



OER Champion Playbook: Workbook



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OER Champion Resources

Resource	URL
<p>OER Champion Playbook</p> <ul style="list-style-type: none">• An online resource filled with ideas, tools, and examples to help you achieve your goals for impact with OER.	<p>tinyurl.com/OERPlaybook</p>
<p>Workbook (digital version)</p> <ul style="list-style-type: none">• To create your own digital version of this workbook, go to the URL and under the File menu, select:<ul style="list-style-type: none">○ “Make a copy” to create a Google Doc copy○ “Download as” to create a copy in MS Word or to a PDF	<p>goo.gl/t7pvsc</p>
<p>Champion Summit Resource Library (slides, shared docs, etc.)</p> <ul style="list-style-type: none">• Find resources created for Lumen Learning’s 2018 OER Champion Summit and share resources others would find helpful.	<p>goo.gl/FQ5aFL</p>



The Work of Champions

Together we are bringing about a sea change in learning, made possible by open educational resources (OER).

As OER become part of mainstream higher education, they transform affordability and access. By applying learning science, technology, and learning data analysis OER, they can also make a significant impact on teaching and learning.

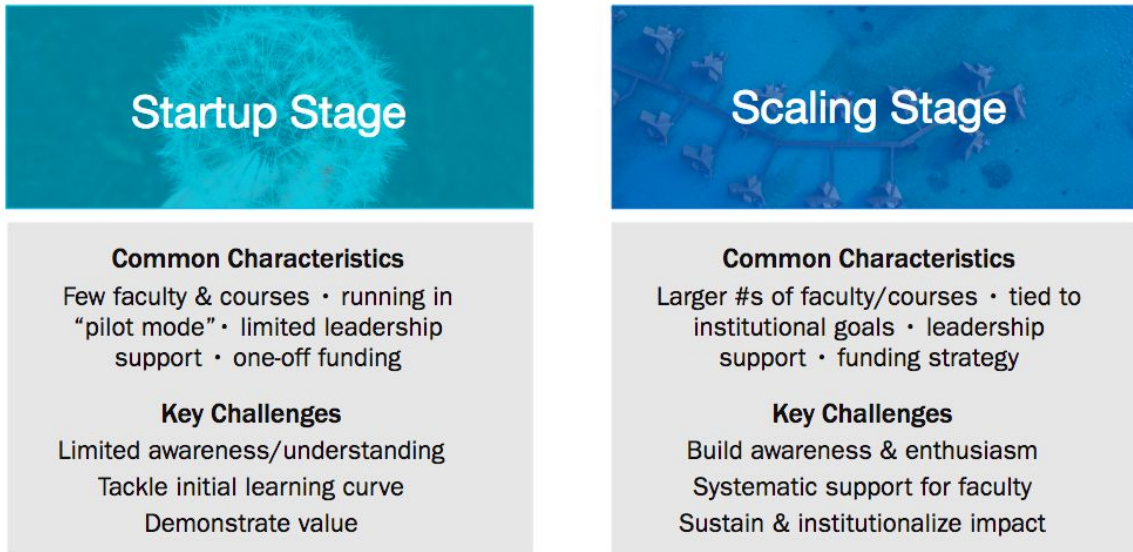
This Workbook is a companion to the [OER Champion Playbook](#), a resource that equips you with effective strategies, tactics, and plans to help many students and faculty at your institution experience the benefits of OER.

Use this Workbook to generate ideas, strategize, plan, and make progress towards achieving your goals for OER adoption.

Your Name:

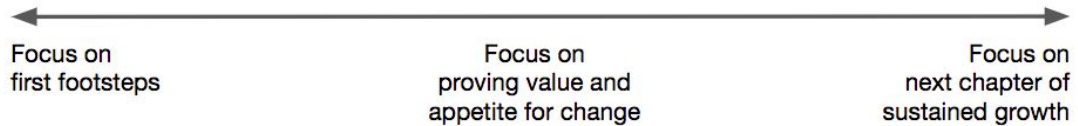
Your Institution:

How OER Initiatives Grow



Self-Assessment

Where is our initiative on this continuum?



Notes:

Setting Goals for Your OER Initiative

Defining Success

Thinking about our OER initiative, what does success look like:

In six months:

In one year:

In five years:

Exploring where to focus: [DFW Analysis](#)

Highest-enrollment Courses	DFW Rate	Avg. Textbook Cost

Identifying Receptivity to OER

- Where are DFW rates so high the department is open to new ideas?
- Which individuals and departments are interested in exploring OER?
- Where are curriculum review and textbook selection happening?
- Who is already planning course redesign projects?

Target Audiences

Who are the most important audiences we must influence in order to be successful? Who are our likely allies? Where do we already see interest and receptivity?

