



albertaoer.com





Background and Goals

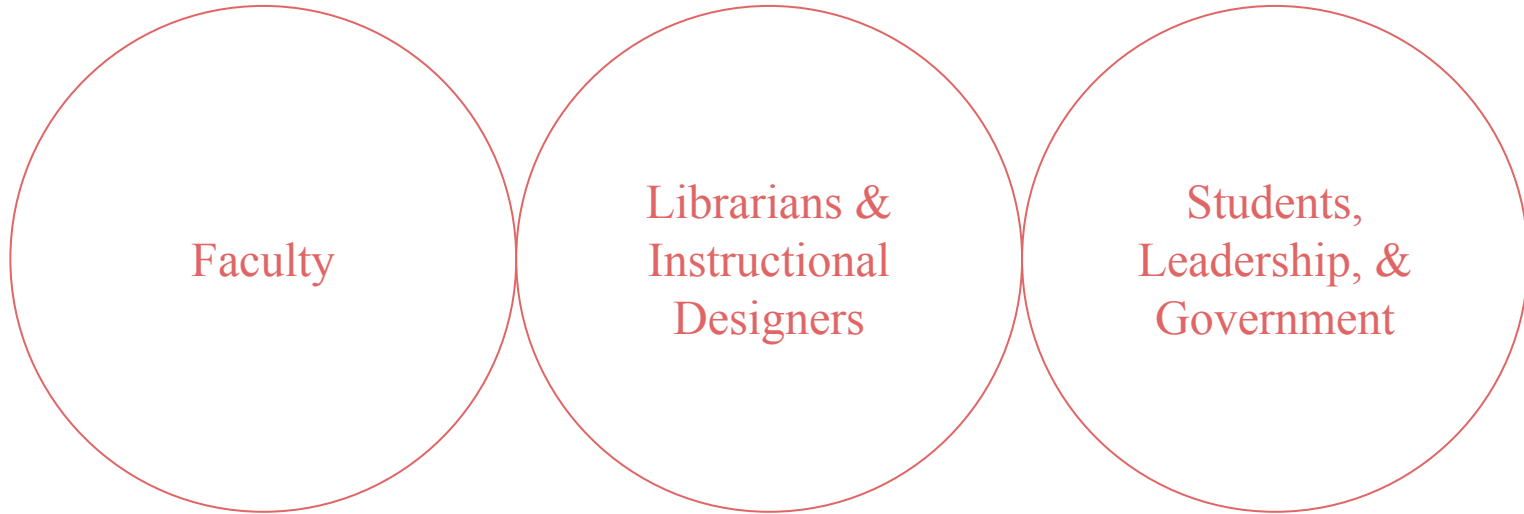


OER Championship

Know Your Audience

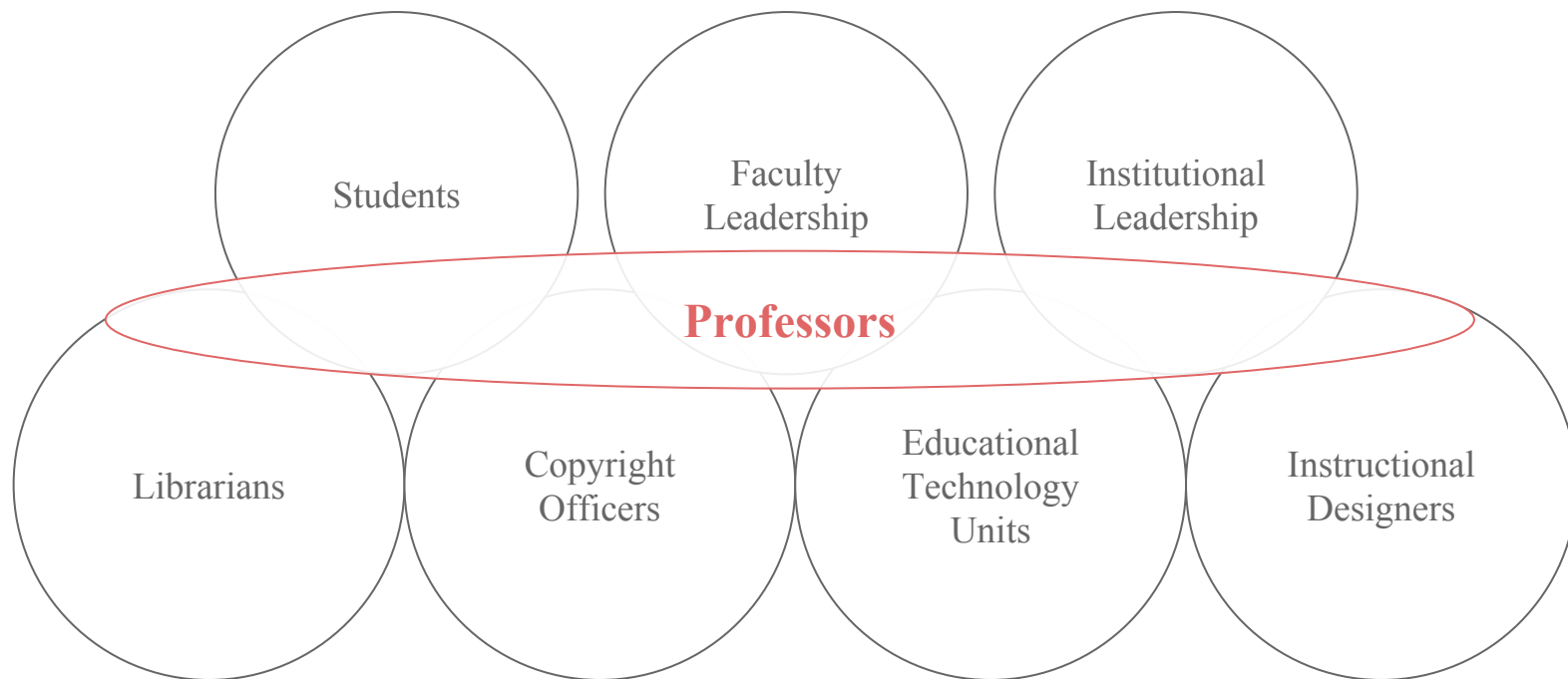


Who are your stakeholders?



