OER

ALBERTA OPEN EDUCATIONAL RESOURCES
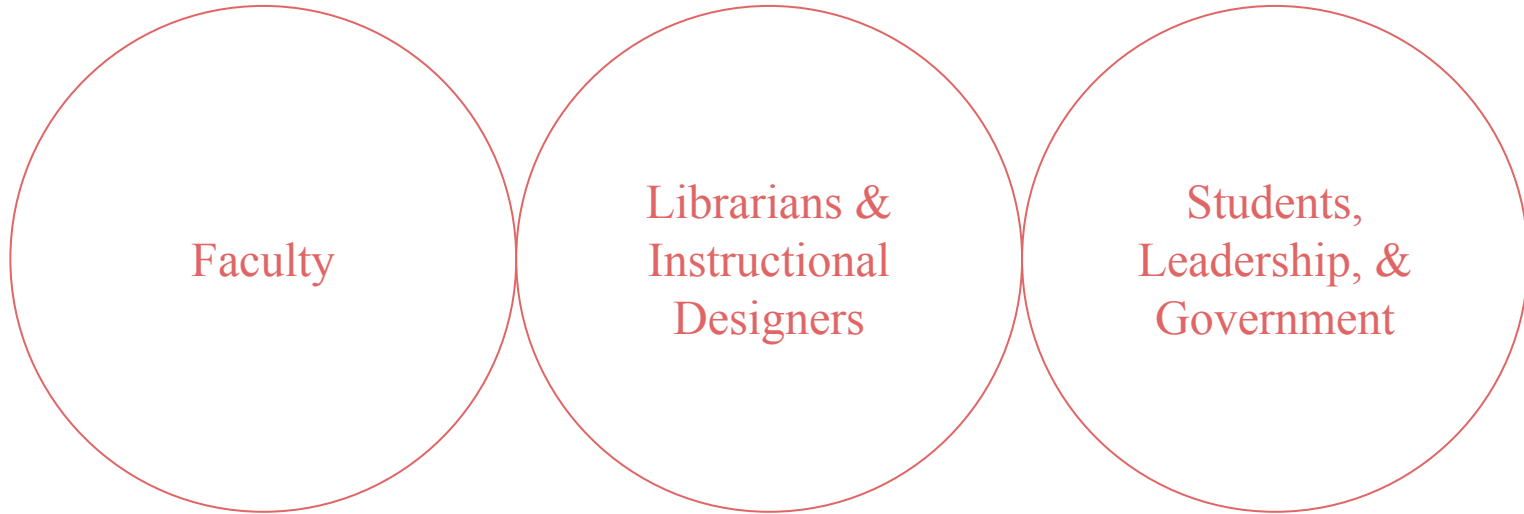
albertaoer.com

