

Goal: Persuade faculty to consider OER as distinct (and better than) traditionally licensed materials (that are being pitched to them as open).

Flexibility

Affordability

Equity

Academic Freedom

Hook: opening sentence making it timely, interesting, relevant

- Hey, did you see the email that just went out from the president saying there's going to be campus wide "inclusive access"?

Problem: describe the challenge in a way they will understand

- With teaching and learning moving online, students face new challenges accessing their materials. Having flexibility is more important than ever.
- The pressures of the pandemic have added financial stress to students who are already facing the largest barriers. Even a small expense can have a significant impact, and students may drop out or get poorer grades.
- The events of 2020 have underscored how inequitable structures are pervasive throughout education and that includes educational materials - urgent need to address that.
- "Inclusive access" style automatic billing programs are gaining popularity, but are increasingly controlled by administrators. A recent Bay View Analytics report found that more than half of "inclusive access" decisions are made exclusively or partly by administrators.

Solution: describe open education and "what's in it for them"

- Open educational resources are high quality materials that can be downloaded, edited and shared to better serve all students.
- Open educational resources enhance academic freedom by empowering faculty with full control over the material they are using in class.
- Open educational resources may take a little extra work up front, but they are freely available for everyone forever, so there's no need to worry about you or your students losing access after "free" or "included" access ends. You also have the flexibility to edit and tailor materials to include more diverse perspectives and reflect the students you serve.

- Open educational resources are truly free, which can make a huge difference for students in these challenging times, and enable students complete the course and have access to the information they need to perform better.

Ask: concrete action you want them to take

- Please consider open educational resources when you are choosing your course materials for the fall.
- Please contact the library at XXXXX and a member of our staff with experience in your subject would be happy to assist with identifying materials for you to evaluate for use in your course and provide technical support for making adaptations.