

\*Group 2: Improving OERu partner recruitment collateral

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

*\*Please 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)*

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Group comprised: Lesley, Dave, Matt, Nerida

\*Suggested steps

The OERu partnership has matured and we need to review the value propositions we are communicating for recruiting prospective institutions to join our international innovation partnership. We are asking your help to provide recommendations and proposals for a small task force who will be tasked revise and improve the partner recruitment collateral.

- Consult with non-partners / observers at the meeting regarding what they would consider important in a decision to join the OERu network
- Review the OERu open business model canvas to identify any missing value propositions: [http://wikieducator.org/images/8/86/1248\\_OERu\\_BusinessModel\\_Canvas\\_PRESS.pdf](http://wikieducator.org/images/8/86/1248_OERu_BusinessModel_Canvas_PRESS.pdf)
- Review and comment on the invitation letter example using hypothesis: [https://via.hypothes.is/https://wikieducator.org/images/c/c5/OERu\\_Invitation\\_Example\\_2018.pdf](https://via.hypothes.is/https://wikieducator.org/images/c/c5/OERu_Invitation_Example_2018.pdf)
- Provide recommendations for the task force to improve partner recruitment collateral.

how do people hear about OERu

- Word of mouth
- WikiEducator (lots of traffic, lots of content)

Collateral includes:

- letter
- business case - too complex - need business case for joining OERu, not for OERu's operation - answers the question about sustainability of business model of OERu
- webpages <https://oer.org/prospective-partners/> and <https://oer.org/invite/>

Need a summary of benefits and costs/commitments

Membership is cheap \$4-10,000 per year - should be upfront and obvious, compared to ROI

- also have to provide two courses
- Ongoing costs should be clear (like we need to tell students what costs are)
- same cost/benefit analysis for being part of the network, of coming to meetings and participating, preferably in person - practising open source - part of staff professional development

- allow provision for commitment to resource open education within an institution needs to sound less daunting to recognise repurposing existing courses eg already offered through Saylor Institute (US-based open learning organisation)

Address concerns

- about losing paying on-campus students
- about losing IP in courses

Benefit is access to 100+ existing OERu courses that you don't have to design/develop (also

available to non-partners)

benefit for partners is access to support to implement OERu courses from staff and partners who've done it

benefit: to influence shape and future of OERu

Skypack: design course ware - have a proactive approach to institutions

OERu could be more proactive in approaching potential partner institutions

Benefit: There are no per student costs: so more students means greater return, scales well

"There's no catch"

Need succinct business case for joining OERu - elevator pitch with links to read more depending on who is decision-maker at the institution, you need the right line - so many reasons to be part of it

trying to democratise higher education for the world, making it available to everyone to reach their educational potential, using open source resources

\* What value propositions are missing from the OERu open business model canvas?

- missionfulfilment
- new service offering
- increasing brand recognition

- List suggestion for inclusion in the business model canvas

\* What are the top four value propositions for an institution to join the OERu partnership today?

1. Social good, altruism - learners worldwide can access and afford higher education and reach their educational potential
2. Cost savings to institution - using OERu courses and/or proven open source technologies
3. potential to offer assessment services - alternative income stream and lead generation
4. access to demographic data about international learners
5. join a network of thought leaders embracing transformation in higher education
6. building your reputation - your branding on courses you contribute and as a partner
7. opportunity to influence future development of OERu - we value/welcome contributions from partners

\*List recommendations for improving the letter of invitation to join the OERu

- reduce letter length to one page - succinct cost/benefit analysis of membership, "OERu will help you to ...." - include links to relevant webpages including progress timeline
- simplify offering - only gold
- tailor letter for priorities of particular institution and recipient eg developing world vs developed world, CEO vs learning/teaching leader

- add invitation to be an observer at partner meetings - completely open proceedings - link to record of past proceedings
- we value your participation - to enrich our online offering and to shape our community of practice and direction

\*Other suggestions to improve partner recruitment

- Add testimonials - quotes, stories, videos, facts - about value of partnership, for each of the benefits identified
- Make it easy for partners to submit testimonials - periodically request these.
- we need a business case for membership, not just for OERU's operation
- Improve promotion on wikieducators
- benefit of using OERu courses - we have working credit transfer agreements
- benefits for learners: clarify it's in USD
- collapse two oeru.org webpages for potential partners and invites
- address concerns: are we competing with our own offering? are we giving away our own IP? we respect your autonomy, academic freedom
- transparency of structure OERF and OERu
- trumpet key partnerships with UN and with Hewlett Foundation
- cover benefit of attendance at partner meetings - make connections, influence change, take away ideas for your institution
- add photos to the website

\*Decision proposals for improving partner OERu recruitment

*Don't forget to assign responsibility for implementing the decisions - i.e who will do it*