Drawing Eyes & Building Awareness Around OERs

A Campaign Building Workshop Facilitating by Erica Hargreave
Hi Erica,

I’m going to pose an unhelpful question to you, which might prove to be helpful. I’ll be vulnerable and admit that I don’t understand most of your post. Actually, I still don’t really understand OERs beyond the context of this course. Are we talking Wikipedia? Have we stopped shaming Wikipedia? Are OERs just technical blogs? Are hipster travel couple blogger sites OERs? I didn’t actually realise OERs were a THING.

Those are my embarrassing questions. Why they may be helpful is this: my challenges are in understanding what they are, where to find them, what their purpose is and evaluating the validity of them. I don’t think my educator friends know about or use OERs, they either also don’t know about them or are concerned about the quality of information. I think they are all too busy marking and filing paperwork to create OERs. I don’t know how to use hashtags......... (bad millennial)

My guess would be that OERs need to be advertised better to educators (even sold by answering those questions I had, above). But, this looks very cool. Would you be able to give a brief pitch for OE Global?

Apologies for offering you more questions than answers.
What do you see as the challenges to awareness of open educational resources?
For OER creators, what are your challenges in getting your OERs to your end users?
Who do you think your end users are?
What are your challenges in building future OERs?
Many educators & / or storytellers are already creating open ed without the knowledge of the terms or licensing.

How do we reach them and teach them about OERs and open ed?
Identifying the Problem

Where do you go to find OERs?

Who is this source targeting?

How does this source reach their audience?

What hashtags are they using?
What other non-OER ed resource repositories do you use?

Who is this source targeting?

How does this source reach their audience?

What hashtags are they using?
Who do you see as the different silos that we need to reach / bridge?
What platforms are those silos using?

Are you aware of any of the niche groups, communities, and forums that these silos are using?

What hashtags are these silos using?
What’s important you in creating an awareness campaign?

What would you wish to see as a part of it?
Campaign Goals
Targeted Audience
Potential Campaign Assets

Pre-Existing / To Build
Strategies
Collaborators
Hashtags to Use
Primary? Secondary?
Communities to Share In
Your Personal Goals

What’s important to you?

What will make this campaign worthwhile to you?
Thank You for Partaking & Brainstorming Together!

I will write up the campaign & share on OE Global Connect.
Drop a comment on connect on OE Global Connect, email erica@storytogo.ca, or tweet me @EricaHargreave if you wish to be a part of launching this.