Target Audience	Strategic Importance: Why them?

Course Adoption Targets

In which departments and courses will we focus our attention? How can we make the greatest impact on students, cost savings, and learning?

Course Name	% enrollments using OER today	Target %: Spring 2019	Target %: Fall 2019

The OER Champion Playbook

OER Champion Playbook [Planner Tool](#) [About](#)

OER Champion Playbook

A collection of 'plays' you can use to expand effective use of OER



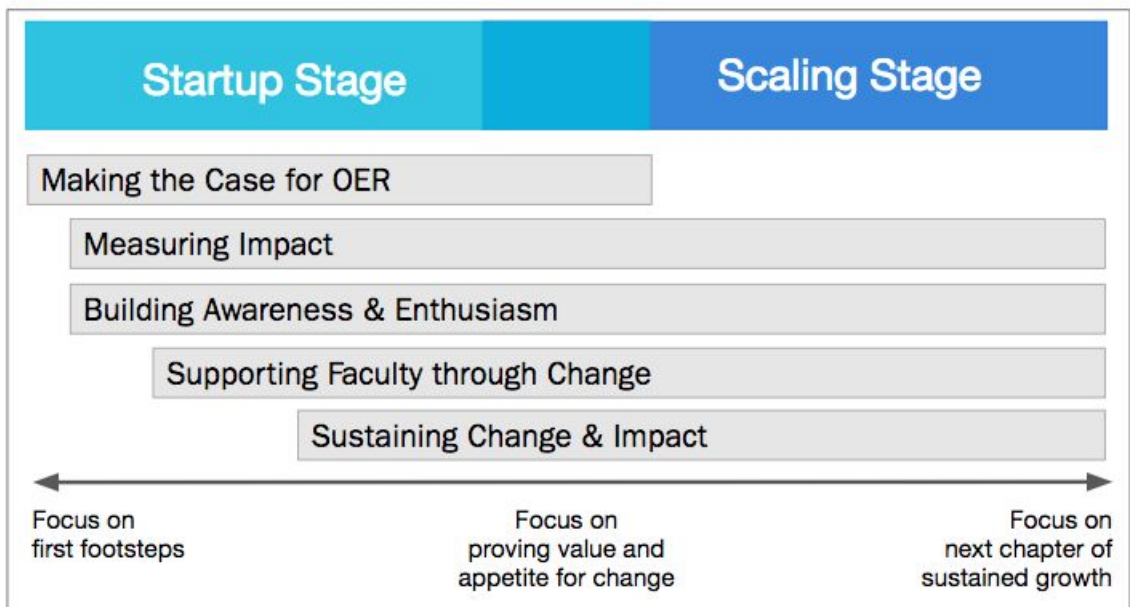
Teams use playbooks to plan and execute moves to help them score and win.

This playbook equips you with great plays, strategies, and tools to help you achieve a significant impact on teaching and learning using open educational resources (OER).

Identify your challenge and find some great plays.

Playbook Categories & Structure

[Enter the Playbook](#) to find plays that can help you remove obstacles and advance your goals.





Making the Case for OER

Key Questions

- What’s the best place to get an OER initiative started?
- Who are the most important stakeholders you need to convince, to make the case for OER?
- Who can help you get the ball rolling, and how can you get them on board?

Self-Assessment

Which [“Making the Case” plays](#) are a good fit for your institution?

Plays from the OER Champion Playbook	
<input type="checkbox"/> A Sandbox of Your Own*	<input type="checkbox"/> OER Committee
<input type="checkbox"/> DFW Analysis*	<input type="checkbox"/> Peer Institution Comparison
<input type="checkbox"/> Engage Student Leadership	<input type="checkbox"/> Peer Presentations & Sharing*
<input type="checkbox"/> Faculty Panel*	<input type="checkbox"/> Student Letter-writing Campaign
<input type="checkbox"/> Institutional Plan for OER	<input type="checkbox"/> Student Panel*
<input type="checkbox"/> OER Adoption Maturity Model	<input type="checkbox"/> “Why OER” Presentation*

* Recommended high-impact plays marked with asterisk & boldface

Other plays you’d like to add and/or explore:

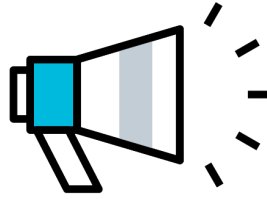
What's a game-changer play for you, and why?

Who will you target with this play?

What's an optimal time to run this play?

Who can you collaborate with, and what resources can you use to make it successful?

Notes on "Making the Case" Plays



OER Elevator Pitch Workshop

What's an elevator pitch?