Know Your Audience

Academic | Instructional Support | Leadership



Mindset of a Champion



FOCUS ON WHY

MAINTAIN
OBJECTIVITY

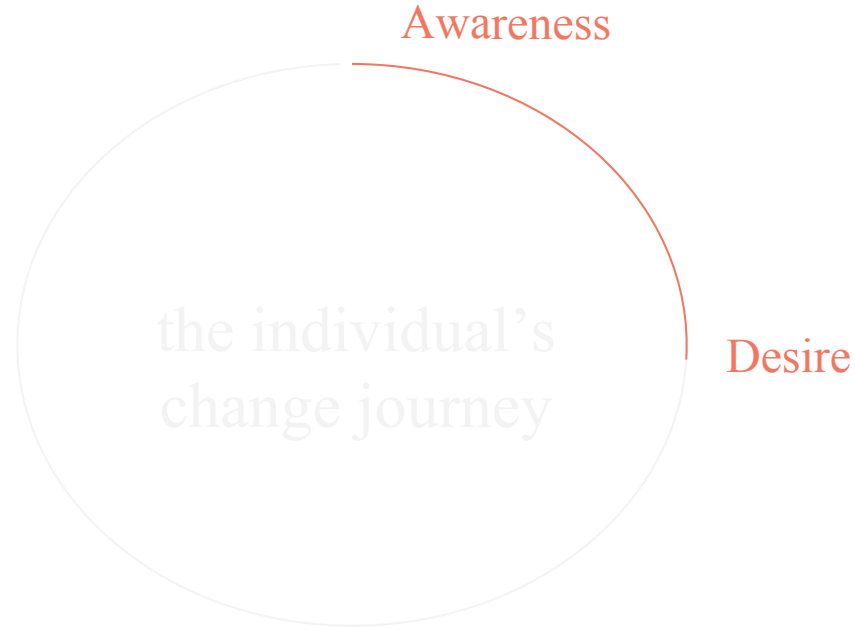
ENGAGE THE OPEN

REINFORCE CHANGE

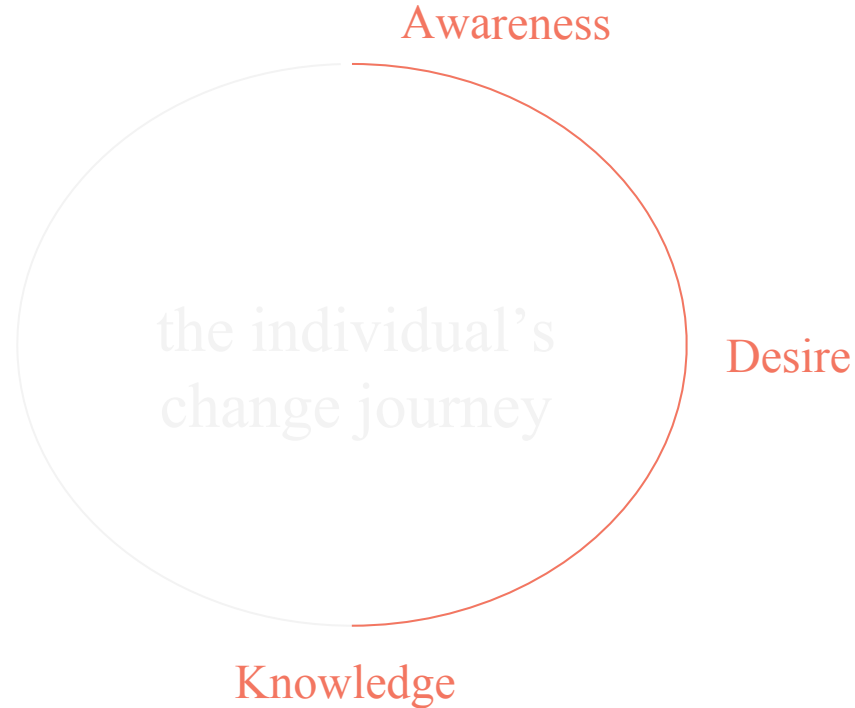
Mindset of Your Audience

