OER DISCOVERABILITY & SHARING

ERIN FIELDS (UBC LIBRARY, CARL OPEN EDUCATION VISITING PROGRAM OFFICERS)
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I work and live on the traditional, ancestral, and unceded territory of the Musqueam people. The land it is situated on has always been a place of learning for the Musqueam, who for millennia have passed on their culture, history, and traditions from one generation to the next on this site.
Share in the chat:

Who are you?

What are you hoping to learn from this workshop?
AGENDA

• Considerations in Creating OER
  • Accessible & Inclusive Design
  • Formats
  • Licensing
• Discoverability & Sharing your Resource
• Measuring Success & Impact
• Marketing & Promotion
BEWARE!

One system  Many Systems
One Process  Many Processes
One Workflow  Many Workflows
OPEN CONSIDERATIONS

OER DISCOVERABILITY AND SHARING
IT’S NOT THE TOOL... IT’S THE OPENNESS

Accessible & Inclusive Design

Format

License

Sharing
ACCESSIBLE & INCLUSIVE DESIGN

Considerations

1. Do I have visual materials that present core concepts that not all students may be able to see or understand?

2. Do I have multimedia (audio, video) materials that present core concepts that not all students may be able to hear, see, or access?

3. Do I have documents that present core concepts in a format that not all students may be able to access?

https://open.ubc.ca/access/toolkits-access/oer-accessibility-toolkit/
5 IMPROVEMENTS FOR ACCESSIBILITY

- Describe Your Visuals
- Transcribe Your Media
- Describe Your Hyperlinks
- Make Your Text Readable
- Structure Your Page

Adapted from the Digital Content and Media Accessibility handout by CTLT licensed under a Creative Commons AttributionShareAlike 4.0 International License.
**Considerations**

- Can someone open the file without a proprietary software?
- Can someone edit the file without a proprietary software?

**Open Software**

- OpenOffice (Replaces Microsoft Office Suite)
- LibreOffice (Replaces Microsoft Office Suite)
- GIMPShop (Adobe Photoshop)

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<table>
<thead>
<tr>
<th>Format</th>
<th>Open</th>
</tr>
</thead>
<tbody>
<tr>
<td>HTML [Hypertext Markup Language]</td>
<td>Yes</td>
</tr>
<tr>
<td>ODF [OpenDocument Format]</td>
<td></td>
</tr>
<tr>
<td>RTF [Rich Text Format]</td>
<td></td>
</tr>
<tr>
<td>SVG [Scalable Vector Graphics]</td>
<td></td>
</tr>
<tr>
<td>PNG [Portable Network Graphics]</td>
<td></td>
</tr>
<tr>
<td>CSV [Spreadsheet]</td>
<td></td>
</tr>
<tr>
<td>PDF* [Text Format]</td>
<td>No</td>
</tr>
<tr>
<td>SWF [Flash Media]</td>
<td></td>
</tr>
<tr>
<td>DOC [Microsoft Text]</td>
<td></td>
</tr>
<tr>
<td>XLX [Microsoft Spreadsheet]</td>
<td></td>
</tr>
<tr>
<td>PSD [Adobe Media]</td>
<td></td>
</tr>
</tbody>
</table>

*Optical Character Recognition (OCR) PDFs are more “open” than a regular PDF
Openly Accessible VS Openly Reusable

Retain – the right to create, own, and control copies of the content

Reuse – the right to use the content in a wide range of ways

Revise – the right to adapt, adjust, modify, or alter the content itself

Remix – the right to combine the original or revised content with other material to create something new

Redistribute – the right to share copies of the original content, the revisions, or the remixes with others

https://guides.library.ubc.ca/open-education/creative-commons
WORKFLOWS
OER DISCOVERABILITY AND SHARING
Where you share your OER will depend on:

- Type of resource
- Purpose for your sharing
- Functionality of the space

https://guides.library.ubc.ca/open-education/sharing-repositories
OER DISCOVERABILITY, SHARING & MEASURING IMPACTS
WORKFLOW

1. Develop Standard Metadata
2. Choose Repositories & Share
3. Collect Impact Metrics
THE IMPORTANCE OF METADATA

- Descriptive data about other data
- Consists of a set of attributes, or elements, necessary to describe the resource in question.
# COMMON OER METADATA

<table>
<thead>
<tr>
<th>Fields</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Source Type</td>
<td>Example: video, audio file, quiz, etc.</td>
</tr>
<tr>
<td>Author(s)</td>
<td>Creators of the resource.</td>
</tr>
<tr>
<td>Title</td>
<td>Title given to the resource.</td>
</tr>
<tr>
<td>Publication Date</td>
<td>Date the resource was created.</td>
</tr>
<tr>
<td>URL</td>
<td>Location of the resource.</td>
</tr>
<tr>
<td>Subject(s)</td>
<td>This field will outline the subject covered in the resource. Subjects can either be controlled or collaboratively generated.</td>
</tr>
<tr>
<td>Abstract</td>
<td>A brief abstract.</td>
</tr>
<tr>
<td>Duration/Length</td>
<td>Length of the resource (e.g. minutes, pages, etc.).</td>
</tr>
<tr>
<td>Audience</td>
<td>By institution (e.g. College, University, etc.) and by level (e.g. undergraduate year 1-2, graduate, etc.) Or if this is a resource for faculty only.</td>
</tr>
<tr>
<td>Copyright/Licensing</td>
<td>This field will describe the kind of licensing that has been assigned to the information object (e.g. Creative Commons, YouTube Standard License).</td>
</tr>
</tbody>
</table>
# TYPES OF OPEN EDUCATIONAL REPOSITORIES