A concise, persuasive sales speech about the same length as an elevator ride - which might be the only opportunity you have to convince someone to try OER.

What makes a good elevator pitch?

- Identify the problem you're solving
- Explain your solution and why it works
- Make it personal and passionate by sharing how it impacts real people
- Invite your audience to take a specific action

OER Elevator Pitch Notes & Tips



Measuring Impact

Key Questions

- What does success look like?
- How do we measure success?
- What OER-related anecdotes have you heard around campus that could be rigorously researched?
- What are you curious about with regard to OER that could be explored through research?
- How do we communicate progress and success?

Self-Assessment

Which [“Measuring Impact” plays](#) are a good fit for your institution?

Plays from the OER Champion Playbook			
<input type="checkbox"/>	Annual Report Card*	<input type="checkbox"/>	OER Impact Calculator
<input type="checkbox"/>	Define Success	<input type="checkbox"/>	Plan for Research Impact*

* Recommended high-impact plays marked with asterisk & boldface

Other plays you'd like to add and/or explore:

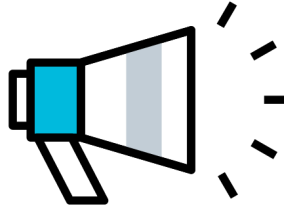
What's a game-changer play for you, and why?

What areas of impact, topics or issues would you like to explore and/or measure?

What's an optimal time to get started?

Who can you collaborate with, and what resources can you use to make it successful?

Notes on "Measuring Impact" Plays



Building Awareness & Enthusiasm

Key Questions

- How can we spread the word about OER and its benefits?
- How can we get people genuinely excited?
- How can we draw attention and recognition beyond our campus?

Self-Assessment

Which [“Building Awareness & Enthusiasm” plays](#) are a good fit for you?

Plays from the OER Champion Playbook	
<input type="checkbox"/> A Sandbox of Your Own*	<input type="checkbox"/> OER Petting Zoo
<input type="checkbox"/> Advertising for OER	<input type="checkbox"/> OER Professional Development Day
<input type="checkbox"/> Conference Presentations*	<input type="checkbox"/> OER Spirit Animal Quiz
<input type="checkbox"/> Course Catalog OER Tag*	<input type="checkbox"/> One-on-One “Coffee Conversations”
<input type="checkbox"/> Engage Student Leadership	<input type="checkbox"/> Open Education Week/OER Week
<input type="checkbox"/> Engage Your Library	<input type="checkbox"/> Participate in Open Education-focused Conferences
<input type="checkbox"/> Faculty Mini-grant Program*	<input type="checkbox"/> Peer Presentations & Sharing*
<input type="checkbox"/> Faculty Panel*	<input type="checkbox"/> Public Announcement
<input type="checkbox"/> Faculty Roundtable Sessions	<input type="checkbox"/> Statewide or Regional OER Summit*
<input type="checkbox"/> Faculty Training Program*	<input type="checkbox"/> Student Letter-writing Campaign
<input type="checkbox"/> Identify & Cultivate OER Spokespeople	<input type="checkbox"/> Student Panel*
<input type="checkbox"/> Informational Landing Pages	<input type="checkbox"/> Student Savings Social Media Campaigns
<input type="checkbox"/> “Just Try It”	<input type="checkbox"/> Target New & Part-time Faculty
<input type="checkbox"/> Marketing Campaigns	
<input type="checkbox"/> OER Award & Recognition Program*	

* Recommended high-impact plays marked with asterisk & boldface

Other plays you'd like to add and/or explore:

What's a game-changer play for you, and why?

Who will you target with this play?

What's an optimal time to run this play?

Who can you collaborate with, and what resources can you use to make it successful?

Notes on "Building Awareness & Enthusiasm" Plays



Supporting Faculty Through Change

Key Questions

- As our initiative evolves, how can we solve problems, remove obstacles and empower our faculty to successfully adopt OER?
- How can we present a clear path forward?
- How can we engage faculty without overwhelming them?
- What resources are available to support effective teaching and learning with OER?

Self-Assessment

Which [“Supporting Faculty through Change” plays](#) are a good fit for you?