the individual's
change journey

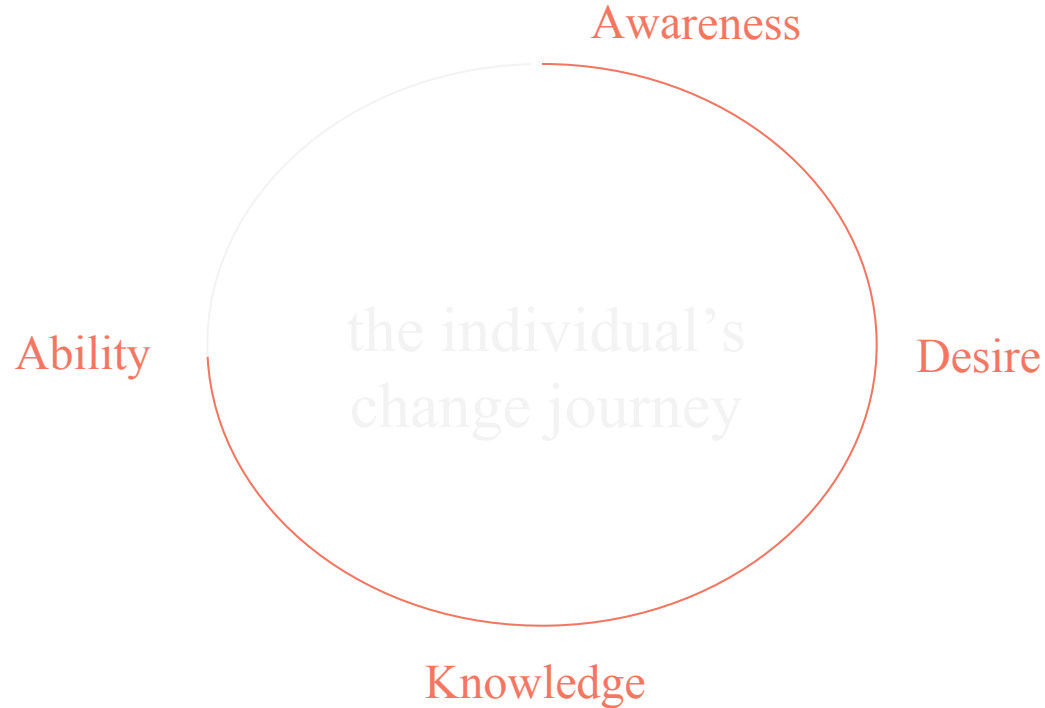
Mindset of Your Audience



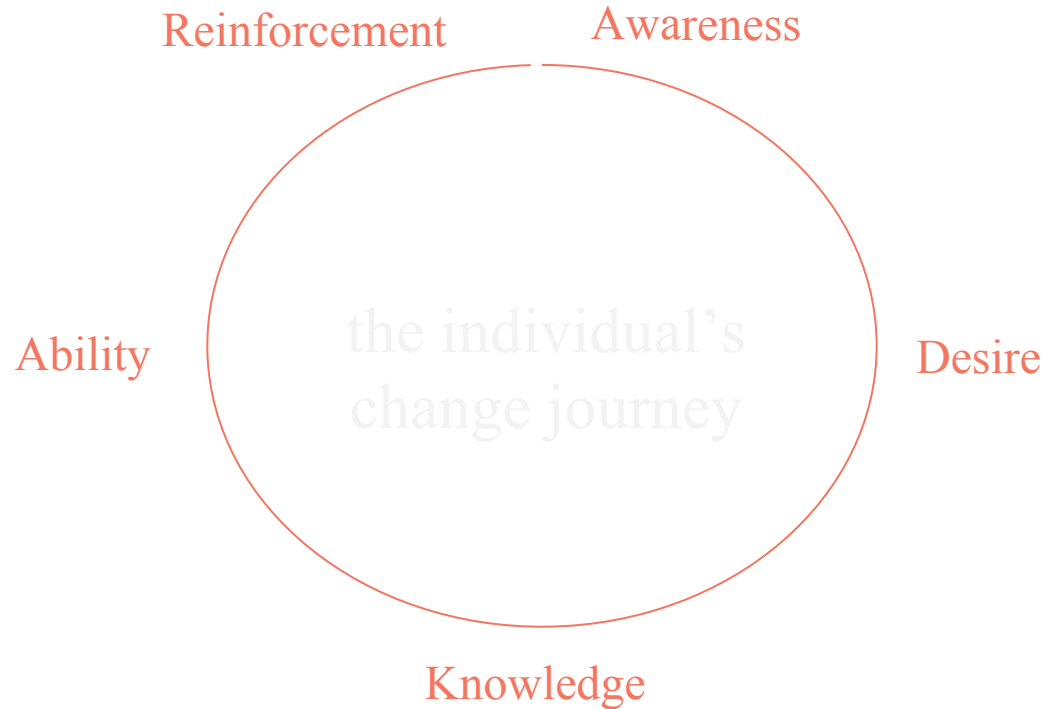
Mindset of Your Audience



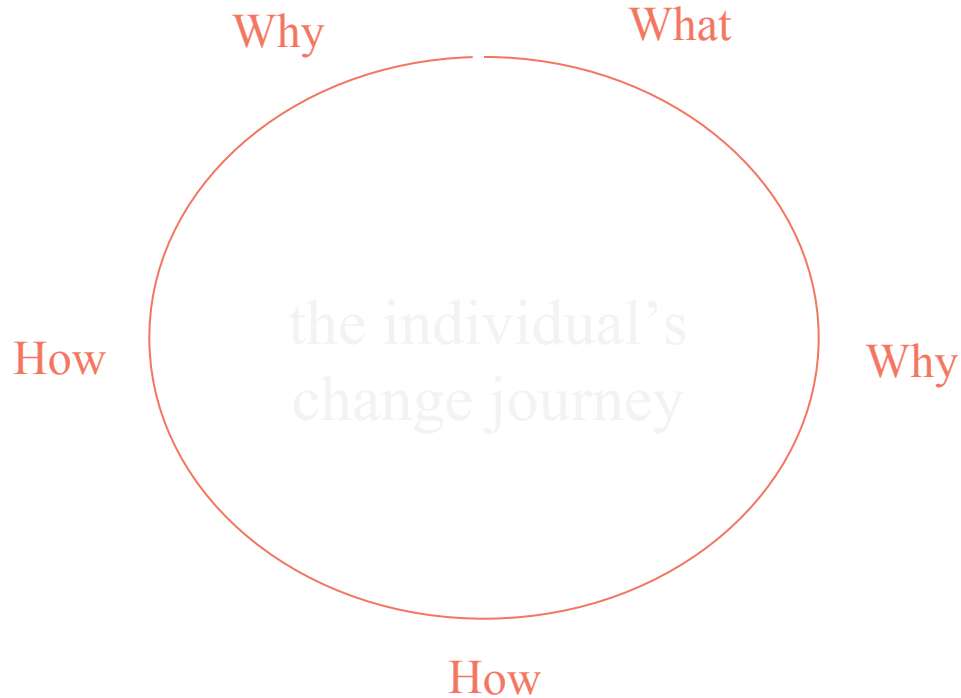
Mindset of Your Audience