<table>
<thead>
<tr>
<th>Resource ‘Archive’</th>
<th>Archive &amp; Aggregator</th>
</tr>
</thead>
<tbody>
<tr>
<td>WikiMedia</td>
<td><strong>OER Commons</strong></td>
</tr>
<tr>
<td>● Upload a resource</td>
<td>● Create or upload a resource</td>
</tr>
<tr>
<td>● Metadata and description</td>
<td>● Metadata and description (level, subject, material type)</td>
</tr>
<tr>
<td></td>
<td>● LMS Integration</td>
</tr>
<tr>
<td></td>
<td>● Browse and search functionality</td>
</tr>
<tr>
<td></td>
<td>● Collaborative workspaces and groups*</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Aggregator of Resources</th>
<th>Aggregator of Repos</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Open Textbook Library</strong></td>
<td><strong>Mason OER Finder</strong></td>
</tr>
<tr>
<td>● Link to a resource</td>
<td>● Meta-search of open education repositories</td>
</tr>
<tr>
<td>● Metadata and description (level, subject, material type)</td>
<td>● Suggested repositories added to the list</td>
</tr>
<tr>
<td>● Browse and search functionality</td>
<td></td>
</tr>
</tbody>
</table>

*May have a cost associated.
CHOOSING REPOSITORIES FOR SHARING

- Do I want people to access my OER from the repository, or from somewhere else?
- How flexible am I about the license I have chosen for my OER?
- Do I want my OER to be peer reviewed?
- What accessibility features do I want to ensure are available?
- How important is it that the resource is indexed for searching?
- Do I want metrics to track how my OER is performing?
- How important is it that this resource is archived?

https://guides.library.ubc.ca/open-education/choosing-repositories
EXAMPLE WORKFLOW FOR SHARING IN REPOSITORIES

Step 1
Upload Resource and Attach Metadata

Step 2
Upload Metadata & Link to cIRcle Record

Step 3
Collect Impact Metrics
WORKFLOW FOR SHARING OPEN TEXTBOOKS

- ISBN Assignment
- Open Textbook Catalogues
  - BCcampus Open Textbook Collection
- Library Systems
  - BCcampus Open Textbook Collection → ExLibris Summon → UBC Library Summon Search

https://open.ubc.ca/open-publishing-guide/release-plan/
MEASURING SUCCESS AND IMPACT

OER DISCOVERABILITY AND SHARING
Share in the chat:

What data is most important to your institution?

What data is most important to you?
WHY COLLECT OER IMPACT METRICS?

- Grant Requirements
- UBC Tenure and Promotion
  - Contributions to the practice and theory of teaching and learning literature, including publications in peer-reviewed and professional journals, conference publications, book chapters, textbooks and open education repositories / resources (Guide to Reappointment, Promotion and Tenure Procedures at UBC).
- Merit and Performance
- Personal Investment
# OER IMPACT METRICS

## Sample Repositories & Data Collection Options

<table>
<thead>
<tr>
<th>Repository</th>
<th>Data Collected by Object</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>UBC cIRcle</td>
<td>Views and downloads by country; Views and downloads by month and year; Total views and downloads</td>
<td>Teaching in a Digital Age</td>
</tr>
<tr>
<td>OER Commons</td>
<td>Number of times viewed; Number of times saved; Ratings out of 5 stars, Comments; If you have a paid OER Commons Hub, there are additional metrics available.</td>
<td>Principles of Management Version 1.1</td>
</tr>
<tr>
<td>Merlot</td>
<td>User ratings; Comments; Merlot Awards Systems; If you use the Content builder you can add Google Analytics for additional metrics.</td>
<td>Online Poetry Classroom</td>
</tr>
</tbody>
</table>

Ask Yourself – What story does this data tell?
OER IMPACT METRICS
COLLECTION WORKFLOW

1. Develop a data collection workflow.
   a. Where will I look for the metrics (e.g. OER Commons)?
   b. How often will I gather the metrics (e.g. every term)?
   c. How will I use the metrics (e.g. Marketing the resource)?
   d. Assign responsibility for the data collection and reporting.

