



'In it to win it' workshop

Institutional marketing strategy and policy for OER

Thursday 3 February 2011

Mawby Room, Kellogg College, University of Oxford, Banbury Road, Oxford OX2 6PN

10.00 am	Arrival, coffee
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
3.00 pm	Project Board Melissa Highton, Peter Robinson, Lisa Mansell, Roger Greenhalgh, Richard Francis

Attendees:

OUCS	Brookes	Harper
Melissa Highton, Head of LTG	Richard Francis (Project Lead)	Roger Greenhalgh (Project Lead)
Peter Robinson, Manager LTG Services	Suzy Baker (Communications Director and Deputy Director of Corporate Affairs)	Bertie Hancock (Marketing Officer, Deputising for Comms Director)
Lisa Mansell, Project Manager	Russ Humphrey (Head of AV Services)	Charles Leventon (OpenFields repository)
Rowan Wilson, Legal Officer	Tim Gibson (Creative Services)	John Pick (Head of AV Services)
Chris Smith, Podcasting Team	Steve Burholt (eLearning Systems Developer - RADAR)	Chris Jack (Instructional Design Leader)
	Marion Waite	
	Tom Cosgrove	

Wireless internet access will be available

We would like to record presentations for release on the project website

Speaker profiles:

Melissa Highton is the Head of the Learning Technologies Group at Oxford University Computing Services. She has institutional responsibility for e-learning strategy, the VLE and IT skills and training. She is a Fellow of Kellogg College and works closely with the E-learning Research Group in the Department of Education. She is the senior manager responsible for Oxford's current OER initiatives and the development of open-source learning technologies.

Carolyn Culver is the University of Oxford's Head of Strategic Communications, and as such advises the University and its constituent departments about communications planning: covering direct communications with audiences, media relations, digital communications, event management and so on. She was formerly Head of News at Ofsted, a press officer in the charity sector, and a journalist.

Professor David Morris is Director of e-Learning at Coventry University. David is responsible for leading the development and implementation of e-learning strategy, including research into higher education to underpin the university's learning and teaching strategy. Professor Morris is active as a consultant and has advised many organisations on educational development issues including the government of Northern Ireland, Becta, Cable and Wireless, the National Health Service and educational institutions in Kuwait, Saudi Arabia, Jordan and Finland among many others. David Morris speaks and leads workshops on a variety of educational development issues including strategy development, management of change and e-learning. He is currently a member of the JISC Learning and Teaching Committee which focuses on e-learning strategy and delivery at a national level.

David White works in the overlapping space between education, academia and technology. He co-manages [Technology-Assisted Lifelong Learning \(TALL\)](#), an [award winning](#) e-learning research and development group in the University of Oxford. In 2007 he released some of the [first data](#) on what was then called 'web 2.0' platforms which included diagrams with 'social', 'studying' and 'professional' nestling alongside each other to highlight out how these boundaries are blurring. He has also researched the wild frontiers of [Virtual Worlds](#) and [Massively Multiplayer Online games](#) in the context of teaching and learning. More recently David has been closely involved in the work of the [HEFCE Online Learning Task Force](#).

Alongside overseeing the creation and delivery of [over 50 online distance courses](#) David is currently the Creative Director of the 'Maths in the City' project working with Professor Marcus du Sautoy. He is also leading a study of the use/reuse of [Open Educational Resources](#) and research into what motivates learners to engage with the web based around his [Digital Visitors & Digital Residents](#) principle.