

The OPEN Forum Session Summary

Kim Thanos
Principal
Thanos Partners

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FOR HIGHER EDUCATION EXECUTIVES

The intent of this presentation is to capture the discussion from The OPEN Forum 2008. While the presentation may be shared broadly, it was created with a goal of supporting further dialogue and action among the conference participants.

The content does not represent the perspectives or opinions of all participants.

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Benefits of Openness



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What are the Persistent, Hard Problems to Address?

- Financial challenges
 - Affordability
 - Reducing costs
 - Funding innovation
- Cultural transition
 - Engaging faculty
 - Enabling scale
 - Creating the vision
- Engage and develop students

Openness Creates Unique Opportunity

- Financial Challenges
 - Open allows us to deliberately evolve financial models, creating greater value (quality/cost) and control for institutions
 - Open creates cost reduction opportunities that directly impact affordability of higher education*
 - Open creates the framework to share costs and benefit from scale across the higher education community
 - Open initiatives drive an immediate reallocation of costs, with savings realized over a five-year period*

* Data required

Openness Creates Unique Opportunity

- Cultural Transition
 - Open provides the methodology and vision for institutions of higher learning to become vibrant, evolving learning institutions
 - Open creates cultural change by reducing financial incentives that are misaligned with the mission of the academy
 - Current open initiatives provide both proven and emerging opportunities to increase meaningful collaboration and leverage our collective knowledge and resources

Openness Creates Unique Opportunity

- Student Engagement
 - Open creates opportunity to continually improve the breadth and quality of educational content and materials, better matching learner needs
 - Open elevates the student's experience, actively seeking and defining educational content and materials
 - Open creates an environment of sharing, learning and discovery that recognizes contributions and innovations
 - Open creates a framework to engage learners beyond the traditional student and campus – anyone who desires to learn

Obstacles to Change



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Obstacles to Positive Change

- Current Financial Models
 - Institutions lack immediate funding to invest in new models that will result in long-term cost savings
 - Institutional financial incentives create resistance to change
 - Faculty textbooks royalties
 - Bookstore profits
 - Remuneration for new or different activities
 - Industry-wide financial models support an entrenched oligopoly with powerful incumbents
 - Requires sustainable new business models
 - Requires new ecosystems that support corporate interests aligned with higher education's best interest

Obstacles to Positive Change

- Institutional Culture and Processes
 - Faculty culture and rewards do not reward openness
 - Open practices are not rewarded in tenure processes
 - Absence of incentives for sharing or re-use of content
 - The role and reputation of the university presses do not evolve easily
 - Inertia results from a lack of understanding, interest or motivation to change
 - Procurement processes support traditional vendor roles
 - Cross-institutional sharing requires new processes, rewards and trust

Obstacles to Positive Change

- Systemic Infrastructure and Legal Obstacles
 - Evolving Intellectual property and copyright laws require a current interpretation
 - Leadership and guidance is needed to support institutional leaders in evaluating and implementing open practices
 - Infrastructure is needed to ease the process of finding open resources
 - Standards for content are needed to ease sharing
 - Quality assurance processes are needed to assist consumers of open content and textbooks

Concrete Actions to Create Progress



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Highest Rated Actions

Initiative	Actions
Open Educational Resources	<ul style="list-style-type: none">▪ Lobby for government policies to support OER▪ Offer training for faculty to find, incorporate and improve OER▪ Develop standards for content, structure and effectiveness
Scholarly Publishing	<ul style="list-style-type: none">▪ Revise tenure and publication policies to encourage open access▪ Actively endorse key disciplinary associations▪ Establish the university's right for archive and use
Textbooks	<ul style="list-style-type: none">▪ Develop a business model that makes sense for all stakeholders▪ Create a leadership role on campus▪ Approach Amazon about creating an education store for open content
Open Source Software	<ul style="list-style-type: none">▪ Publish implementation cost case studies▪ Create a subscription model for "certified higher education community software"▪ Create quick start deployment solutions offered by commercial vendors

Committed Next Steps

1. Broadly communicate the information shared at The OPEN Forum
 - a) Create a collaboration site
 - b) Provide presentation and discussion content to all interested
2. Create leverage in the planning and actions across institutions
 - a) Capture plans and recommendations of each participant
 - b) Identify opportunities for leverage
- c) Engage participants in the development of published article or whitepaper to increase the quality of the narrative about openness with higher education executives