

Reincarnating the idea of the (OER) university

Community of Educators
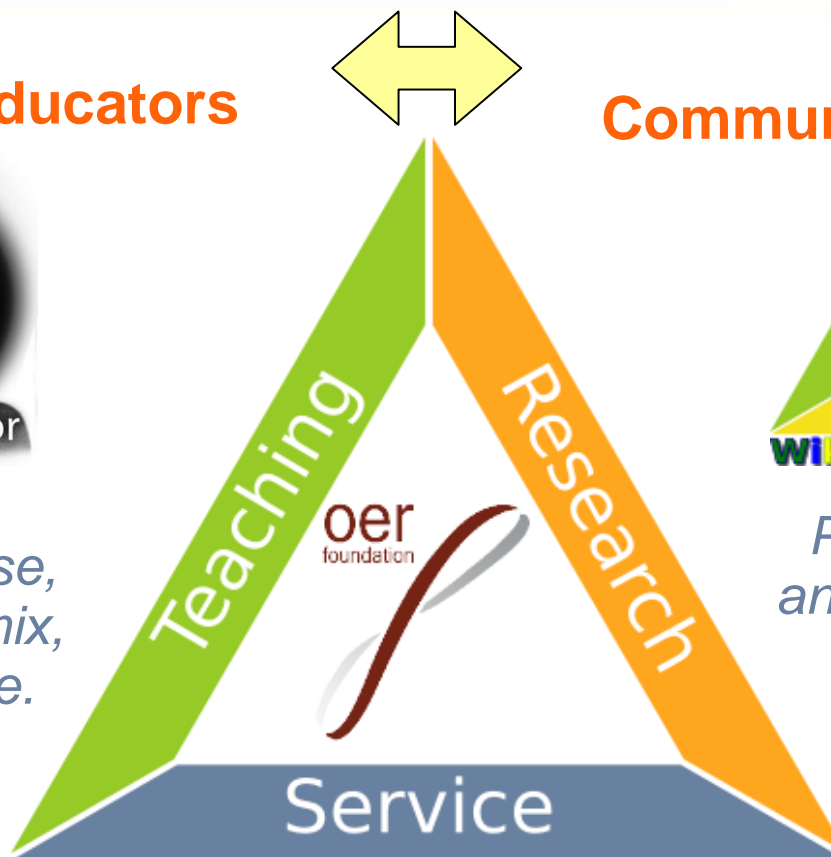
OER

Create Reuse, Revise, Remix, Redistribute.

Community of Researchers

Plan, collaborate and share research

Teaching

Research

Service

Community of Learners

Wikicourses eg. Learning4Content

Crossing the OER chasm

Sharing to **LEARN** | learning to **Share**

A transformational leadership dilemma ....

Conformity may give you a quiet life; it may even bring you a University Chair. But all change in history, all advance, comes from the nonconformists. If there had been no trouble-makers, no dissenters, we should still be living in caves. Taylor, 1997

OER advocates | Organisational implementation