

Handout

Session 4: Storytelling and Communications

Overview

Storytelling in the context of the OPC has two meanings. One refers to the communication of the motivations for your team to do OER work. The other meaning refers to the ways in which you will write or share your content to convey the teachings you want your students to access. As part of this session, we will discuss the importance of *narrative, voice and ethical storytelling* in education — and how you all play an integral part in this work.

Learning Objectives

By the end of this session, you will be able to:

- Acknowledge and validate different types of knowledge, expertise, and ways of seeing and being in the world
- Use storytelling to describe your project (purpose, vision, people)
- Reflect on the content of your OER (approach, vision for the discipline, knowledge, research, text, media, contributors, students, pedagogy)
- Build trust and deepen your understanding of motivators within the team
- Identify avenues, opportunities, and stages to market your OER

Homework Activities

Share your Personal Story

1. **One person in your team**, make a copy of the [Storytelling and Communication Template](#) and share with your team. You will focus on situating yourself within this project with this activity. **Once complete, please submit to the appropriate assignment on the Canvas course.**
2. **Individually write a brief bio** that highlights why you are excited to be part of your team's project and how you see yourself contributing to it by saying something about the following:
 - a. personal drivers
 - b. individual skills and expertise
 - c. how to leverage this in the project
3. **Publish your bios to the Discussion Board**
4. **Use your teams' bios as the foundations for an "About the Contributors"** section in your OER as shown in the following two examples:
 - a. [About the Contributors: Introduction to Philosophy Epistemology](#)
 - b. [Situating the Author: Indigenous Information Literacy](#)



Thinking ahead - Plan your future marketing avenues

In your teams, use your [Storytelling and Communication Template](#) focusing on thinking ahead- plan your marketing avenues, to share ideas where and when you want to share project communications and news over the coming months. Think about the places you frequent or turn to for new or high-impact events in your discipline. Use the [mailing list template](#) to keep track of listservs where **you can spread the word**.

Reflective Checklist

Instructions: To make sure you are set up for our upcoming session next week, please check off all completed items on this checklist.

- ☐ I know why and how to use storytelling as part of our OER project.
- ☐ I have listened to the individual motivators of my team, and understand the expertise they bring to this work.
- ☐ In my team, we have discussed specific aspects of storytelling in our OER to guide our work based on the session template.
- ☐ Individually, I have written a short bio for our team to use going forward based on the session template.
- ☐ My team has discussed possible marketing avenues where we want to share project news and communications over the coming months based on the session template.