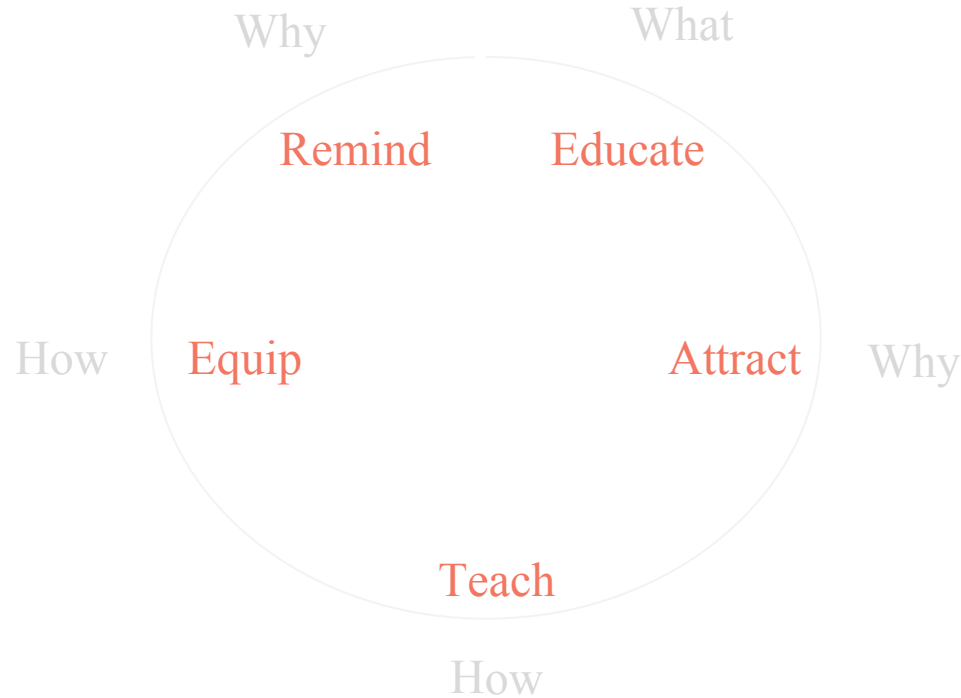
Mindset of Your Audience



Mindset of Your Audience



Mindset of Your Audience



Engagement Strategies



Formal Presentation

Informal Presentation

Special Interest Groups

Facilitated Group Discussion

Modeling / Exemplars

