

Open Educational Resources

The Vision and The Reality

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THE OPEN FORUM
FOR HIGHER EDUCATION EXECUTIVES

My Assignment Today

- Why should a higher education executive strive to increase:
 - Development of open educational resources?
 - Use of open educational resources?
- What are:
 - The greatest challenges to broad institutional engagement?
 - Realistic tactics for overcoming these challenges?

0. What are OER?

History!

February, 1998 - “open source”

July, 1998 - “open content”

Open Publication License

A GPL for content

Creative Commons

December, 2002

Free for the “Four Rs”

- Reuse – Use verbatim
- Revise – Adapt for specific needs
- Remix – Combine into a new whole
- Redistribute – Share with everyone

Big Differences!

- No objective measure of “improvement”
- No history of collaborative development
- Normal educational materials are rivalrous

Are OERs More Effective?

Does tearing the copyright statement out of a textbook make it more effective?

But they *CAN* be!

1. Why OER?

***“The last temptation
is the greatest treason,
To do the right deed
for the wrong reason.”***

Archbishop Thomas Beckett (T. S. Eliot)

Improve Student Learning

Tailored Learning Resources

“Daily Divide”

Then vs Now

Analog ⇒ Digital

Tethered ⇒ Mobile

Isolated ⇒ Connected

Generic ⇒ Personal

Consuming ⇒ Creating

Closed ⇒ Open

Education vs Everyday

Analog ⇒ Digital

Tethered ⇒ Mobile

Isolated ⇒ Connected

Generic ⇒ Personal

Consuming ⇒ Creating

Closed ⇒ Open

Characteristics of E-learning

Analog ⇒ Digital

Tethered ⇒ Mobile

Isolated ⇒ Connected

Generic ⇒ Personal

Consuming ⇒ Creating

Closed ⇒ Open

Connecting

You can't connect to something if you don't have access to it

Personalizing

You can't adapt or localize something
if you don't have the rights to modify it

Creating

You won't be creative if there's
no outlet for your work

Characteristics of OERs

Analog ⇒ **Digital**

Tethered ⇒ **Mobile**

Isolated ⇒ **Connected**

Generic ⇒ **Personal**

Consuming ⇒ **Creating**

Closed ⇒ **Open**

Affordability

Soaring Higher Ed Costs

Over 400% increase over 25 years
(2x rate of health care)

Cost of Textbooks

\$900 per year on textbooks on average
(as much as 72% of student spending)

Industries Failing Everywhere

Banks, Insurance, Automobiles

Higher Education?

A Bail Out for Higher Ed?

5+% cuts in
Utah, Penn, Mass, Virginia, &c.

Institutional Efficiencies

Pre-, In-, and Post-class

Openness creates transparency and
accountability

Giving Back

Direct Return to Taxpayers

Utah OpenCourseWare Alliance

Sacred Stewardship

Use Resources Wisely

Time, Money, Natural Resources

Educational Environmentalism

*“This course produced from 85%
recycled materials”*

Ice Delivery

**See Means
and Ends Clearly**

Why Do Students Come?

Content, Support Services
Social Life, Degrees

Content

OpenCourseWares, Wikipedia,
Public Library of Science, Arxiv.org,
Google Scholar,
Flat World Knowledge, etc.

Support Services

ChaCha, Yahoo! Answers,
RateMyProfessor, Email, Instant
Messaging, Twitter, etc.

Social Life

Facebook, MySpace, MMOG,
iPhone location-aware apps, etc.

Degrees

MCSE, RHCE, CCNA,
Western Governor's University

Our Monopoly Is Busted

Everything we provide is now offered
by someone else

When Institutions Specialize

They usually provide
better quality at a lower price

Institutional Disaggregation

Western Governors University

“You never change things by fighting the existing reality. To change something, build a new model that makes the existing model obsolete.”

Buckminster Fuller

Value of Integration?

as compared to
“specialized pieces loosely joined”

2.0 Greatest Challenges

Not Technological

Policy

Intellectual Property Policy

Technology Transfer Policy

Tenure and Promotion Policy

Blinders of Tradition

Faculty Services Center

Inertia

**How many university
administrators does it take to
change a light bulb?**

“Change?”

Where will we find the
will to change?

***“It is not necessary
to change. Survival is
not mandatory.”***

W. E. Deming

**Once Amazon.com puts
your local bookstore out of
business, it's too late!**

3.0 Realistic Tactics

Set the Example

Use OERs in your own teaching

Share resources you create

Friends of Openness

Find and engage them

Policy Inventory

Do your campus policies
promote or hinder openness?

Mission Inventory

Do your campus units
promote or hinder openness?

Use Policy to Innovate

Not to defend tradition!

Campus Dialogue

What first steps are your
faculty willing to take?
New initiatives?

4.0 The Title

Vision

OERs will reduce costs and improve quality
of education worldwide

Reality

OERs are part of an irresistible force
that will either **transform** or **destroy**
your institution

The Choice is Yours

Don't be educational ice deliverymen!

Thank You!

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