

\*Group 2: Strategies to improve partner engagement

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***\*Please add your name before contributing - Click on the people icon. See top right of your screen (or bottom of your screen on mobile device)***

*\*Remember to post any issues you would like to be tabled at the OERu council of CEOs meeting using this link: [https://etherpad.oerfoundation.org/2018\\_Issues\\_for\\_CEOs\\_meeting](https://etherpad.oerfoundation.org/2018_Issues_for_CEOs_meeting)*

\*What are the barriers to OERu partner engagement?

Attitudes, money, workload, not catching the vision

Engagement is a spectrum

- Some senior leaders who are wholehearted but it doesn't trickle down, even to senior academic leadership (culture change)
- What is partner "engagement" anyway? spectrum of options from just paying dues (no time commitment or dedicated in-house resource), through offering courses/subject/module, and participating in planning meetings, all the way to contributing input to OERu. Engagement may also include reciprocity: applying benefits relevant and valuable to the partner institution
- Barrier: lack of perceived benefit
- Lack of money/resource to contribute - everyone trying to do more, limited financial and human resources available for OERu
- failing to connect those doing the OERu work with the rest of the organisation: Haven't got enough focus on it, not measuring it - how does it fulfil the organisation mission, vision and values
- Attitude: if it's free it can't be any good, and in any case it's not suitable for our country/institution

\*What are the opportunities for OERu partner engagement?

Articulate and embed the vision/ROI

- Talk about the benefits to institutions eg fulfilling social mandate, building capacity in-house (addresses academic workload issues), build brand, being engaged in a community of practice (opens up opportunities for scholarship and research)
- Is a potential benefit gaining student leads?
- Open source tools in design: what is the future of proprietorial learner management systems? future-proofing organisation to participate, future of learning design and management
- Embed OERu principles and engagement into the organisation - get lots of people interested
- Addressing the issue of engaging the whole organisation will also address the ROI for new partners joining OERu

\*List recommendations to improve OERu partner engagement

- Develop promotional collateral aimed at partner institutions - articulating ROI for that institution (which will depend on what that institution wants to achieve)
- identify relevant levers for behavioural change within organisations
- learn from each other how to do this

\*Decision proposals to action improved partner engagement

1. Establish an OERu working group on partner engagement (Phil Ker (Otago Polytechnic), CEO volunteers plus Val Peachey (CSU), Alan Davis (Kwantlen Polytechnic University), Christine Bovis-Cnossen or Don Poirier (Thompson Rivers University) or nominees)
2. Survey OERu partners about levels of engagement with OERu in their institutions, to find examples of good practice and to identify barriers (working group to action)
3. Develop explicit ROI for OERu, incorporating social good, financial, reputation and visibility, capability built in-house (working group to action)
4. Develop new staff orientation module for partner institutions to use - to build understanding and set expectations (working group to action)
5. Develop guidelines for partner institutions to show they value open education: measure it, rewards and recognition (working group to action)
6. Identify obstacles to institutions becoming partners, and consider how to engage with institutions which may not currently be in a position to become paid-up members - "soft" engagement (working group to action). Social good is not just direct delivery to learners but also through institutions that desperately need curriculum to deliver to learners.
7. Consider opportunity for in-kind vs cash payment of OERu membership fee (working group to action) - different forms of contribution eg staff time, or active engagementn with target learners.