

*Group 2: OERu Critical Friend Review

***Adrian Stagg, scribe for Group 2.**

*What has the OERu done well?

- User perspective of the website is very smooth, although the author experience of WikiEducator needs
- Community collaboration and open consultation towards planning is to be commended. Transparent processes are mature and transferable.

*How / where can the OERu improve?

- The sense of how to become credentialed is opaque. If a learner is comparing experience and price, the current OERu site doesn't well support them to do so. The OERu needs to help students get this information in order to maintain competitiveness (for example, EdX presents a clear financial comparison between a 'traditional Masters' versus an EdX credential). If a student wants to construct a larger program of study, there is little guidance or support on how to do this.
- For partners, there was a concern raised about accessing contact details for students being a limitation for lead generation in higher education marketing. Therefore, the benefit to the university in a commercial sense is unclear - perhaps the investment for the partner university is altruistic rather than commercial? There is already strong investment across the sector in turning 'leads' into paying enrollments. For example, CSU has previously partnered with an open platform to generate leads that has changed their IT Masters offering from 35th in the country to 1st in the country. If your purpose includes lead generation, then there is a need for clear discussion as the network progresses.
- What is the value proposition to a prospective partner? Is this explicitly articulated from a range of perspectives?
- IP considerations of content require further discussion. For example, one university cites that a course costs around roughly \$25,000 to develop - what is the incentive to make this completely open? The institution would need to be very strategic in what courses are open and closed (ie the MBA remains closed, but a Grad Cert in Business could be open - as it generates leads that transform open enrollments into fee-paying enrollments).

*What are the top 3 priorities this meeting should address?

- Marketing strategies for the OERu should reflect the current (and future) levels of maturity - focus on 'return on investment', and value proposition. How do learners find the OERu instead of Coursera, EdX?
- Need for quality assurance of the learning design, and the pedagogical use of technology. How do we encourage the thoughtful use of video and other media in courses? Link to AQF or similar framework to help with credit assessment, credit transfer, or simply the decision to (re)use a course.
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***Issues for the CEOs meeting**

**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*