Plays from the OER Champion Playbook	
<input type="checkbox"/> 5-Step Path to Course Creation	<input type="checkbox"/> OER Adoption Maturity Model
<input type="checkbox"/> A Sandbox of Your Own	<input type="checkbox"/> OER Award & Recognition Program*
<input type="checkbox"/> Conference Presentations*	<input type="checkbox"/> OER Office Hours
<input type="checkbox"/> Develop OER Policy	<input type="checkbox"/> OER Professional Development Day
<input type="checkbox"/> Engage Your Library	<input type="checkbox"/> One-on-One “Coffee Conversations”
<input type="checkbox"/> Faculty Mini-grant Program*	<input type="checkbox"/> Participate in Open
<input type="checkbox"/> Faculty MOU to Encourage Using OER	<input type="checkbox"/> Education-focused Conferences
<input type="checkbox"/> Faculty Panel*	<input type="checkbox"/> Peer Mentors & OER Ambassadors*
<input type="checkbox"/> Faculty Roundtable Sessions	<input type="checkbox"/> Peer Presentations & Sharing*
<input type="checkbox"/> Faculty Training Program*	<input type="checkbox"/> Planning & Management Tool: Trello
<input type="checkbox"/> Faculty-focused Project Plan	<input type="checkbox"/> Statewide or Regional OER Summit*
<input type="checkbox"/> Forge Partnerships*	<input type="checkbox"/> Supporting the Supporters*
<input type="checkbox"/> Identify & Cultivate OER Spokespeople	<input type="checkbox"/> Tenure & Review Considerations
<input type="checkbox"/> Introduction to Lumen Session	<input type="checkbox"/> Target New & Part-time Faculty

* Recommended high-impact plays marked with asterisk & boldface

Other plays you'd like to add and/or explore:

What's a game-changer play for you, and why?

Who will you target with this play?

What's an optimal time to run this play?

Who can you collaborate with, and what resources can you use to make it successful?

Notes on "Supporting Faculty through Change" Plays



Sustaining Change & Impact

Key Questions

- Why is sustainability an important topic for OER initiatives?
- What needs to be sustained with our OER initiative?
- What sustainability approaches can work for us?
- Who do we need to engage in the conversation about sustainability?

Self-Assessment

Which [“Sustaining Change & Impact” plays](#) are a good fit for your institution?

Plays from the OER Champion Playbook			
<input type="checkbox"/>	Bookstore Funding & Payment*	<input type="checkbox"/>	Institution-Allocated Budget*
<input type="checkbox"/>	Course Materials Fee*	<input type="checkbox"/>	Institutional Plan for OER
<input type="checkbox"/>	Develop OER Policy*	<input type="checkbox"/>	Multi-Institutional Support Services
<input type="checkbox"/>	Engage Your Library	<input type="checkbox"/>	OER Adoption Maturity Model
<input type="checkbox"/>	Forge Partnerships*	<input type="checkbox"/>	Self-funding Initiative*
<input type="checkbox"/>	Grant Funding	<input type="checkbox"/>	Tenure & Review Considerations

* Recommended high-impact plays marked with asterisk & boldface

Other plays you'd like to add and/or explore:

What’s a game-changer play for you, and why?

Who will you target with this play?

What’s an optimal time to run this play?

Who can you collaborate with, and what resources can you use to make it successful?

Notes on “Sustaining Change & Impact” Plays

Campaign Workshop

What's a campaign?

A campaign is a coordinated set of activities focused on a specific objective with a target audience. We can use campaigns for many purposes:

- Build awareness and interest
- Alter behaviors or perceptions
- Create a sense of urgency
- Provide support, guidance, or attention
- Educate, train, and build capability
- Automate routine activities
- Recognize achievements and say thank-you

Developing a Campaign

When you're developing a campaign, think carefully about your goals, target audience, timing, and the tools and activities your campaign will bring together to achieve these goals. Use this checklist to guide your thinking and planning:

Campaign Element	Idea Capture
Objective: What do we want to happen?	
Target Audience: Who will we reach?	
Timing: What timely opportunity or deadline will we plan around?	
Offer(s): What can we offer those who respond to the campaign? How will we deliver?	
Key Message(s): What's the main message we want to convey?	
Call(s) to Action: What specific action(s) will we ask people to take?	
Multiple Touch Points: What tactics will we use? How will we reach our audience in a coordinated way?	
Measurable Results: How will we know the campaign is successful?	



Champion Planning: Putting It Together

Key Questions

- What’s our plan for how to increase OER adoption and impact in the coming year?
- What specific actions will we take to achieve our goals for OER impact?
- What resources are available to help us implement this plan in support of our goals?

Planning & Staging

Revisit the plays you identified as a good fit, particularly any “gamechanger” plays. Use the staging table below capture specific plays and steps you can run in support of your goals over the coming year.

Remember: Doing a few things well is usually more effective than trying to do many things that end up half-baked.

Staging Your Plays: Academic Year Ahead			
July-Sept	Oct-Dec	Jan-Apr	May-July

What about plays beyond July 2019?

Notes on Staging Your Plays

How can Lumen support you?



OER Champion Pledge

I will work to broaden my institution's impact with OER in the coming year by doing the following things:

Fellow OER champions I may connect and collaborate with:

Resources I can use to help my institution work smarter and get further, faster:
