Welcome and thank you for attending the 2019 Online Teaching Conference!

Please help us improve your conference experience by…

- **Rating and reviewing our sessions and speakers within our OTC Mobile Event App after each session you attend.**

    AND

- **Taking our online surveys at the conclusion of the conference.**

Survey links are available at:

onlineteachingconference.org/evaluations

JUNE 17-19, 2019 • ANAHEIM

A CCC/CSU Collaborative for OER Student Advocacy Development

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SJSU

What's OER ?

Teaching, learning & research resources
in any medium
that reside in the PUBLIC DOMAIN OR
have been released under an intellectual property
license to allow free use and repurposing.

Hang on to your values!

Equity and Social Justice include each student having access to required course materials on Day 1 of the course!

Purpose & Description

- **Students are most affected by the high cost of textbooks**

- **Create a toolkit for OER advocacy in CA**

- **Scale up student OER advocacy across CCC & CSU: Students train other students**

- **Paid internships**

- **Scale up advocacy**

- **OER advocacy similar on CCC & CSU**

- **Funded with a generous grant from the Michelson 20MM Foundation to College of the Canyons**

Jenifer's story

- **SJSU Affordable Learning $olutions**

- **University Library 2012**

- **Team Marathons, Workshops, Faculty Presentations**

- **Student Ambassadors 2 years**

- **Textbook Affordability Week in place of OpenEd Week**

Affordable Learning Solutions
How much did you save?

