Communications strategies for showcasing success of the OER Recommendation

Neil Butcher

Objectives

Create awareness of OER Recommendation

Raise public awareness of the relevance and potential benefits of OER adoption

Ensure all stakeholders have full understanding of relevance of Recommendation

Encourage implementation of OER Recommendations

Collect and disseminate progress, good practices, innovations

Facilitate community engagement

Encourage sustainable business models and launching funding strategies

Strategy for wider consultation and stakeholder engagement is critical to gain buy-in

Identify target audiences

Policy-makers in governments and leaders of educational institutions

Officers and specialists of development agencies implementing OER

Publishers and content developers

Representatives of individual teachers and learners

Key messages

Benefits of OER adoption
Best practices
Open licensing and OER creation and use
Role of policy in supporting OER adoption
Policy development
How to implement a policy supporting OER

How to engage target audiences

Share case studies of implementation success stories

Provide templates, adaptable resources, video tutorials

Create easily digestible strategies and examples

Provide opportunities to build capacity and acquire new skills

Provide access to policy framework and toolkits

Exposure to new teaching/learning methods harnessing OER

Create networks of stakeholders

Proposed approach: Develop a comprehensive community engagement and content strategy

- Continuous knowledge sharing
- Construct models for adaptation and use by others in multiple contexts
- Share lessons learned, success stories and best practices
- Document effective methodologies for learning and teaching
- Regular communication through social media and email
- Facilitate community engagement – through social media and other online platforms
- Build networks of stakeholders
- Collaboration through peer networks
- Cultivate a thought leadership space

Communication methods

Use diverse media forms and interactive content

Social media campaigns

Launch events for key stakeholders

Poster campaigns in educational institutions

Videos highlighting OER use by champions in a national setting

Webinars and network events

Blogs, thought leadership pieces, newsletters

Case studies on effective use of OER and supportive policy

Peer networks can share experiences and good practices

What impact do we expect?

Increased capacity of stakeholders

Policies supporting OER created and implemented

Inclusive and equitable quality OER created and used

Sustainable OER models in a variety of contexts

Measuring effectiveness

Plan monitoring and evaluation tools and mechanisms

Evaluate social media engagement and reach

Surveys and interviews to establish capacity and knowledge of stakeholders

Research and network engagement to evaluate policy creation and implementation

Evaluate impact of policy implementation

Qualitative and quantitative studies into effects of OER use on teaching and learning

Research OER models and funding strategies across multiple contexts

Investigate influence beyond the OER community

Track, measure, share results

Adjust communications plan