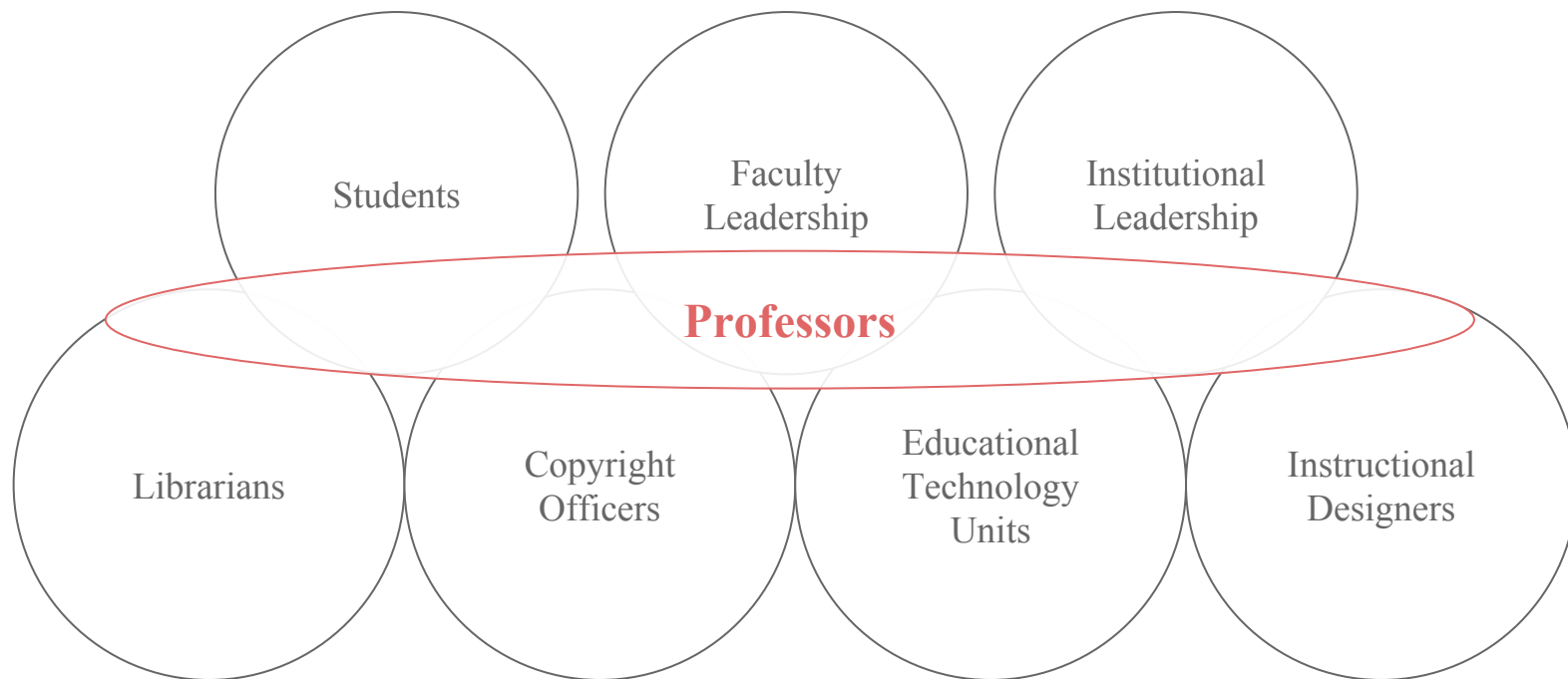# Background and Goals

OER Championship

Know Your Audience

Who are your stakeholders?

Faculty

Librarians & Instructional Designers

Students, Leadership, & Government

Know Your Audience

Academic | Instructional Support | Leadership

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ALBERTA OPEN EDUCATIONAL RESOURCES

