



Storytelling & Communications Template: Introduction to Cultural Anthropology VM

Project Members: Vanessa Martínez

Part 1: Situate yourself within the Project

Use the space below to collect team bios brief bios that speak to any of the following:

personal drivers and individual skills and expertise. You can use this information to discuss ways to leverage these skills over the course of the project. This can also become the basis of an “About the Contributors” section in your OER.

Originally from San Sebastian, Puerto Rico, Vanessa E. Martinez-Renuncio, PhD, is an experienced medical anthropologist, professor, trainer, non-profit professional and leader in the areas of justice, equity, anti-oppression, cultural humility and culturally responsive pedagogy. With over twenty years of experience working in higher education colleges, both predominantly white institutions (PWI) and Hispanic Serving Institutions (HSI), she has focused on building campus and community wide equity and inclusion initiatives and programs to support student retention, graduation, transfer and workforce development. Vanessa has trained faculty, non-profit and health professionals and researchers for over 10 years. As a professor, she engages students as storytellers, question askers, and knowledge producers showing how learning and critical thinking flows in multiple directions, whether it is teacher to student, student to teacher, student to student, and/or student to self. She received her Master's in applied medical anthropology from Georgia State University in 2002 and her PhD in anthropology with a focus in medicine from the University of Massachusetts Amherst in 2014. She is also a co-founder of The Women of Color Healthy Equity Collective (The Collective), a movement building non-profit in Western Massachusetts whose mission is to ensure girls and women of color are able to achieve optimal health. She runs both the research and advocacy arms of The Collective with the goal of meeting community needs.

Part 2: Storytelling in your OER

Use the space below to take notes of your discussion with the team about the approach(es) to storytelling you want to take with your project. Discuss any of the questions below:

Preface to your OER book



1. Is there anything particularly unique about your OER? This could be in terms of content covered, pedagogical approach, team composition, or something else!
 - a. *Culturally responsive pedagogical approach;*
 - b. *local to global*
 - c. *socratic method*
 - d. *Interdisciplinary and multimedia resources*
2. What principles, norms, values, and worldviews inform the selection of knowledge in your OER?
 - a. *centering anti-racism and other anti-oppression;*
 - b. *Question asking as basis for knowledge gathering*
3. What voices and perspectives will you include?
 - a. Current students
 - b. Alumni students
 - c.
4. How will these stories be told?
5. Who are these stories for?
6. How will you make sure these stories are heard?
7. What will take priority? Why?
8. Are there any gaps? Can you look at your networks in your department, institution, local communities, or regions to fill the gaps?
9. Can you cast a wider net to welcome more collaborators on board?

Part 3: Document Marketing Avenues

Use the space below to collect ideas for channels, events, or spaces where you want to share project communications and news over the coming months. You can refer to this list when sharing external communications to solicit help or to announce major milestones.

The textbox offers some ideas for inspiration:

- **Project Homepage** to share progress, updates, and calls for participation (CFP) publicly
- **Email**
 - Email signatures (keep the project front of mind with all email interactions)
 - Existing OER listservs to communicate your work: CCCOER, LibOER Digest
 - Discipline specific listservs
- **Blog posts**
 - Personal blog
 - Institution's marketing site
- **Community Calls** to recruit authors, editors, others on the team
- **Conferences** where you can present on specific aspects in your project
- **Social Media**
 - Personal accounts from team members
 - Dedicated project account

Listsers:

Use the [Mailing List template](#) to keep track of listservs where you can spread the word.

Conferences/events our team can attend:

Other spaces to publicize the project: