"Open" Your Campus

Advocacy and Campus Planning for Affordable Learning

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SPARC Open Education Campus Action Plan

http://bitly.com/open-education-action-plan/

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SPARC Resources: http://www.sparc.arl.org/resources

"Your Open Education Action Plan is an internal document meant to guide your work toward your open education goals. This plan is a living document that you can revisit as you make decisions about what kinds of activities you will support. Think of it as a skeleton you can work to fill in. Ideally, this plan should be developed by a project team which includes representatives from all major stakeholders."

Framework

Stakeholder Analysis

Who are the people that will be most affected by the changes that you hope to make?

OER/Affordable Materials Action Plan

What major goals will need to be met to complete your mission?

Barriers Analysis

What sorts of barriers exist to keep you from reaching your goals?

Advocacy Plan

How will you reach your stakeholders to pursue your goals and objectives?

Communications Plan

How will you talk about your initiative with people outside of your project group?

Stakeholder Analysis

Who are the people that will be most affected by the changes that you hope to make?

Who is a point of contact for each stakeholder group?

Stakeholder Group (students, faculty…)	Person to Contact (SGA, faculty senate…)

Stakeholder Analysis

Examples:

Students (SGA, student advisory boards)

Faculty (Deans, Faculty Senate, Chairs, Directors, Advisory Committees)

Administrators

Campus Store

Center for Teaching and Learning / eLearning

University Press

Disability/Access Services Office

OER / Affordable Materials Action Plan

What challenges is the campus facing that open education could help with?

What efforts are already underway to address these challenges?

Could your OER / affordable efforts be linked to other campus projects?

Examples:

Start with textbook costs, especially for high-enrolled courses.

Get localized statistics on the cost of textbooks, cost per semester, etc.

OER / Affordable Materials Action Plan

Project Mission Statement

Concise, broad enough to cover the entire scope of the project

Can you tie this statement to your organizational mission?

Goals and Objectives

What measurable, achievable outcomes need to happen in order to fulfill your mission?

What activities could help reach each goal?

How will goals be assessed?

What milestones will need to be celebrated?

Administrative and Institutional Support

Where on campus will your project garner support? What resources do you have access to in order to make the project successful?

OER / Affordable Materials Action Plan

Staffing

How many people can support your effort with their time?

What roles are there in the project?

Do they need extra compensation to be part of the project?

Partners

Who are your organization's partners?

Who are partners external to your organization?

Project Sustainability

How often will you revise this plan?

How will your institution sustain the plan and make OER / affordable resources a part of the institution?

How will you report on success within the plan?

Barriers Analysis

Now that you know your stakeholders and have an action plan, what are the barriers that keep you from reaching your goals?

How will you overcome these barriers?

(Keep this analysis private.)

Examples:

OER misconceptions and myths

Awareness of copyright and open licensing

Availability of materials

Quality concerns

Barriers Analysis

Goal 1:

Barriers to Success	Overcoming Barriers

Advocacy Plan

Proposal: What are you proposing?

Process: What is the process for having the proposal implemented?

Decision Maker: What decision maker has the power to advance your proposal?

Timeframe: When do you seek to start your project?

Influencers: What influences your decision maker? Are there particular arguments, information, people? Who does your decision maker trust?

Strategy: What is your overall approach to get the decision maker to advance the project?

Tactics: What specific steps will you take to execute your strategy?

This could be as simple as a phone call, or a more complex set of steps…

Communications Plan

How will you talk about your project with people outside of the project group?

Multiple audiences: Who are your stakeholders?

Frames: What frames (themes, ideas) do your audiences have around OER and affordable materials?

   What is the audience thinking? What do/don't they know?

   Helpful frame: Textbooks and/or higher education are expensive.

   Problematic frame: You get what you pay for.

Communications Plan

Message: What is the case you will make to your audience to define the project's purpose and convince them to take action?

A common way to structure a message is in four parts:

Hook: An evocative statement or image that will catch the audience's interest in the problem.

Problem: A statement of what is wrong with the status quo. This statement should connect OER to one of your "good" frames.

Solution: Your vision for what the world should look like, and how OER can help achieve it.

Call to Action: What you are doing to solve the problem, and what specifically your audience can do to help.

It's best to have three versions of your message:

Tagline (1 sentence or less)

Elevator speech (1 paragraph)

Full message (1 page)

Communications Plan

External Communication Materials:

What methods will you use to deliver your message to your audience?

Examples:
- Fact sheets
- Workshops
- Infographics
- Reading Lists
- Newsletters

Internal Communication Materials:

What materials will your allies and partners need to deliver your message?

Examples:
- Talking points
- FAQs
- Summaries of strategy, tactics, timeline
- Meetings

Full citation for plan:

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