Students

Faculty Leadership

Institutional Leadership

Professors

Librarians

Copyright Officers

Educational Technology Units

Instructional Designers

Mindset of a Champion

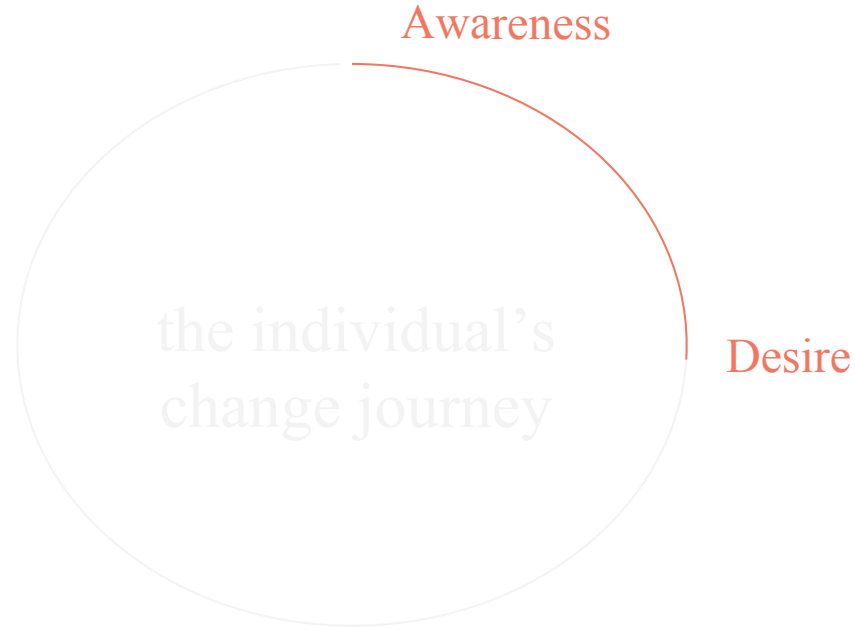|	
FOCUS ON WHY	MAINTAIN OBJECTIVITY