Collaboration

Embedded Championship

Educational
Sessions

Individual
Discussions

Conference Presentations

E-mail Announcements

Posters & Multimedia

Collaborative Projects

Public Forum / Panels

Web & Social Media

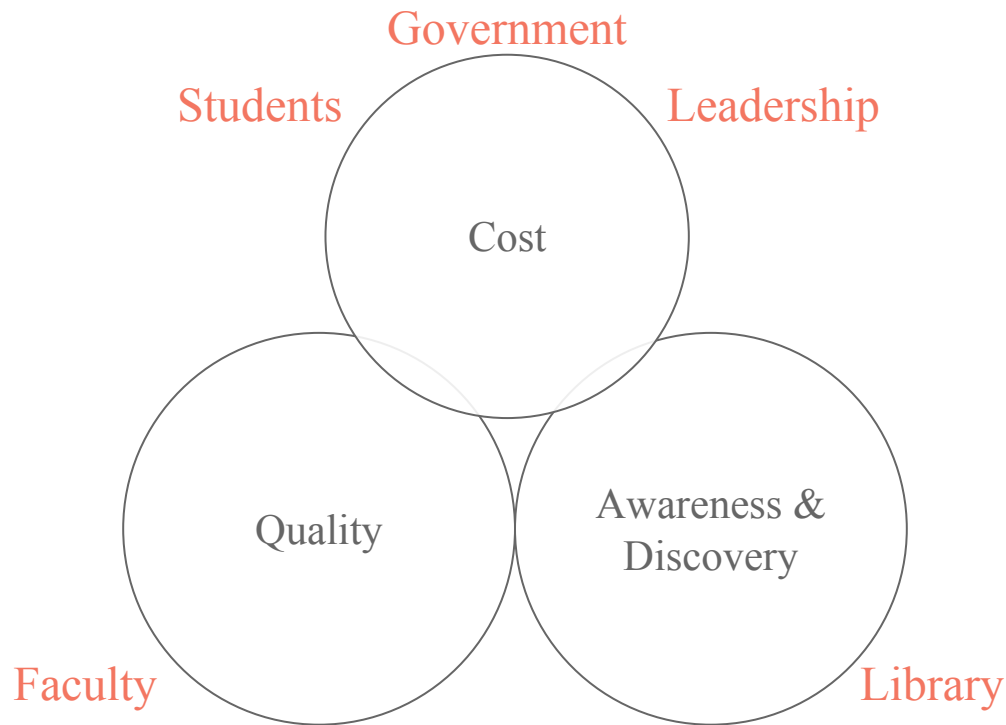