2. Develop an OER Impact Metrics spreadsheet (e.g. Excel, Google Sheets, LibreOffice CSV)
   a. Develop the categories for each space you will be collecting data (e.g. OER Commons, Merlot)
   b. Develop categories for data collection (e.g. Number of downloads / month)
# OER IMPACT METRICS - COLLECTION WORKFLOW EXAMPLE & TEMPLATE

## Repository Example - UBC cIRcle

<table>
<thead>
<tr>
<th>Resource Title</th>
<th>Resource Link</th>
<th>Upload Date</th>
<th># of Total Downloads</th>
<th># of Total Views</th>
<th>Last Update</th>
</tr>
</thead>
<tbody>
<tr>
<td>OER Video Title</td>
<td>https:XXX</td>
<td>2019/04/06</td>
<td>203</td>
<td>1408</td>
<td>2020/03/27</td>
</tr>
<tr>
<td>OER Textbook Title</td>
<td>https:XXX</td>
<td>2020/01/01</td>
<td>4</td>
<td>134</td>
<td>2020/03/27</td>
</tr>
</tbody>
</table>

*Create a New Tab for Each Repository*

[Impact Metrics Template](#)
MARKETING AND PROMOTION
OER DISCOVERABILITY AND SHARING
OER MARKETING & PROMOTION

- Use communications support at your institution.
- Notify your professional association and related organizations.
- Use your personal channels:
  - blog posts
  - social media (Twitter, Facebook, etc.)
  - listservs (in your discipline and across communities)
  - email signatures
  - conferences
  - webinars
OER MARKETING & PROMOTION
SAMPLE PLAN

- Search existing OER Repositories for communities and groups
- Search for organizations and networks with areas of interest
- Identify existing organizations and networks you engage with in your areas of expertise
- Using “academic” social media to share your resources (e.g. identify relevant hashtags in Twitter)
- Identify existing listservs (i.e. COPs) that may support OER development and use
  - OER Commons
  - SPARC
  - Canada OER Group
  - CC Canada
  - REBUS Community Contributor Marketplace

Sharing Plan for Global Storybooks Portal

Where and How to Share

General OER Repositories
These are some general OER repositories where you can share and upload your materials. Here is a list of some relevant ones for your project:

- Merlot: merlot.org
- Merlot World Languages Community Portal: https://www.merlot.org/merlot/WorldLanguages.htm
- Merlot Teacher Education Community Portal: https://www.merlot.org/merlot/teachereducation.htm

MERLOT is one of the largest and well-regarded OERs, and it will share your resource by hosting the metadata and providing a link to the actual resource. Materials in MERLOT are reviewed for suitability for retention in the collection. Many undergo more extensive “peer review,” for which MERLOT is known.

You could submit generally to Merlot by creating a log in and following the instructions here: http://info.merlot.org/merlothelp/topic.htm#Add_a_Material.htm

You might also want to submit to the Merlot World Languages Community Portal, which is a focused collection for those teaching world languages. To submit there, contact Laura Franklin (franklin@nycc.edu) for more information. There is also a Teacher Education Community that might be interested in your work, and to find out their submission processes you could contact the Editor of the Teacher Education Editorial Board, Jane Moore at jmoore@calstate.edu.

- Jumbo: http://jumbox.ac.uk/
  A smaller OER for Humanities related projects. Like MERLOT, it links out to the whole project and just hosts the metadata. You can create an account to submit materials.

- Open Culture: http://www.openculture.com/fsq
  Open Culture is not quite an OER. It is not associated with any higher education institutions and it does contain advertising. But it does link out to a wide variety of openly available resources. You retain rights over your materials submitted to them. It also has a K-12 Educational Resources Subsection here: http://www.openculture.com/free_k-12_educational_resources

If you want to submit your material to Open Culture, you can get in contact with them here:
http://www.openculture.com/contact

You can read more about their copyright policy here: http://www.openculture.com/copyright_policy

https://globalstorybooks.net/
DISCOVERABILITY AND SHARING OER FLOWCHART

**Description & Sharing**

- Develop standardized metadata
- **Is this an Open Textbook?**
  - No: Identify Open Education Repository
  - Yes: Use the Open Textbook Publishing Guide *
- Upload Resource/Add Metadata to Repositories

**Impacts**

- Develop Open Education Resource Impact Metrics Workflow
- Collect Metrics

**Marketing and Promotion**

- Develop Marketing and Promotion Plan
- Share your Resource

* [https://open.ubc.ca/open-publishing-guide/](https://open.ubc.ca/open-publishing-guide/)
What are some other workflows and processes you can engage in to share your open educational resources?
QUESTIONS?

Raise your hand and we will call on you to unmute your mic and ask your question.

Erin Fields, UBC Library, CARL/ABRC Open Education Visiting Program Officer
erin.fields@ubc.ca
REFERENCES

Images

- Accessibility by Mr bOZO from the Noun Project
- Rtf format by Adnen Kadri from the Noun Project
- Share by Numero Uno from the Noun Project
- Metadata by H Alberto Gongora from the Noun Project
- repository by Nithinan Tatah from the Noun Project
- metrics by lastspark from the Noun Project