ENGAGE THE OPEN	REINFORCE CHANGE

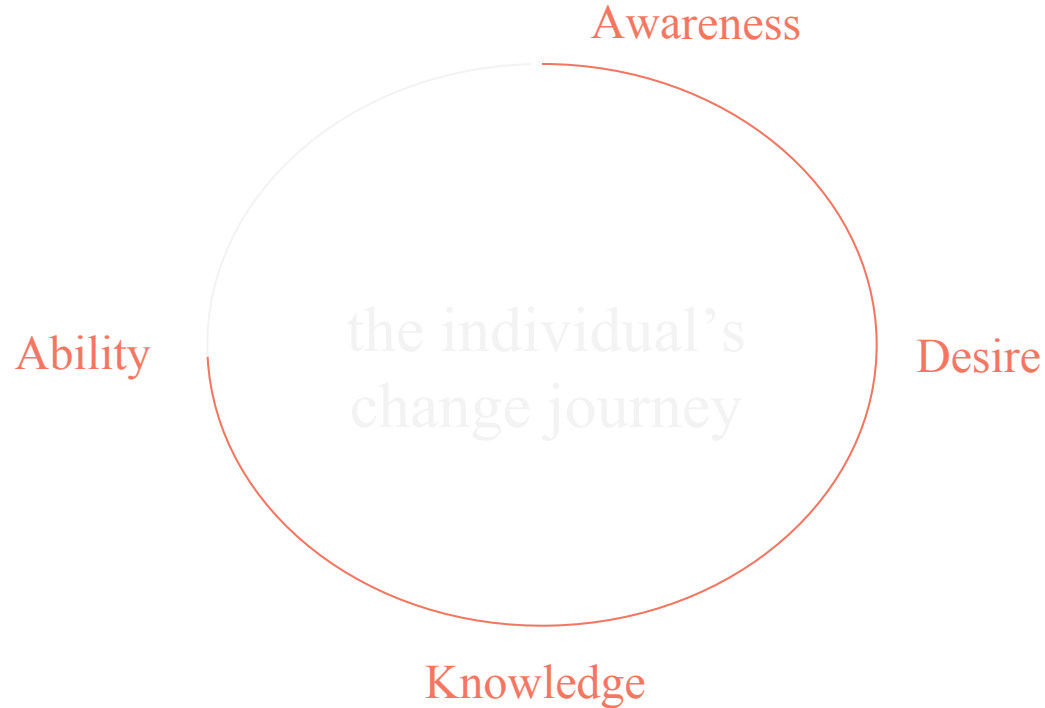# Mindset of Your Audience

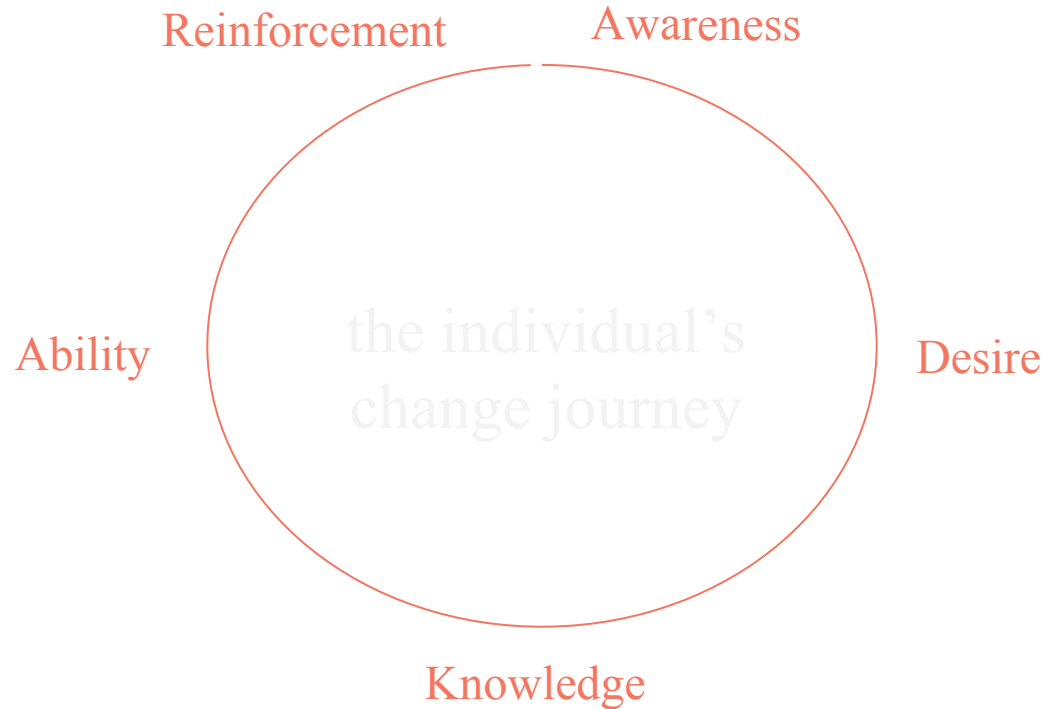the individual's change journey
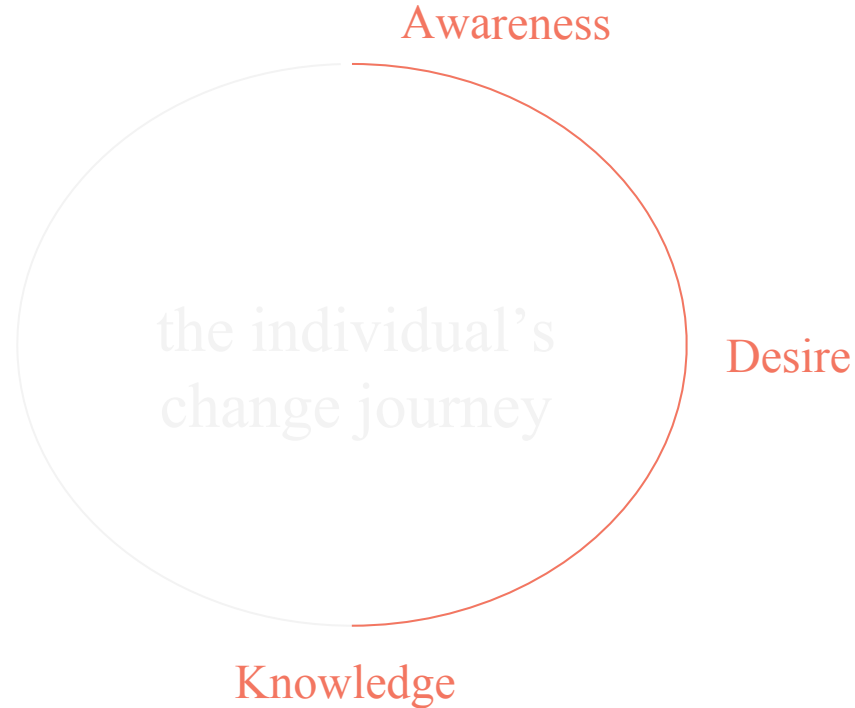
Mindset of Your Audience