Know Your Audience

Academic | Instructional Support | Leadership

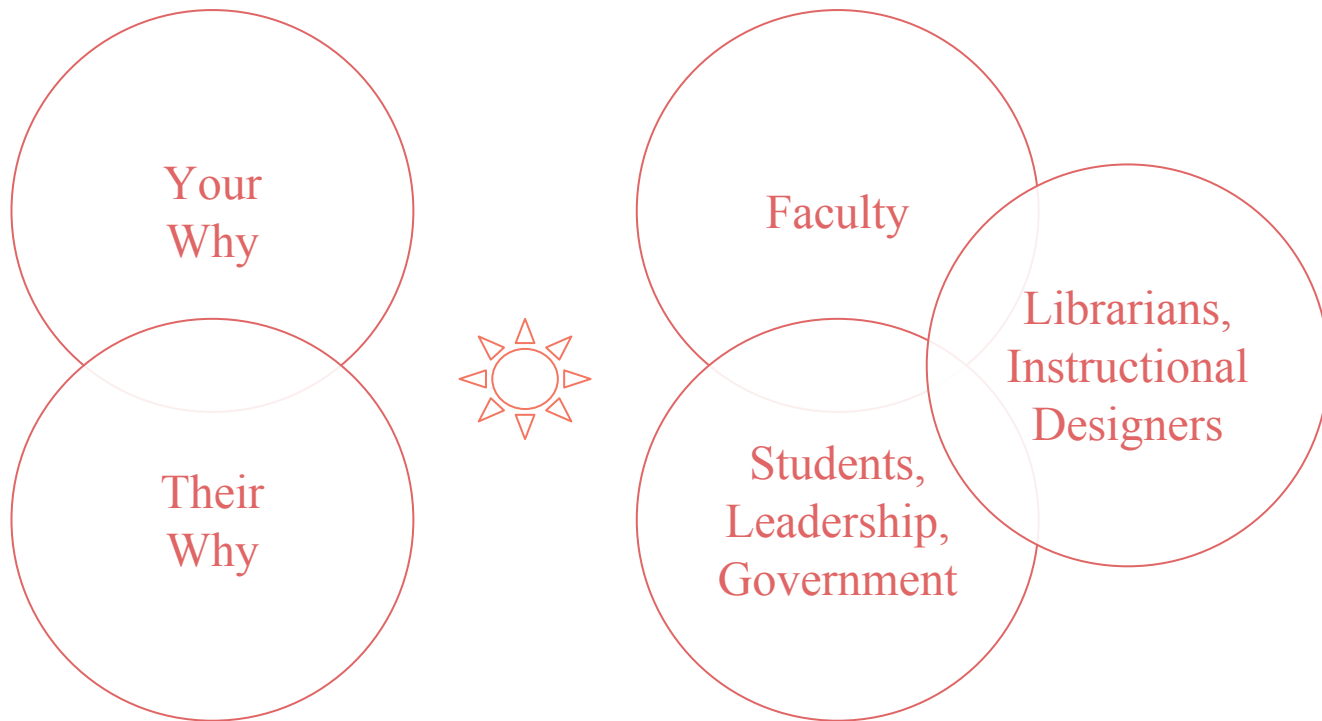


Know Your Audience

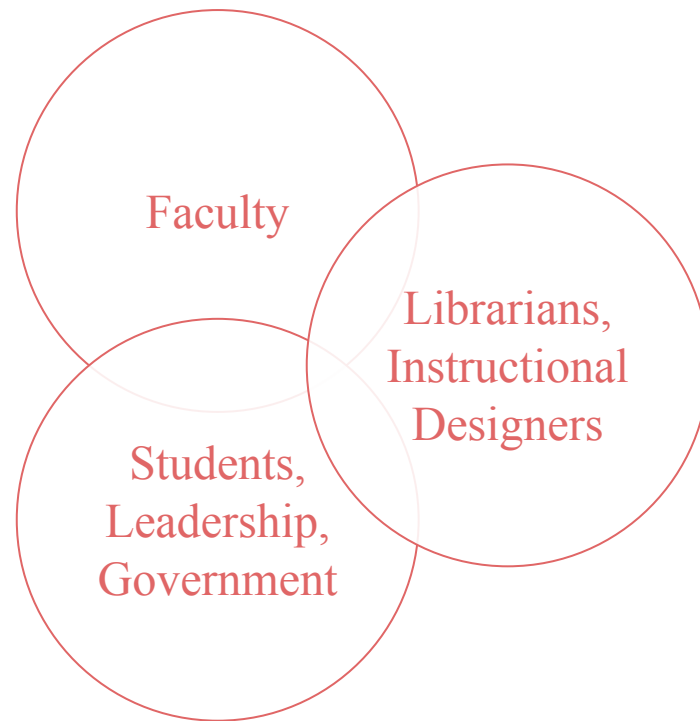
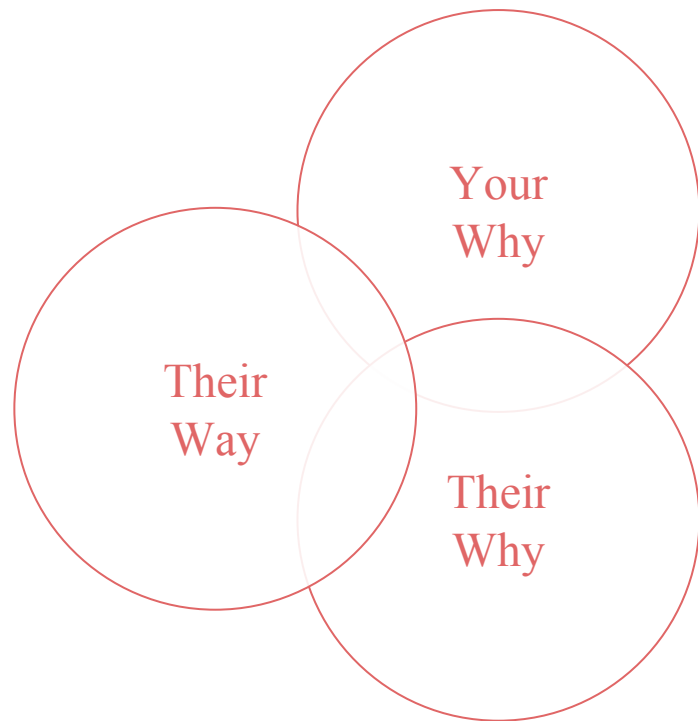
Academic | Instructional Support | Leadership



