“Open Education Resources: There’s Something in It For You.” Unearthing the Hidden Value of OER to a Mid-size Academic Community
OER in Higher Education

• Vital for supporting core institutional missions
  – Research
  – Teaching
  – Learning
• Making education more affordable
• Unimpeded access to information
• Building global communities of learners
OER Efforts @ UNC
Challenge for Libraries...

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Our Response

Open Education Resources (OER)

Researcher Workshop Series
Workshop Design

Collaborative Approach

- LRS Researcher Workshop Series
Letting the World Know

- UL News
- UNC Today
- LibCal and Library calendar page
- Library social media outlets
- Library website
- PR to departments, including flyers for Michener and other campus buildings
BEAR-ing the Torch

• We’re in it together
• Moving forward against all odds
• Marketing through multiple venues
• Librarian buy-in → Administration buy-in → Faculty/students buy-in
• Personal example
• Sustainability breeds success
Thank You!

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