Awareness

Desire
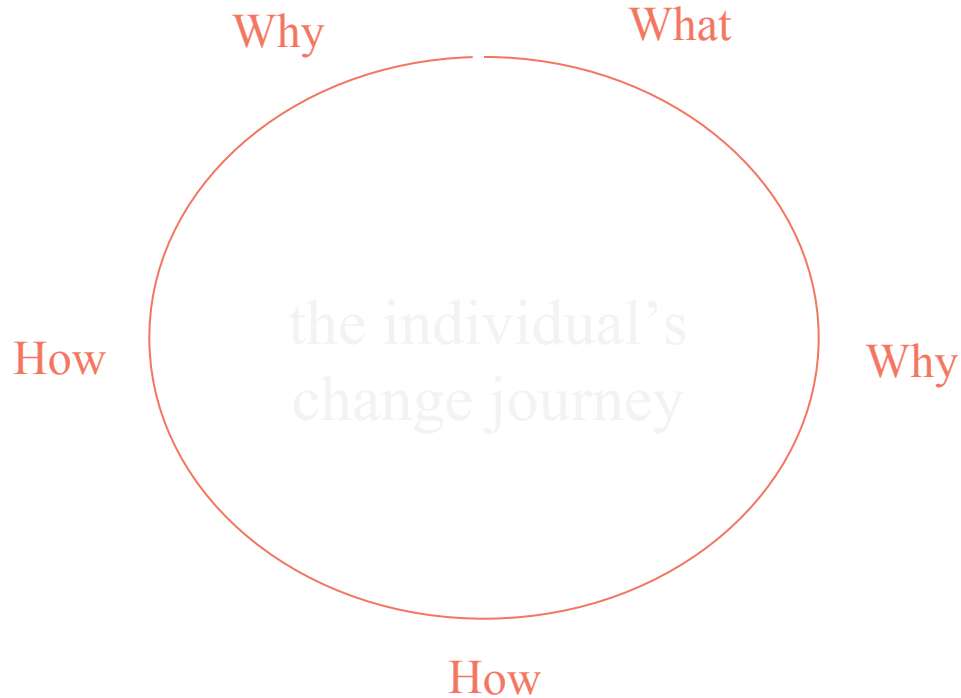
the individual's change journey

Mindset of Your Audience

Awareness

Desire

Knowledge

the individual's
change journey

Mindset of Your Audience

Awareness

Desire

Knowledge

Ability

the individual's change journey

Mindset of Your Audience

Reinforcement   Awareness

Ability   the individual's change journey   Desire

Knowledge

Mindset of Your Audience

Why   What

How   Why

the individual's
change journey

How

Mindset of Your Audience

Why   What

Remind   Educate

How   Equip   Attract   Why

Teach

How