$300   More than $500

$250

$200

$100

SJSU | DR. M

library.sjsu

#textbook

Edwin's Story

- **First Generation Hispanic Student**

- **SDPD Cadet**

- **Usher in Christian Church**

- **LOTS of Clubs**

    - **Black Student Union**

    - **Dreamers Movement**

    - **Circle K**

    - **EOPS Club**

- **ASGC & GCCCD**

Structure of Collaboration

- **Communication**

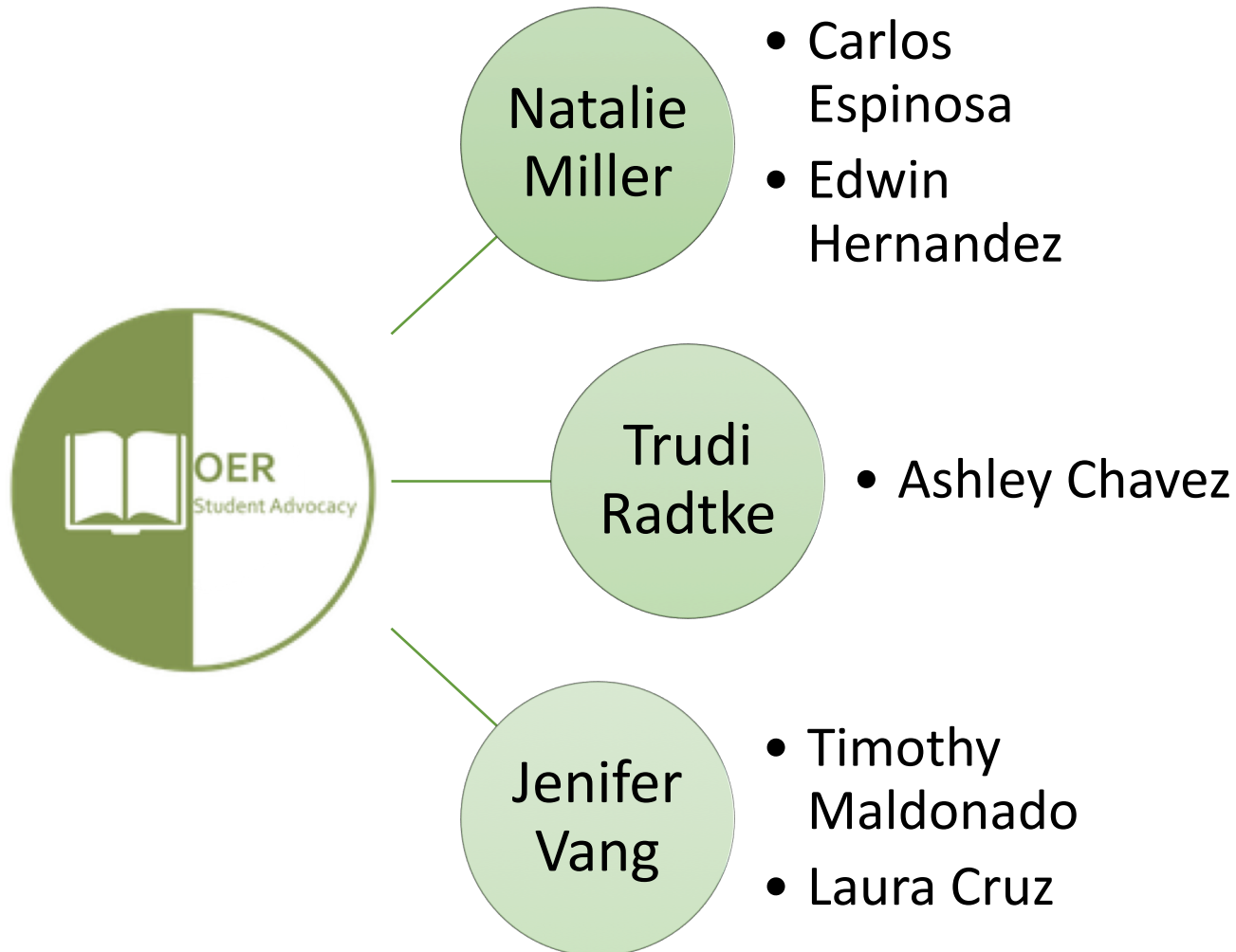- **Agenda and Items**

- **Plans and Ideas**
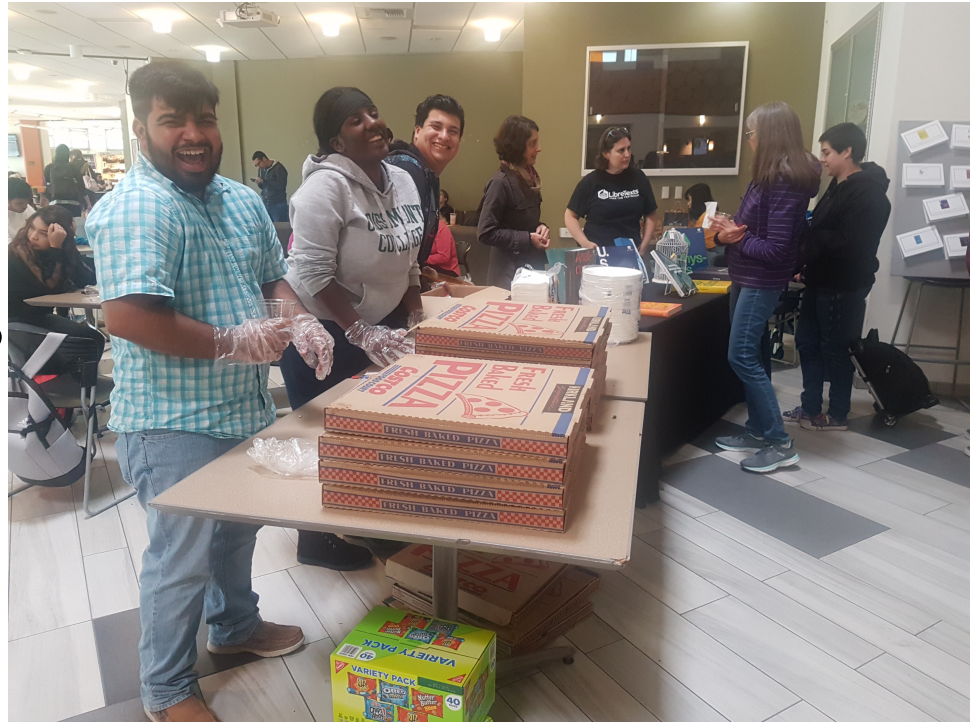
Campus Advocacy

- **Informing ourselves of the Textbook World in the CCC**

- **OER Taskforce**

- **1 on 1's**

- **Region X OER Conference**

- **Mass Emails**

- **Awareness Activities**

- **Merchandise**

Structure of Collaboration

Natalie Miller
- Carlos Espinosa
- Edwin Hernandez

Trudi Radtke
- Ashley Chavez

Jenifer Vang
- Timothy Maldonado
- Laura Cruz

OER
Student Advocacy

OUR 5 W's – The OER Tool Kit!

- **Who**
- **What**
- **When**
- **Where**
- **How**

Toolkit

- Identify content of the toolkit
- Assign parts
- Focus on what makes California a leader in OER

Focus Areas for OER Advocacy

Jenifer Vang

| Students	Faculty	Events
- Relate OER solutions to student demographics and student needs - Work with student groups on campus to foster more knowledge and awareness about the textbook industry including OER - Find out popular resources that students take advantage of and draw on examples - Create surveys with questions that can give insight into the data we need to effectively reach students - Demographics - Challenges - Concerns	- Recognize faculty who are already using OER in their courses and identify how you can work with them to reach more faculty - Figure out why faculty have switched over and why faculty are still using traditional textbooks - Identify high enrollment courses and high impact courses that can make use of OER - Address important points that can encourage faculty to make the switch	- Compile a list of event ideas done in the past to increase awareness of OER - Identify how and which kinds of events are more appropriate for different audiences - Students - Faculty - Administrators - Mix - List components of a good event and identify where or how you can get to resources for more efficiency - Suggest times of the academic year when it would be best to hold an event - Determine avenues for advertising events
Partners	**Visualization**	**Research**
- Determine groups and programs on campus that you can collaborate with and why - Increase student participation - Reach a particular demographic of students/faculty - Generate possible collaborations such as a hosting an event, giving a presentation, etc. - Recognize current partners and include them in upgrading collaborative efforts - Associate OER into the network of higher education in the state of California	- Compile examples of event visualizations that worked for other events or campuses - List guidelines that stood out to you in marketing and design - Recall what keywords, colors, themes, topics, etc. attract more participation from students, faculty, administrators, etc. - Identify social media tactics or traditional media efforts that grabs attention - Conduct a search for what is discussed on campus pages and what kinds of posts get the highest number of hits	- Outline history of OER in California - Identify accomplishments and achievements in OER adoption - List Missions and Goals of CCCs, CSUs, and UCs - Identify how OER efforts can help reach goals and solve problems - List Missions and Goals of CCCOER and CSU AL$ - Identify how students can play an important role in OER advocacy - Understand important studies regarding OER and their outcomes on Student Success

