

Project Brief: Open Educational Resources Advocacy

Document Information

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| Project Name: | Open Educational Resources Advocacy |
| Date: | 23 April 2021 |
| Author: | Fiona Salisbury; Kate Davis |
| Version: | 0.3 |

Key Project Information

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| Project Sponsor: | Fiona Salisbury Program Director f.salisbury@latrobe.edu.au |
| Program: | Enabling a Modern Curriculum |
| Project Start Date: | May 2021 |
| Project End Date: | December 2022 |
| CAUL National Office Contact: | Kate Davis Director, Strategy & Analytics kate.davis@caul.edu.au |
| Project Management Group: | Open Educational Resources Advocacy Project Team |
| Related Projects: | <ul style="list-style-type: none">• CAUL Open Educational Resources Collective• Open Educational Resources Professional Development Program |
| Key Documents: | The following documents will be created following the establishment of the Project Team: <ul style="list-style-type: none">• Project Timeline• Membership List – Project Team• Terms of Reference – Project Team• Risk Management Strategy |

Project Approval

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| CAUL Board of Directors: | [Insert meeting date] |
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Project Overview

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| Background & Context | <p>Over the past two years, the FAIR and Advancing Open Scholarship programs have increased visibility of the role of libraries in open research and advanced the open research agenda more generally through proactive advocacy. This advocacy has included forging strong connections with the DVCsR and, more recently, the Chief Scientist.</p> <p>Internationally, the benefits of government funding and support for OERs has been recognised through the successes of initiatives such as BCcampus, a government grant funded open textbook initiative in Canada (Ponte, Lennox &</p> |
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Hurley, 2016). In Australia, 'OER initiatives are nascent and fragmented and there are limited projects' (Ponte, Lennox & Hurley, 2021, p. 7). Government policy and support for OERs is needed to foster real change (Ponte, Lennox & Hurley, 2021, p. 7).

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| Objectives: | <ol style="list-style-type: none"> 1. Raise the visibility of the OER agenda for key stakeholder groups, particularly DVCsA and government. 2. Develop and enact a plan for advocacy related to OERs that targets DVCsA and government. 3. Curate and/or create resources to support advocacy work. |
| Brief Description of Project: | <p>Drawing on learnings from CAUL's open research advocacy, this project will develop and enact a plan for advocacy related to OERs, with a view to raising the visibility of the OER agenda and related issues. The project will focus on both local and national advocacy. The Project Team will deliver an advocacy toolkit for member institutions to use for local advocacy, and will plan and undertake advocacy at a national level. National advocacy will target the DVCsA and government.</p> |
| Benefits: | <p>Potential benefit to members includes:</p> <ol style="list-style-type: none"> 1. Increased understanding of OER practice and its benefits at university executive level. 2. Increased visibility for the OER agenda in government, which may lead to the development of policy and infrastructure to support widespread adoption of OERs. 3. Increased visibility of CAUL and its member institutions with the DVCsA, which may support local advocacy and visibility of library services. |
| Scope: | <p>In scope:</p> <ul style="list-style-type: none"> ● Consultation with the Advancing Open Scholarship Program Director regarding advocacy approaches used for the open research advocacy work. ● Development of an advocacy plan for 2021/22. ● Advocacy activities. ● Curation and/or creation of resources to support advocacy work, both nationally and at an institutional level. ● Evaluation of the project. |
| Anticipated Deliverables: | <ol style="list-style-type: none"> 1. Advocacy plan. 2. Toolkit of resources to support advocacy work at both national and institutional levels. 3. Project report, incorporating and evaluation. |
| Anticipated Timeline: | <ul style="list-style-type: none"> ● Establish Project Team - May 2021 ● Convene Project Team and commence planning - June 2021 ● Develop advocacy plan - June to September 2021 ● Commence work on toolkit - June 2021 ● Deliver toolkit - January 2022 ● Undertake advocacy activities - September 2021 to December 2022 |
| Resource Requirements: | <p>Personnel:</p> <p>A Project Team comprising four or five staff from CAUL member institutions (a project lead and three or four team members) will be established to undertake the project. Workload may vary across the life of the project. It is anticipated that the workload for each team member will be approximately two hours per week during the planning and toolkit development</p> |

phases. Workload is likely to be lower in the advocacy phase (ie throughout 2022).

Project management: Project management support will be provided by CAUL National Office.

Budget: Nil.

Other: N/A.

Key Stakeholders:

- CAUL Member institutions.
- [Australasian Open Educational Practice Special Interest Group.](#)
- [The Open Textbook Initiative.](#)
- DVCsA.
- Broader Open Educational Resources Project Team.
- Advancing Open Scholarship Program Director and project teams.

Key Risks:

The following risks have been identified. Mitigation strategies will be identified in the project planning phase:

- Inadequate resources available for the project.
 - Lack of interest from target audiences for advocacy activities.
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