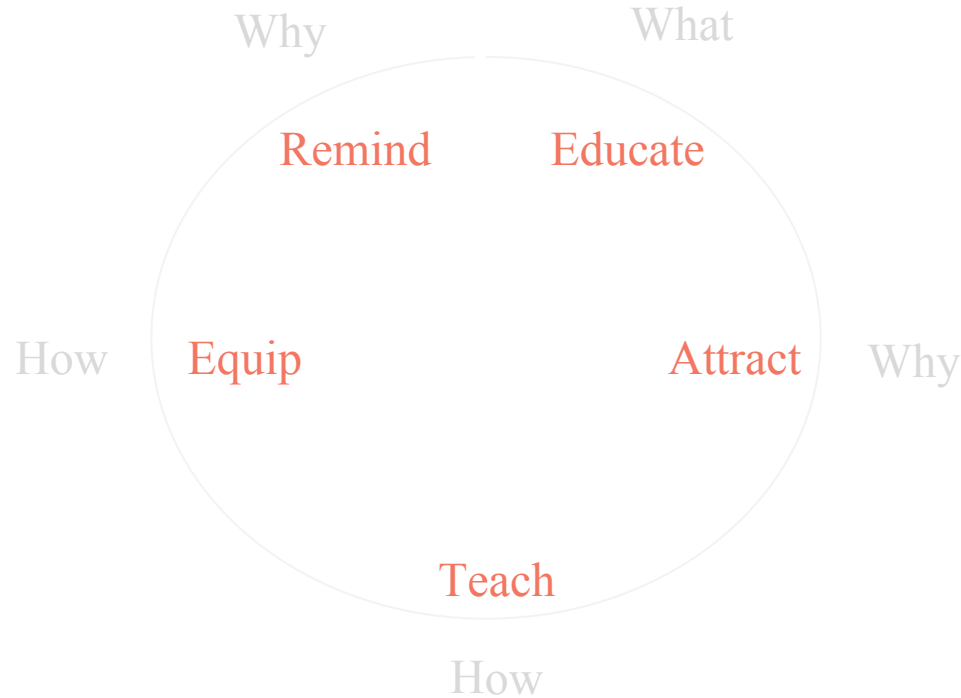
Engagement Strategies

Formal Presentation

Informal Presentation

Special Interest Groups

Facilitated Group Discussion

Modeling / Exemplars

Collaboration

Embedded Championship

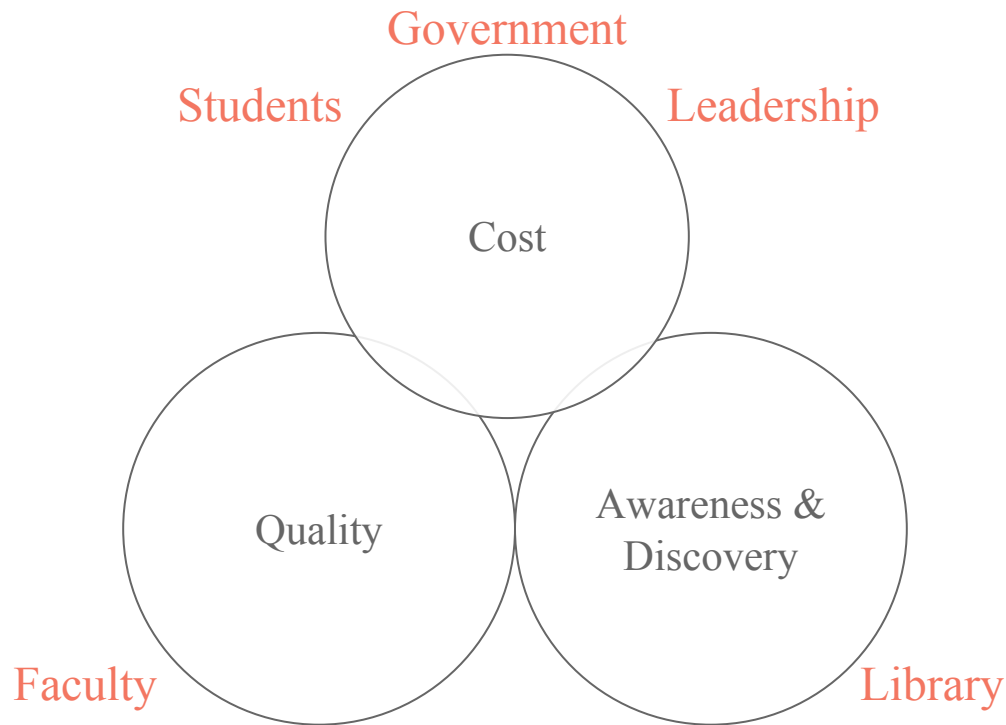| Educational Sessions | Individual Discussions | Conference Presentations | E-mail Announcements |
| Posters & Multimedia | Collaborative Projects | Public Forum / Panels | Web & Social Media |

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Know Your Audience

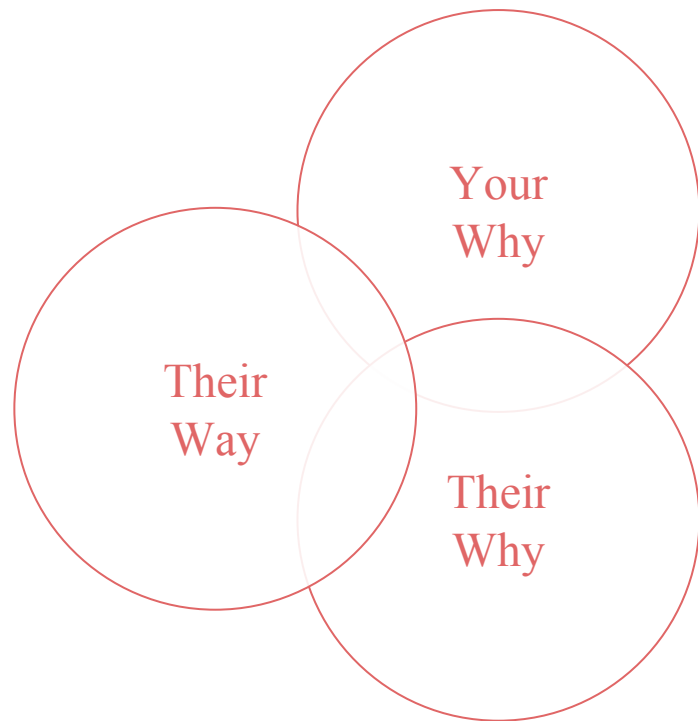Academic | Instructional Support | Leadership

