OER ADVOCACY CRASH COURSE

GWLA/CO ALLIANCE OER CONFERENCE FROM VISION TO ACTION
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ADVOCATE AND LEAD
FOR OPEN EDUCATIONAL RESOURCES & TEXTBOOKS
INCREASINGLY, I THINK THE WORK OF EDUCATION IS ACTIVISM NOT TEACHING.

JESSE STOMMEL
Dear President Obama & Congress:

We apologize to torture survivor Maher Arar and urge you to do the same. It’s the right thing to do and it’s required by law.

Sincerely,

Amnesty International
MY OPTIMISM IS LOUD
AND WEARS HEAVY BOOTS.

HENRY ROLLINS
COMMUNITY PARTNERS (5 minutes)

- Who are you currently working with?
- Who would you like to work with?
- Start thinking about:
  - What influences your target audience?
  - What are the lines of power in your community?
PARTNERING WITH STUDENTS

- Powerful voices and stories
- Ideal partners: student government + clubs
- Student groups often have access to funding
- They can say things you can’t!
What do you think of textbook prices?

**Too high**
- College broke
- Textbooks
- Especially FGCU specific
- Too High
- They
- FGCU specific
- One cause we can cut back!
- Textbook - food, gasoline
- Why should I have to sacrifice phone bill...
- I only buy a book that will only be used 2 or 3 times during the semester?
- The covers?
- Too High
- They
- Too much
- Too high
- Retail
- They
- Too high
- They
- Expensive
- Ridiculous!!!
- Why pay for a key to do HW
- It isn't right.
- No more selling books. It's just quizzes
- is online what does it cost?

**A Scam on Students**
- Expensive
-贵手?
- Do what you want cause a pirate is free,
you are a pirate!

**Too High for Technology**
- For why does
- Expensive
- Also, no
- None
- I love
- This
- Technology
- Expensive
- Too high
- Ridiculous!!!

**Can not afford**
- The price is grossly exaggerated
- I mean...
- I didn't afford college so...
- Work with me
- Me, too!

**Disgusting**
- I'm sick of
- Textbooks
- Expensive
- Ridiculous!!!
- Paying for a key to do HW
- Is it not right?
- No more selling books. It's just quizzes
- is online what does it cost?

**A stupid scam on students**
- Expensive
- Ridiculous!!!
- Paying for a key to do HW
- Isn't right.
- No more selling books. It's just quizzes
- is online what does it cost?

**I think they're just fine.**
What do you do when you can't afford a textbook?

- Not sure
- Cry
- Share with a friend?
- Illegally buy/find them!
- Google something
  - Google classes
  - Get an online class
  - Cry
- Go through the library!
  - Check it out, saves money!
  - Buy the book on Amazon without payment, except checks

- Work the streets for cash

- Take what I really need/use for class/now

- Way too expensive
  - I'm so broke for them

- Don't buy it. They've risen 5\times the price of inflation. Ripoff.

- Work smart and make more money

- Pirate/Don't buy

- Pray to Satan

- Cry!!!
EXAMPLES OF OER ADVOCACY CAMPAIGNS
Take a picture of your textbook receipt & tweet at us using
#TextbookBroke

OUSA
Ontario Undergraduate Student Alliance
SA Mount Royal U @SAMRUBuzz • 12 Sep 2016
Current mood: 🌿 🌿 🌿. Come talk to us on Main Street about your #textbookbroke woes!

My name is James and I spent $400 on textbooks this semester. With that I could eat more than just Ramen.

I spent $375 on textbooks, I could’ve spent that on 🏷️ RENT + FOOD + GAS. #textbookbrokeAB
Students have to work 28 hours to buy one $200 textbook.

Together we can make a difference.

Learn more about how Rutgers is supporting textbook affordability:
libraries.rutgers.edu/open-textbooks
Faculty Statement on Open Textbooks

Faculty members share students’ concerns about the high cost of textbooks. Open textbooks -- college texts offered online under a license that allows free digital access and low-cost print options -- represent a promising way to expand the existing textbook market to include more low-cost, high-quality options.

By signing this statement, faculty members state their intent to include open textbooks in their search for the most appropriate course materials, and they declare their preference to adopt an open textbook in place of an expensive, traditional textbook, if the open textbook is the best option.

This statement launched in 2008 and now has more than 3,000 signatures.

SIGN THE STATEMENT

Open Textbooks Statement of Intent

As faculty members, we affirm that it is our prerogative and responsibility to select course materials that are pedagogically most appropriate for our classes. We also affirm that it is consistent with this principle to seek affordable and accessible course materials whenever possible. Unfortunately, textbook publishers are promoting a new product, the course access code, which completely eliminates low and no-cost course materials options for students, such as textbook rental programs and open textbooks.
BUT ALSO EVERY CONVERSATION YOU HAVE ADVOCATING FOR OER.
SAMPLE IDEAS

- Start an OER task force
- Launch an OER adoption program
- Host an event focused on student storytelling
- Include students on panel events
- Advocate to administration for $$ or support
- Organize an advocacy campaign
EVENT IDEAS

● Used Book Graveyard
● “How much did you pay” Selfie Table
  ○ Dry erase board + a camera + #textbookbroke
● “The Price is Wrong” Game
  ○ Have students guess prices + sign a petition
● Open Book Fair
MESSAGING

- Who is the right messenger?
- What is the right message?
- What is the right venue to communicate it?
- When is the right time to do it?
Thank you for Participating!

Join us next year March 4-8, 2019

Open Education Week is a celebration of the global Open Education Movement. Its goal is to raise awareness about the movement and its impact on teaching and learning worldwide.
MESSAGING

- Proactive vs. Reactive Communications
- Positive Framing
- Avoid Open jargon
- Keep it simple!
NEED BY THE NUMBERS

The average student spends $1,200 a year on textbooks
13% of costs at a 4 year college
40% at a community college

65% of students have skipped buying or renting
14% have dropped a class because of textbook cost

Textbook prices rose 88% between 2006 and 2016, 3x inflation

TELL A STORY!

Design campaigns based on interpersonal communication.
GROUP BREAKOUT (15 minutes)

- Brainstorm a campaign, event, or action
  - What will you be advocating for?
  - Who is your audience?
  - What is your message?
  - Outline an advocacy activity or material
MESSAGING

- Hook your target audience
- Connect to the problem
- Provide OER as a solution
- Action-oriented
- Tell a story!
GOALS AND MESSAGING  (5 minutes)

- What is your goal?
- Who is your audience?
- Loosely brainstorm your message
  - Remember: tell a story, hook your audience, connect to the problem, provide OER as a solution, action!
INDIVIDUAL ACTION PLANNING (20 minutes)

● What will you do to advocate for OER?
  ○ Next week
  ○ One month
  ○ Three months
  ○ Six months
  ○ One year

● Tips: It may help to work backward from one year
WRAP UP GROUP DISCUSSION