

PUBLIC AFFAIRS DIRECTORATE



The need for effective communication

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Thursday 3 February 2011

Why make OERs?

- What are you trying to achieve?
- Educational or marketing aims? Or both?
 - Reinforce and enhance learning
 - For distance learners
 - To share learning and research as widely as possible
 - To attract future students
 - To attract media interest in your institution
 - To attract funding
- Objectives should determine content, style and timing

Audiences

- Students and academics
- Internal audience
- Potential applicants
- Alumni
- Media
- Partner organisations

Role of communications

- **Advocacy**
 - Help promote the concept so that more people get involved
- **Guidance**
 - Why do you want to produce OER, for whom, when?
- **Services**
 - Recording and editing, training, equipment
- **Promotion**
 - Advice as well as directly promoting the material
- **Monitoring and evaluation**

Examples of communications

- Direct communication between tutors and students
- Institution's website; iTunes U
- E-newsletters; social networking sites
- Internal: intranet, staff magazine; for coordination purposes
- Media
- Face to face: visit departments; exhibition stands

Exercise

Taking an example of some OER you have been thinking about producing, consider:

- How project leaders, 'content owners' and comms can work together
- Your objectives and audiences
- How the material should be presented, where and when
- Who will produce the material
- Who will promote the content (and the concept) of OER
- How you intend to assess whether you've achieved your objectives