Know Your Audience

Academic | Instructional Support | Leadership

OER

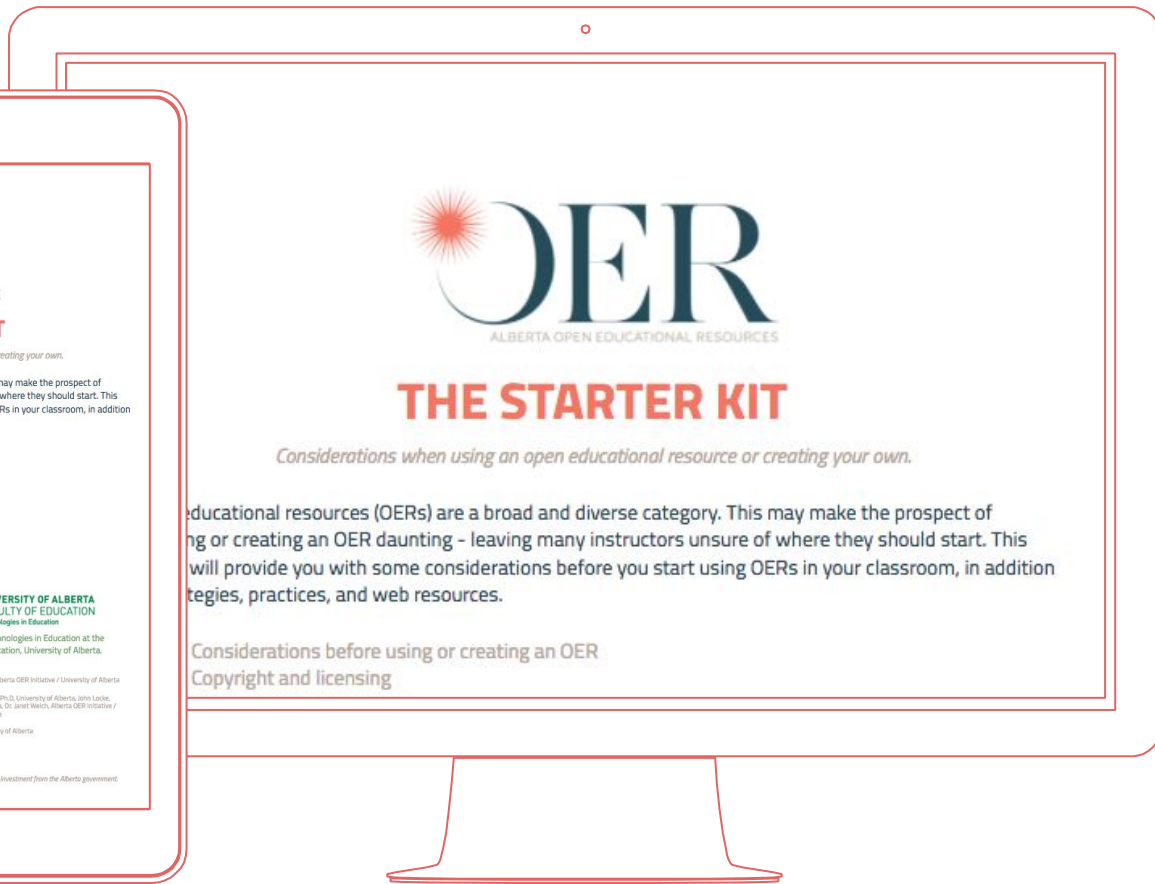ALBERTA OPEN EDUCATIONAL RESOURCES

Government

Students   Leadership

Cost

Quality   Awareness &
                           Discovery

Faculty   Library

Engagement Strategies

Engagement Strategies

Your Why

Their Way

Their Why

Faculty

Librarians, Instructional Designers

Students, Leadership, Government

OER Starter Kit

OER
ALBERTA OPEN EDUCATIONAL RESOURCES

THE STARTER KIT

Considerations when using an open educational resource or creating your own.

