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
## 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

the individual’s change journey

Awareness

Desire

Knowledge
Mindset of Your Audience

- Awareness
- Desire
- Knowledge
- Ability

the individual’s change journey

Prosci ADKAR® Model
Mindset of Your Audience

Prosci ADKAR® Model

- Awareness
- Reinforcement
- Desire
- Ability
- Knowledge

the individual’s change journey
Mindset of Your Audience

the individual’s change journey

Why

What

How

Why

How

OER Championship
Mindset of Your Audience

- Why
- What
- How

- Remind
- Equip
- Teach
- Educate
- Attract

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>
</tr>
</thead>
<tbody>
<tr>
<td>Posters &amp; Multimedia</td>
<td>Collaborative Projects</td>
<td>Public Forum / Panels</td>
<td>Web &amp; Social Media</td>
</tr>
</tbody>
</table>
Know Your Audience
Academic | Instructional Support | Leadership
Know Your Audience
Academic | Instructional Support | Leadership

- Government
- Students
- Leadership
- Cost
- Quality
- Faculty
- Awareness & Discovery
- Library
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

OER Championship
OER Starter Kit
Open 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 they should 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

Considerations before using or creating an OER

Copyright and licensing
1 - Considerations for Users

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

### The Four Components of Creative Commons Licenses

<table>
<thead>
<tr>
<th>Component</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attribution (BY)</td>
<td>Proper attribution must be given to the original creator of the work</td>
</tr>
<tr>
<td>Noncommercial (NC)</td>
<td>The work cannot be used for commercial means such as for-profit advertising</td>
</tr>
<tr>
<td>No Derivative Works (ND)</td>
<td>The work cannot be altered or “remixed.” Only identical copies of the work can be redistributed without additional permission from the creator.</td>
</tr>
<tr>
<td>Share Alike (SA)</td>
<td>Iterations of the original work must be made available under the same license terms.</td>
</tr>
</tbody>
</table>

*Image Source*
2. Copyright and Licensing

Selected License
Attribution-NonCommercial 4.0 International

Image Source
2. Copyright and Licensing
3. Accessibility and Usability
3. Accessibility and Usability
3. Accessibility and Usability

<table>
<thead>
<tr>
<th></th>
<th></th>
<th>Ancillary Resource: Video Clips of Historians (on YouTube)</th>
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</thead>
<tbody>
<tr>
<td>2.</td>
<td></td>
<td>Read this book online</td>
</tr>
<tr>
<td>3.</td>
<td></td>
<td>Ancillary Resource: Video Clips of Historians (editable files)</td>
</tr>
<tr>
<td>4.</td>
<td></td>
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</tr>
<tr>
<td>5.</td>
<td></td>
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<tr>
<td>6.</td>
<td></td>
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</tr>
<tr>
<td>7.</td>
<td></td>
<td>Buy a print copy</td>
</tr>
<tr>
<td>8.</td>
<td></td>
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<td>11.</td>
<td></td>
<td>Canadian History: Pre-Confederation.ott (11 MB)</td>
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</tbody>
</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

For an editable version of this document, please contact Erik Christiansen using the link below.

Website: https://erikchristiansen.net/contact/