Group 2: Leadership perspective: Increasing ROI from participation in the OERu network

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The cost of OERu membership is US$4000 per year. Consider actitivites and initiatives that would generate greater value and return on investment than the cost of annual membership

See also *Open Business Model Canvas*: http://wikieducator.org/images/8/86/1248_OERu_BusinessModel_Canvas_PRESS.pdf

Concept ideas to increase ROI

1. *Adopt an OERu micro-course for local reuse*: The capital value of assembling an OERu micro-course for the OERu platform is approximately US$4,000. Adopting one micro-course would recoup the annual cost of membership. Adopting a full course for reuse would generate capital savings of $12000 - US16000 per full course.
2. *Adopting an open source application from the OERu technology stack for local reuse.* For example, a commercially hosted version of the Mautic marketing automation software application would typically cost US$6,000 per year. Shared hosting through the OERu network would generate savings in excess of the cost of OERu membership.
3. *Low cost, low risk innovation for next generation digital learning environments - For example:* The 2017 CEOs meeting cited the value of the OERu model being used by some partners (as a "Trojan horse") to support local innovation in OER
4. Marketing validation, using OERu analytics to contrast with more traditional institutional marketing.

What are the key value propositions for partnership with the OERu international network?

1. What is the value of bilateral and trilateral relationships within the network, including the provision of assessment services, micro-credentialing?
2. What is the value of "marketing" data the OERu delivery platform generates for OERu marketing departments? For example, what is the institutional value of knowing, for instance, the click-through-rate of women aged 46 - 52 in Bangladesh from digital advertisement for OERu online micro-course and the search terms used.
3. Other?

Recommendations to increase ROI for OERu partner institutions

- List recommendation

Decision proposals for increasing ROI for the OERu to take forward

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

Notes

- Phil: The direct fees to belong to OERu are insignificant, and the time cost of staff participation is justified in that it's moving each partner's OER agenda forward.
- Rory: Athabasca includes cost of learning materials in tuition, and they're saving $millions due to the shift to OERs.
- how does OERu membership cost compare to justifying marketing expediture.
- the real issue is OERu name recognition - people don't know what OERu stands for... how can we change that.
- partners being able direct OERu towards providing strategic materials.
- Andy: uncomfortable tension between proprietary interests vs enhancing the commons.
- Dave: the OERu & partners are implicitly defining open standards for qualifications (by virtue of agreeing to offer credit/assessment) across multiple instiutions, unlike the fully proprietary and unilaterally defined credits/awards from Harvard, Coursera, etc.
- Don: how do we measure ROI (monetary, in some other way of assessing value - and that value might not be assessed in the same way by each partner)
- Barney: Parrticipatoin in MOOCs is justified in use of lead generation... and they pay heaps more than for OERu...
- could OERu membership be viewed as "insurance against disruption"?