WHAT IS ADVOCACY?
Advocacy is taking action to influence change.
STRATEGY FRAMEWORK
PROBLEM & SOLUTION

● What is the problem with the status quo that keeps the world from being how it should be?

● What is the broader change that could be made that would solve the problem?

● Why is this important right now?
SETTING AN ADVOCACY GOAL

● A goal is the specific change you want to make that advances the solution to the problem.

● *Not* something you have the power to change yourself.

● Goals should be **SMART**: Specific, Measurable, Achievable, Relevant, and Time-bound.
Advance OER as a solution to the high cost of textbooks

Specific, Measurable, Achievable, Relevant, Time-bound
Increase OER adoption

Specific, Measurable, Achievable, Relevant, Time-bound
Ensure every student has access to all of the materials they need to be successful.

Specific, Measurable, Achievable, Relevant, Time-bound
Organize a statewide OER convening this fall

Specific, Measurable, Achievable, Relevant, Time-bound
Establish a statewide OER grant program

**Specific, Measurable, Achievable, Relevant, Time-bound**
Stop the college from accepting B&N’s proposal to move to “equitable access”

Specific, Measurable, Achievable, Relevant, Time-bound
Get the facts.

InclusiveAccess.org
Inclusive Access

• Digital access is available by day one and students are directly billed for the cost later.
• Print rental option may be available at additional cost.
• Full access typically expires after the course ends.
• "All rights reserved" copyright prevents unauthorized use.

OER

• Digital access is available by day one at no cost to students. Access is free forever.
• Students can choose low cost print option if desired.
• Students retain access to materials forever.
• Openly licensed so faculty can adapt materials to local needs.
Course-by-Course

• Students are billed the actual cost of their materials
• Opt-out is typically on a course-by-course basis
• Institution can negotiate prices with multiple vendors
• More often voluntary for faculty
• OER always free for students

“Equitable Access”

• Students pay a flat fee regardless of what the actual cost is
• Opt-out is typically all or nothing (all courses or no courses)
• Often outsourced to one vendor
• All faculty must participate
• Students may get charged even if faculty assign OER
DEVELOPING A STRATEGY

- How does the change you identified in your goal get made? What is the process?
- Who are the key decision-makers?
- Who or what could influence them to want to make the change? What’s *in it for them*?
THE STRATEGY SCALE

Create a climate where X is likely to do Y

Persuade X to do Y

Incentivize X to do Y

Pressure X to do Y

Admonish X for not doing Y
AFFECTED PARTIES
AFFECTED PARTIES

- Students
- Faculty
- Librarians
- Parents
- Teaching & Learning
- Instructional Design
- IT
- Employers
- Administrators
- Policymakers
- Authors
- Bookstore
- Publishers
- IA Software Vendors
ALLIES & OPPOSITION

- Students
- Faculty
- Librarians
- Parents
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● Instructional Design
● IT

● Employers
● Administrators
● Policymakers
● Authors
● Bookstore (can be either)
● Publishers
● IA Software Vendors
DECISION MAKERS & INFLUENCERS

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DEVELOPING YOUR TACTICS

- Who or what among your allies and resources is most likely to influence your decision maker?
- What specific actions can you take to put your allies and resources to best use?
- How might you recruit additional influencers?
PROBLEM
SOLUTION
GOAL
STRATEGY
TACTICS
FRAMEWORK IN ACTION

● **Problem:** Textbooks are expensive, etc.
● **Solution:** Expand effective use of OER to benefit students
● **Goal:** Establish statewide OER grant program
● **Strategy:** Convince coordinating board of the ROI
● **Tactic:** Gather savings data from faculty
USING IN ORDER TO

- Problem: Textbooks are expensive, etc.
- Solution: Expand effective use of OER to benefit students
- Goal: Establish statewide OER grant program
- Strategy: Convince coordinating board of the ROI
- Tactic: Gather savings data from faculty
Get the campus to implement an OER/ZTC course marking system in the course catalog

GOAL
Demonstrate pushback against inclusive access from students and faculty

STRATEGY
Get the student senate to pass a resolution opposing an “equitable access” flat fee
Persuade the Senate Higher Ed Committee chair to support funding for OER grants

STRATEGY
Conduct a student survey to gather information on the impact of textbook costs

TACTIC(?)
Establish a statewide OER council
STRATEGY WORKSHEET

● What is your advocacy goal?
● Who are the key decision makers that determine whether the change happens or not? (Pick one.)
● Brainstorm why the person would care about the change, for AND against. What is in it for them?
● Brainstorm who or what influences the person.