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
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](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!

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 and Open Access: Home

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

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

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
Presentations for Faculty

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

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

Introduction

As a faculty member or a student, you might think that "Open Educational Resources" (OERs) are textbooks. While some OERs are textbooks and most are free, there's a lot more to OERs than just textbooks. "Open Educational Resources are teaching, learning and research materials in any medium—text, image, video, interactive simulation, etc.—that reside in the public domain or have been released under an open license, accessible, adaptable, and reusable by others with no or limited restrictions.” – Terry Childress and Timewell Foundation
Open Textbook Affordability Grants

- Michael Schwartz Library
- Center for Instructional Technology & Distance Learning
- Center for eLearning
- Center for Faculty Excellence
Open Textbook Affordability Grants Timeline

1. Team Meets
2. Coursework Mapped
3. Learning Objects Set
4. PressBooks Training
5. Begin Work
@ Your Library
Open Educational Resources
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

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
Copyright & Creative Commons
Presentations

• For Faculty
  • Provided through the Center for Faculty Excellence

• For Students
Copyright

LibGuide

Copyright

Michael Schwartz Library / Research Guides / Copyright / Home

Copyright

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

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 you're a student, faculty member, or staff member. If you have any questions or need one-on-one to talk through a copyright question, feel free to contact 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.
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

http://fairuseweek.org
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
- ListServs
- University Events Calendar
Printed Promotional Material

- Save the Date cards
- Flyers
- Bookmarks
- Buttons
- T-Shirts
- Pamphlets
Calendar for Events

Engaged Scholarship @ Cleveland State University

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 28 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 seventh year, “International Open Access Week” facilitates the growing movement toward increased discoverability, sharing, use, and preservation of information.

Schedule
2018
Monday, October 22nd
Affordable Learning @ Cleveland State University
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