Engagement Strategies



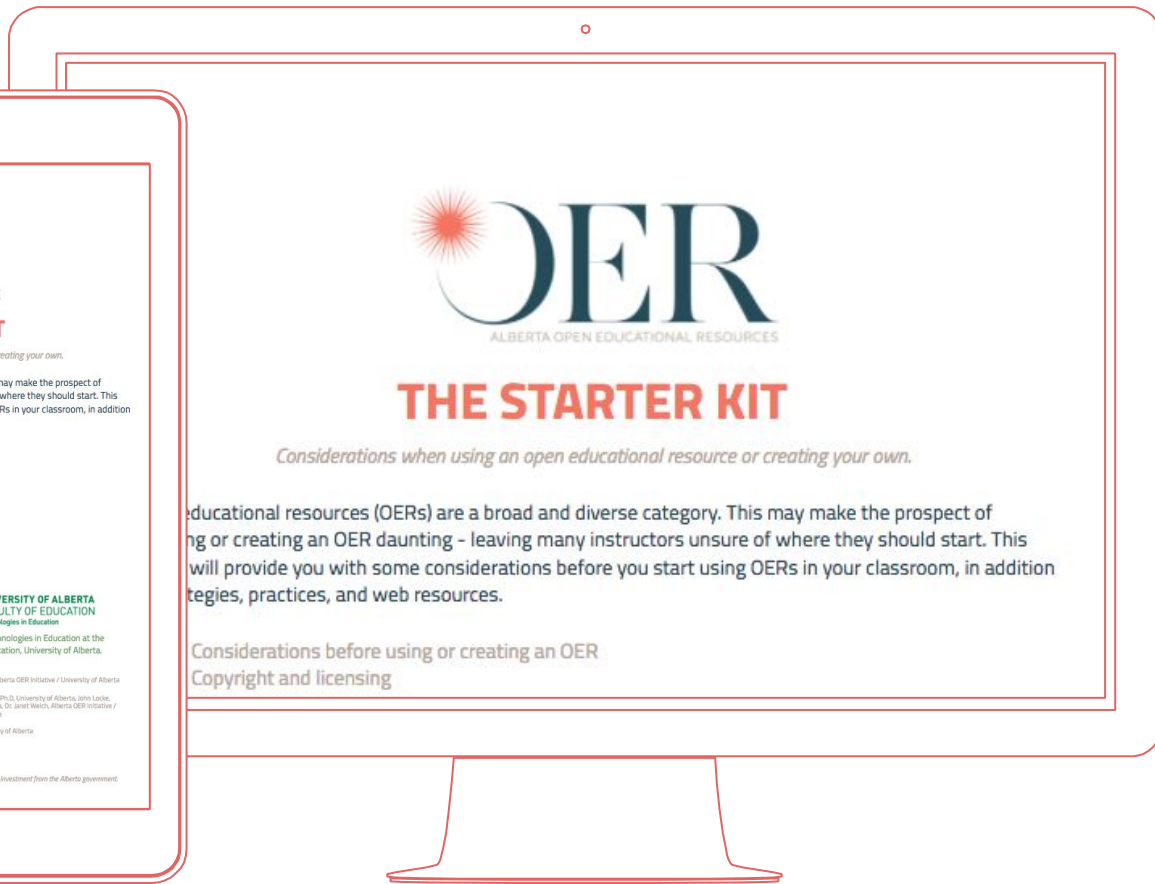
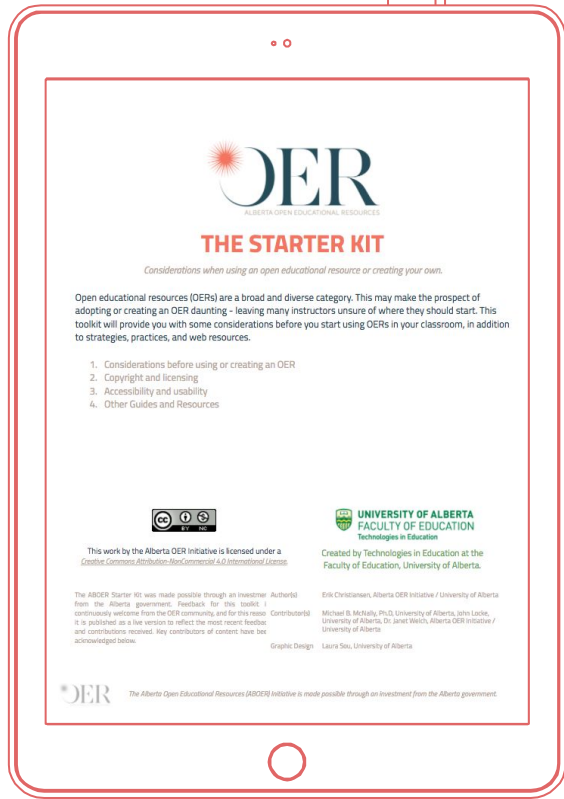
Engagement Strategies





OER Starter Kit





1 - Considerations for Users



2. Copyright and Licensing

The Four Components of Creative Commons Licenses



Attribution (BY)

Proper attribution must be given to the original creator of the work



Noncommercial (NC)

The work cannot be used for commercial means such as for-profit advertising



No Derivative Works (ND)

The work cannot be altered or “remixed.” Only identical copies of the work can be redistributed without additional permission from the creator.



