
BUILDING ADVOCACY CAPACITY FOR OER

Midwestern OER Summit

January 25, 2024



SPARCThe SPARC logo features the word 'SPARC' in a bold, black, sans-serif font, followed by a red graphic element that resembles a stylized asterisk or a multi-pointed star.



WHAT IS ADVOCACY?

**Advocacy is taking *action*
to influence *change*.**

STRATEGY FRAMEWORK



PROBLEM

SOLUTION

GOAL

STRATEGY

TACTICS

PROBLEM & SOLUTION

- What is the **problem** with the status quo that keeps the world from being how it should be?
- What is the broader change that could be made that would **solve the problem**?
- Why is this important right now?

SETTING AN ADVOCACY GOAL

- A goal is the specific change you want to make that advances the solution to the problem.
- *Not* something you have the power to change yourself.
- Goals should be **SMART**: **S**pecific, **M**easurable, **A**chievable, **R**elevant, and **T**ime-bound.

Advance OER as a solution to the high cost of textbooks



Specific, **M**easurable, **A**chievable, **R**elevant, **T**ime-bound

Increase OER adoption



Specific, **M**easurable, **A**chievable, **R**elevant, **T**ime-bound

**Ensure every student has access to
all of the the materials they need to
be successful**



Specific, **M**easurable, **A**chievable, **R**elevant, **T**ime-bound

**Organize a statewide OER
convening this fall**



Specific, **M**easurable, **A**chievable, **R**elevant, **T**ime-bound

Establish a statewide OER grant program



Specific, **M**easurable, **A**chievable, **R**elevant, **T**ime-bound

**Stop the college from accepting
B&N's proposal to move to
“equitable access”**



Specific, **M**easurable, **A**chievable, **R**elevant, **T**ime-bound

**Get
the
facts.**



**Inclusive
Access
.org**

Inclusive Access

- Digital access is available by day one and students are directly billed for the cost later.
- Print rental option may be available at additional cost.
- Full access typically expires after the course ends.
- "All rights reserved" copyright prevents unauthorized use.

OER

- Digital access is available by day one at no cost to students. Access is free forever.
- Students can choose low cost print option if desired.
- Students retain access to materials forever.
- Openly licensed so faculty can adapt materials to local needs.

Course-by-Course

- Students are billed the actual cost of their materials
- Opt-out is typically on a course-by-course basis
- Institution can negotiate prices with multiple vendors
- More often voluntary for faculty
- OER always free for students

"Equitable Access"

- Students pay a flat fee regardless of what the actual cost is
- Opt-out is typically all or nothing (all courses or no courses)
- Often outsourced to one vendor
- All faculty must participate
- Students may get charged even if faculty assign OER



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DEVELOPING A STRATEGY

- How does the change you identified in your goal get made? What is the process?
- Who are the key **decision-makers**?
- Who or what could influence them to want to make the change? What's *in it for them*?

THE STRATEGY SCALE



Create a climate where X is likely to do Y

Persuade X to do Y

Incentivize X to do Y

Pressure X to do Y

~~**Admonish** X for not doing Y~~

AFFECTED PARTIES

AFFECTED PARTIES

- Students
- Faculty
- Librarians
- Parents
- Teaching & Learning
- Instructional Design
- IT
- Employers
- Administrators
- Policymakers
- Authors
- Bookstore
- Publishers
- IA Software Vendors

ALLIES & OPPOSITION

- Students
- Faculty
- Librarians
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ALLIES & OPPOSITION

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- **Librarians**
- **Parents**
- **Teaching & Learning**
- **Instructional Design**
- IT
- Employers
- Administrators
- Policymakers
- Authors
- Bookstore (can be either)
- **Publishers**
- **IA Software Vendors**

DECISION MAKERS & INFLUENCERS

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DEVELOPING YOUR TACTICS

- Who or what among your allies and resources is most likely to **influence** your decision maker?
- What specific **actions** can you take to put your allies and resources to best use?
- How might you recruit additional influencers?



