

Library-Faculty Collaboration

for an OER Initiative

Or, How I Became Evangelical About Textbooks

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Awakening

The Case of the
\$300 General
Education
Textbook

What is OER?

Open educational resources (OER) are free and openly licensed educational materials that can be used for teaching, learning, research, and other purposes.

What is Creative Commons?

**Let's start at the
beginning**

— A very nice
place to start



(sad trombone)

BARRIERS

Barriers at this point

1. I'm non-teaching faculty
2. No "credit" for committee
3. No incentive \$\$
4. Faculty coup

Then there were 2

KOTTER'S CHANGE MODEL



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Create Urgency

1. Be Specific
 2. Survey-faculty needs
 3. Switch from student POV to faculty POV
 4. Relevancy
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Form a Coalition

1. Provost/administration
 2. SGA Reps
 3. Print Shop & Bookstore
 4. Faculty Senate
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Create a Vision

1. Specific & Concrete
2. Achievable
3. Narrower/Targeted

Communicate the Vision

1. ELEVATOR PITCH
2. Target leaders-Key faculty
3. Ask for time in places faculty meet
4. Knock on doors but choose wisely

Remove Obstacles

1. Outdated opinion
 2. No financial incentive
 3. Huge time investment
 4. Aforementioned faculty coup
 5. Primary message from nonteaching faculty
 6. Technical skills
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Short Term Wins
Build on the change
Permanent culture shift

Conclusion

Questions