Background and Goals
OER Championship
Know Your Audience

Who are your stakeholders?

- Faculty
- Librarians & Instructional Designers
- Students, Leadership, & Government
Know Your Audience

Academic | Instructional Support | Leadership

- Students
- Faculty Leadership
- Institutional Leadership
- Librarians
- Copyright Officers
- Educational Technology Units
- Instructional Designers

Professors
## Mindset of a Champion

<table>
<thead>
<tr>
<th>FOCUS ON WHY</th>
<th>MAINTAIN OBJECTIVITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENGAGE THE OPEN</td>
<td>REINFORCE CHANGE</td>
</tr>
</tbody>
</table>
Mindset of Your Audience

the individual’s change journey
Mindset of Your Audience

the individual’s change journey

Awareness

Desire
Mindset of Your Audience

Prosci ADKAR® Model

Awareness

Desire

Knowledge

the individual’s change journey
Mindset of Your Audience

Prosci ADKAR® Model

the individual’s change journey

Awareness

Ability

Desire

Knowledge
Mindset of Your Audience

Reinforcement  Awareness

Knowledge  Ability  Desire

the individual’s change journey

Prosci ADKAR® Model
Mindset of Your Audience

the individual’s change journey

Why  What  Why

How  How  How
Mindset of Your Audience

What

Why

How

Educate

Equip

Remind

Attract

Teach

Why

How

OER Championship
## Engagement Strategies

### Formal Presentation
- Informal Presentation
- Special Interest Groups
- Facilitated Group Discussion
- Modeling / Exemplars
- Collaboration

### Embedded Championship

<table>
<thead>
<tr>
<th>Educational Sessions</th>
<th>Individual Discussions</th>
<th>Conference Presentations</th>
<th>E-mail Announcements</th>
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<tr>
<td>Posters &amp; Multimedia</td>
<td>Collaborative Projects</td>
<td>Public Forum / Panels</td>
<td>Web &amp; Social Media</td>
</tr>
</tbody>
</table>

OER Championship
Know Your Audience

Academic | Instructional Support | Leadership
Know Your Audience

Academic | Instructional Support | Leadership
Engagement Strategies

Your Why

Their Why

Faculty

Librarians, Instructional Designers

Students, Leadership, Government
Engagement Strategies

Your Why

Their Why

Their Way

Faculty

Librarians, Instructional Designers

Students, Leadership, Government
Open educational resources (OER) are a broad and diverse category. This may make the prospect of adopting or creating an OER daunting - leaving many instructors unsure of where to start. This toolkit will provide you with some considerations before you start using OERs in your classroom, in addition to strategies, practices, and web resources.

1. Considerations before using or creating an OER
2. Copyright and licensing
3. Accessibility and usability
4. Other Guides and Resources

Copyright and licensing

Educational resources (OERs) are a broad and diverse category. This may make the prospect of adopting or creating an OER daunting - leaving many instructors unsure of where to start. This toolkit will provide you with some considerations before you start using OERs in your classroom, in addition to strategies, practices, and web resources.

Considerations before using or creating an OER

1 - Considerations for Users

- Does the OER Exist?
- Who is your Audience?
- Expertise Required?
2. Copyright and Licensing

<table>
<thead>
<tr>
<th>The Four Components of Creative Commons Licenses</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="Attribution (BY)" /></td>
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<td><img src="image" alt="Noncommercial (NC)" /></td>
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*Image Source*
2. Copyright and Licensing

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Image Source
2. Copyright and Licensing
3. Accessibility and Usability
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<tr>
<td>1.</td>
<td>WEBSITE</td>
<td>Ancillary Resource: Video Clips of Historians (on YouTube)</td>
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<tr>
<td>2.</td>
<td>WEBSITE</td>
<td>Read this book online</td>
</tr>
<tr>
<td>3.</td>
<td>WEBSITE</td>
<td>Ancillary Resource: Video Clips of Historians (editable files)</td>
</tr>
<tr>
<td>4.</td>
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<td>Canadian History: Pre-Confederation.pdf (12 MB)</td>
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</tr>
<tr>
<td>7.</td>
<td>PRINT</td>
<td>Buy a print copy</td>
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<tr>
<td>8.</td>
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<td>11.</td>
<td>WEBSITE</td>
<td>Canadian History: Pre-Confederation.otd (11 MB)</td>
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</table>
3. Accessibility and Usability

Toolkits are available in

- Word (.docx)
- Open Doc Format (.odt)
- Rich Text Format (.rtf)
- PDF (.pdf)
- Plain text (.txt)
- Web Page (.html)
- ePub (.epub)
References


McNally, M.B. (2016). *Open educational resources (OER): Background and some considerations* [PowerPoint slides]. Retrieved from [https://era.library.ualberta.ca/files/b5q47rn818#.WCS79S0rL4Y](https://era.library.ualberta.ca/files/b5q47rn818#.WCS79S0rL4Y)