PROBLEM

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FRAMEWORK IN ACTION

- **Problem:** Textbooks are expensive, etc.
- **Solution:** Expand effective use of OER to benefit students
- **Goal:** Establish statewide OER grant program
- **Strategy:** Convince coordinating board of the ROI
- **Tactic:** Gather savings data from faculty

USING *IN ORDER TO*

- **Problem:** Textbooks are expensive, etc.
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**Get the campus to implement an
OER/ZTC course marking system in
the course catalog**

GOAL

**Demonstrate pushback against
inclusive access from students and
faculty**

STRATEGY

Get the student senate to pass a resolution opposing an “equitable access” flat fee

TACTIC

**Persuade the Senate Higher Ed
Committee chair to support funding
for OER grants**

STRATEGY

**Conduct a student survey to gather
information on the impact of
textbook costs**

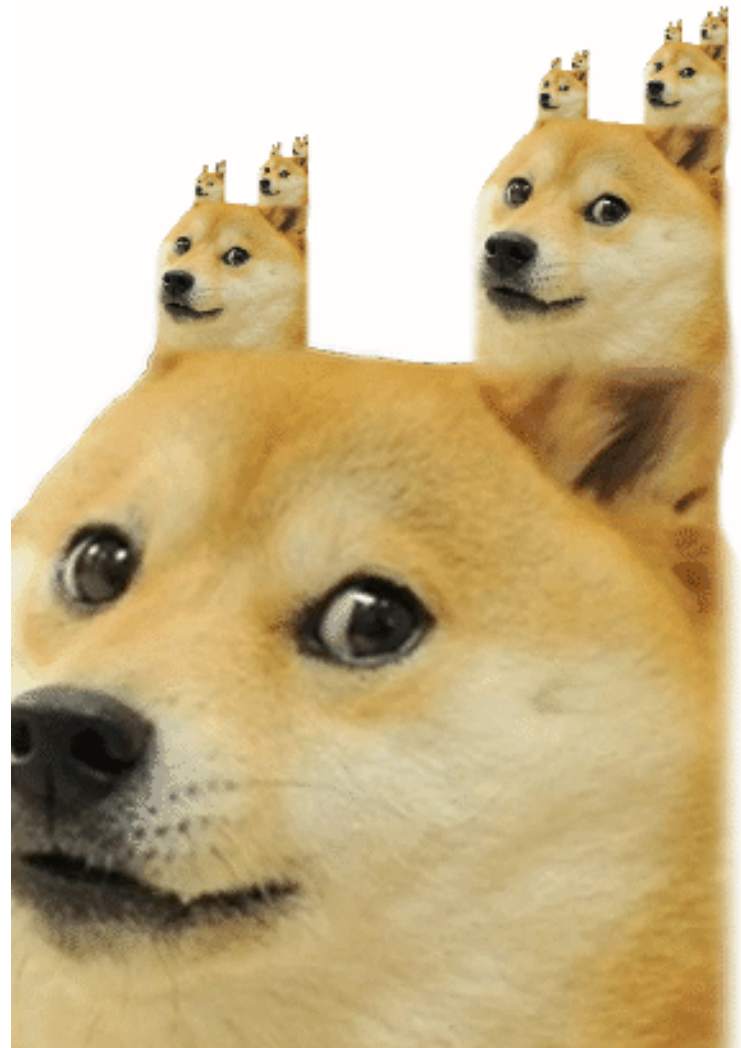
TACTIC(?)

Establish a statewide OER council

GOAL(?)



PROBLEM
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STRATEGY WORKSHEET

- What is your advocacy **goal**?
- Who are the key **decision makers** that determine whether the change happens or not? (Pick one.)
- Brainstorm why the person would care about the change, for AND against. What is in it for them?
- Brainstorm who or what influences the person.

STRATEGY WORKSHEET



sparcopen.org/oer-state-policy
nicole@sparcopen.org