Challenges of project
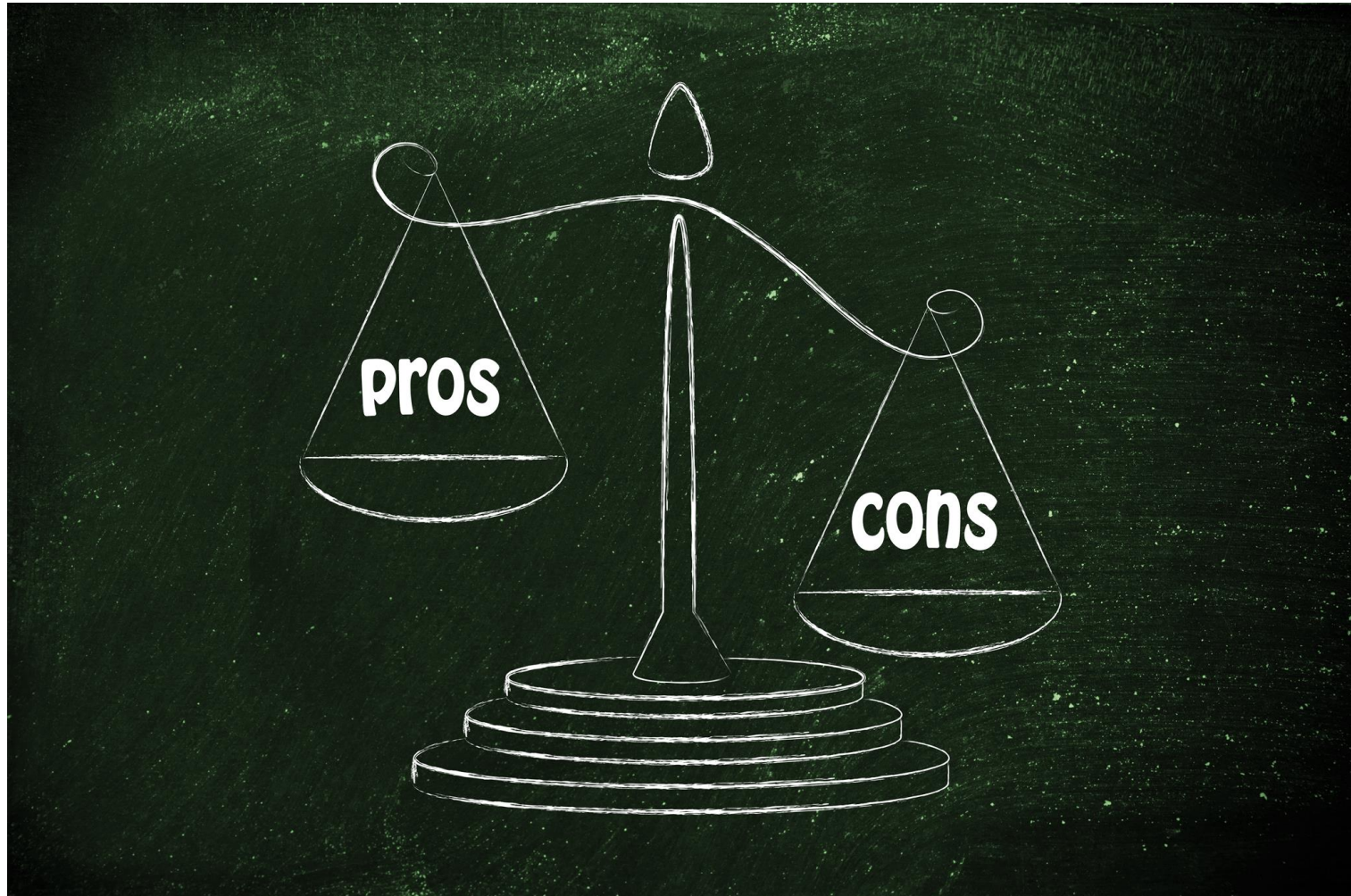
What's next?

- **Publish Toolkit in OERCommons.org**

- **Conference presentations**

- **Build out student advocacy across CCC, CSU, UC**

To learn more…

https://www.oeconsortium.org/

https://www.cccoer.org/

http://cvc.edu/faculty-resources/open-educational-resources/

Questions????

Thank you!

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Thank you to Michelson 20MM
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