Share Alike (SA)

Iterations of the original work must be made available under the same license terms.

Image Source

2. Copyright and Licensing



Selected License

Attribution-NonCommercial 4.0 International



[Image Source](#)

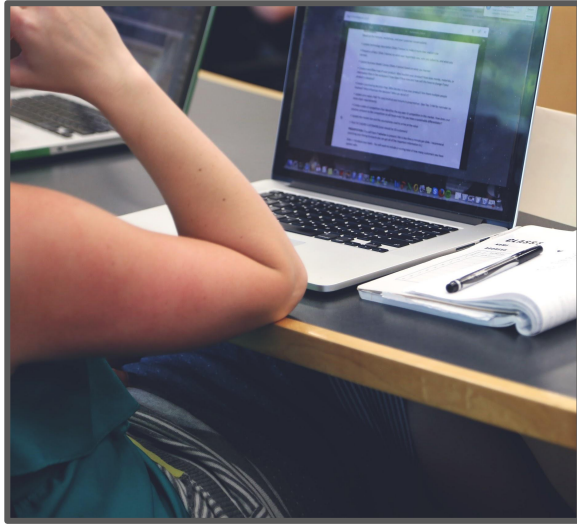
2. Copyright and Licensing



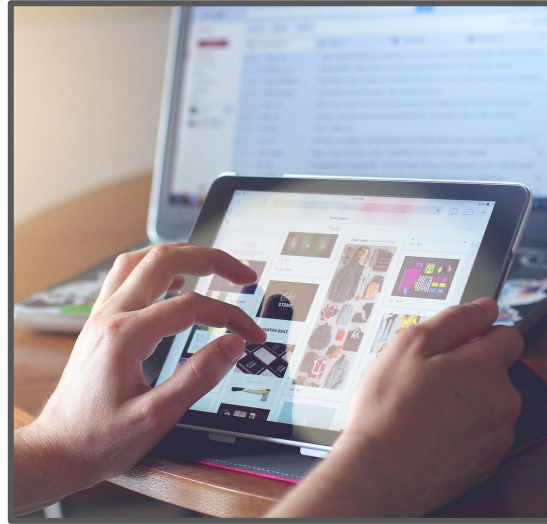
3. Accessibility and Usability



3. Accessibility and Usability



CC0 Image
























CC0 Image



CC0 Image

3. Accessibility and Usability

- | | | |
|-----|--|--|
| 1. |  WEBSITE  | Ancillary Resource: Video Clips of Historians (on YouTube) |
| 2. |  WEBSITE  | Read this book online |
| 3. |  WEBSITE  | Ancillary Resource: Video Clips of Historians (editable files) |
| 4. |  DOWNLOAD  | Canadian History: Pre-Confederation.pdf (12 MB) |
| 5. |  DOWNLOAD  | Canadian History: Pre-Confederation.epub (10 MB) |
| 6. |  DOWNLOAD  | Canadian History: Pre-Confederation.mobi (17 MB) |
| 7. | PRINT  | Buy a print copy |
| 8. |  DOWNLOAD  | Canadian History: Pre-Confederation Pressbooks.xml (6 MB) |
| 9. |  DOWNLOAD  | Canadian History: Pre-Confederation WordPress.xml (6 MB) |
| 10. |  DOWNLOAD  | Canadian History: Pre-Confederation.html (1 MB) |
| 11. |  WEBSITE  | Canadian History: Pre-Confederation.otd (11 MB) |

3. Accessibility and Usability

Toolkits are available in

Word (.docx)

Open Doc Format (.odt)

Rich Text Format (.rtf)

PDF (.pdf)

Plain text (.txt)

Web Page (.html)

ePub (.epub)





albertaoer.com



References



Christiansen, E., McNally M., Lock, J., Welch, J., Sou, L. (2016). *The starter kit*. Retrieved from <http://albertaoer.com/content/resources>

Hiatt, Jeffrey M. (2006). *Adkar: A model for change in business, government and our community*. Loveland, CO: Prosci Research.

McNally, M.B. (2016). *Open educational resources (OER): Background and some considerations* [PowerPoint slides]. Retrieved from <https://era.library.ualberta.ca/files/b5q47rn818#.WCS79S0rL4Y>

McNutt, K., Christiansen, E., Welch, J., Sou, L. (2016). *The champions toolkit*. Retrieved from <http://albertaoer.com/content/resources>