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

UNIVERSITY OF ALBERTA
FACULTY OF EDUCATION
Technologies in Education

Created by Technologies in Education at the Faculty of Education, University of Alberta.

OER *The Alberta Open Educational Resources (ABOER) Initiative is made possible through an investment from the Alberta government.*

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

Icon	Component	Description
(i)	*Attribution (BY)*	Proper attribution must be given to the original creator of the work
($)	*Noncommercial (NC)*	The work cannot be used for commercial means such as for-profit advertising
(=)	*No Derivative Works (ND)*	The work cannot be altered or "remixed." Only identical copies of the work can be redistributed without additional permission from the creator.
(↺)	*Share Alike (SA)*	Iterations of the original work must be made available under the same license terms.

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
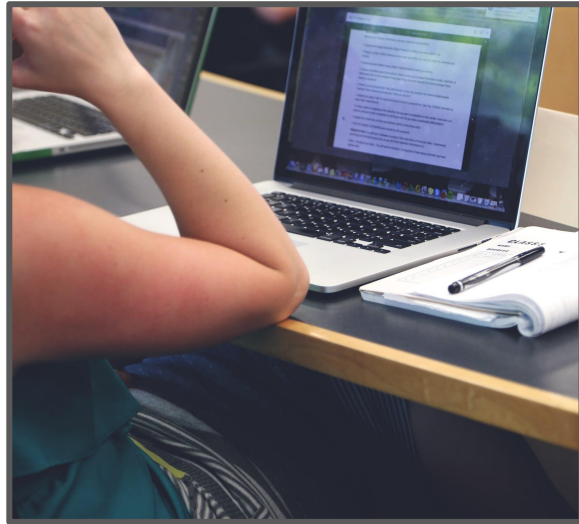
CC0 Image
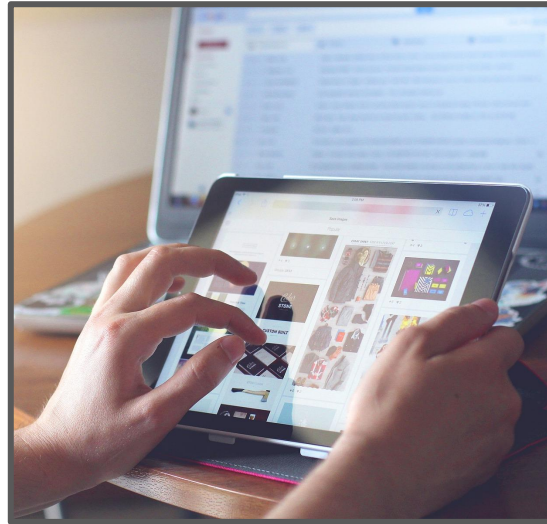
CC0 Image

CC0 Image

3. Accessibility and Usability

OER ALBERTA OPEN EDUCATIONAL RESOURCES

1. WEBSITE — Ancillary Resource: Video Clips of Historians (on YouTube)
2. WEBSITE — Read this book online
3. WEBSITE — Ancillary Resource: Video Clips of Historians (editable files)
4. DOWNLOAD — Canadian History: Pre-Confederation.pdf (12 MB)
5. DOWNLOAD — Canadian History: Pre-Confederation.epub (10 MB)
6. DOWNLOAD — Canadian History: Pre-Confederation.mobi (17 MB)
7. PRINT — Buy a print copy
8. DOWNLOAD — Canadian History: Pre-Confederation Pressbooks.xml (6 MB)
9. DOWNLOAD — Canadian History: Pre-Confederation WordPress.xml (6 MB)
10. DOWNLOAD — Canadian History: Pre-Confederation.html (1 MB)
11. WEBSITE — Canadian History: Pre-Confederation.otd (11 MB)

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)

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References

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Hiatt, Jeffrey M. (2006). *Adkar: A model for change in business, government and our community*. Loveland, CO: Prosci Research.

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

McNutt, K., Christiansen, E., Welch, J., Sou, L. (2016). *The champions toolkit*. Retrieved from http://albertaoer.com/content/resources

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

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