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

Key messages

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

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
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<th>Measuring effectiveness</th>
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<tr>
<td>Plan monitoring and evaluation tools and mechanisms</td>
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<td>Evaluate social media engagement and reach</td>
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<td>Surveys and interviews to establish capacity and knowledge of stakeholders</td>
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<td>Research and network engagement to evaluate policy creation and implementation</td>
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<td>Evaluate impact of policy implementation</td>
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<td>Qualitative and quantitative studies into effects of OER use on teaching and learning</td>
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<td>Research OER models and funding strategies across multiple contexts</td>
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<td>Investigate influence beyond the OER community</td>
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<td>Track, measure, share results</td>
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<td>Adjust communications plan</td>
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