



Institutional marketing strategy and policy for OER

Thursday 3 February 2011

Kellogg College, Oxford University

Welcome

10.25 am	Welcome and outline for the day
10.30 am	What is your OER doing for you? Melissa Highton, Head of Learning Technologies Group, Oxford University Computing Services
11.00 am	OER, business models and institutional strategy Professor David Morris, Director of e-Learning and Professor of Business Development, Coventry University
11.40 am	Coffee break
12.00	What is the digital identity of your institution? David White, Manager, Technology Assisted Lifelong Learning, University of Oxford
12.45 pm	Lunch
1.45 pm	OER: the need for effective communications Carolyn Culver, Head of Strategic Communications, University of Oxford
2.25 pm	Wrap up
2.30 pm	Workshop end – coffee/tea available for delegates

Collaborate to compete:

Seizing the opportunity of online learning for UK higher education
Report to HEFCE by the Online Learning Task Force, January 2011

Recommendation 6: Investment is needed for the development and exploitation of open educational resources to enhance efficiency and quality

There is no point duplicating effort to create content that is already available and has been proven to work. Institutions can build on the existing open educational resources initiative (funded by HEFCE, managed by the JISC and the HEA) to **achieve economies of scale and efficiencies**. In addition they can **pull in the best content** and openly available learning resources from around the world and **adapt them for particular courses**. Students can then access a richer, wider range of material to **enhance their learning experiences** wherever they are studying, and **leading experts can build a profile** beyond their institution. There are also significant **opportunities for partnership** with private organisations to produce content that is interactive, responsive and pedagogically effective.

http://www.hefce.ac.uk/pubs/hefce/2011/11_01/