



Evaluation of Workshop 3 – ‘In it to win it’ Institutional marketing strategy and policy for OER

3 February 2011

Kellogg College, University of Oxford

This was the third workshop in a series of five designed to provide information and support on specific aspects of OER release to our partner institutions. This workshop focussed on communication and marketing strategies for OER. Guest speakers were invited to deliver presentations and group sessions on topics which would be of interest to a broad audience which included project leads, content providers, marketing people, repository managers and staff from AV services.

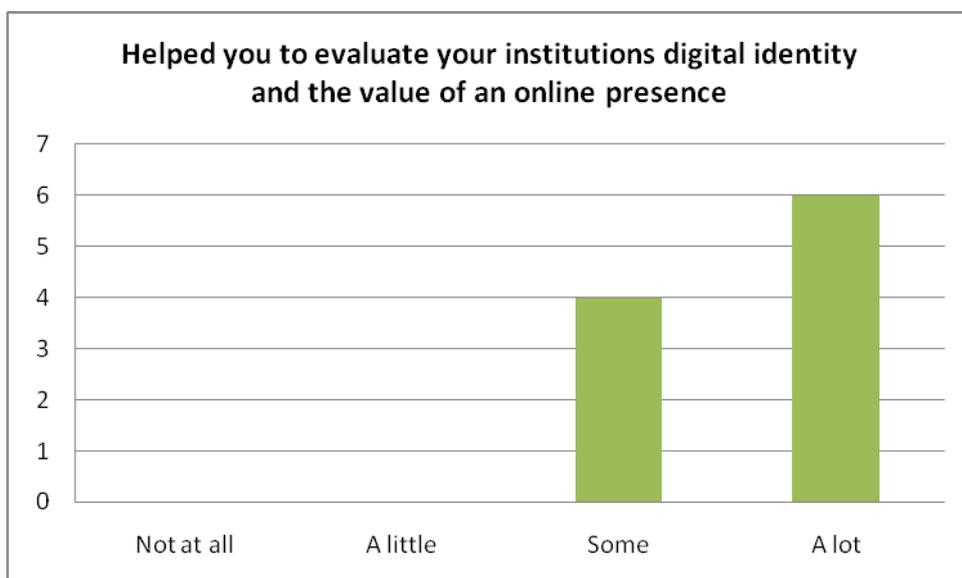
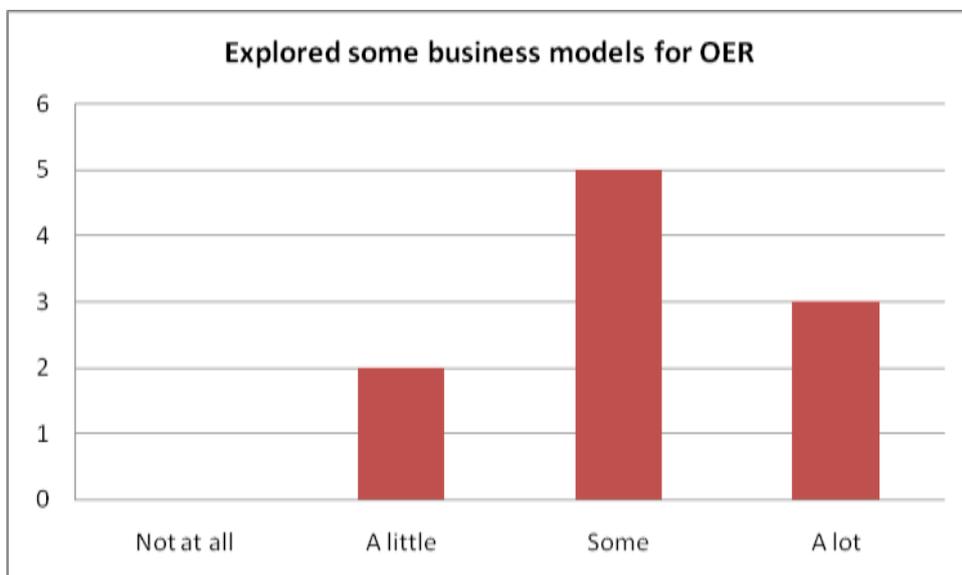
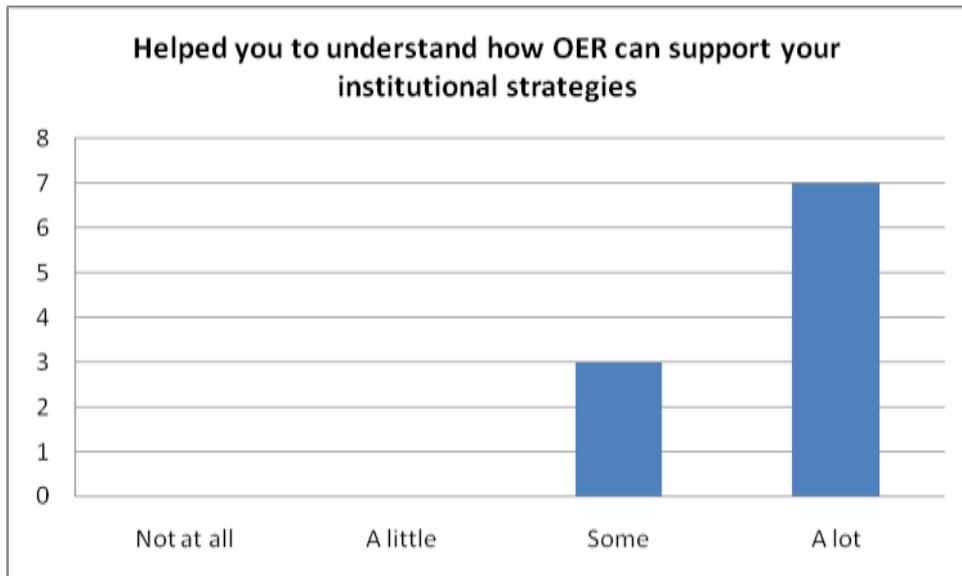
Both partners were well represented at the meeting; five staff from Oxford Brookes and five staff from Harper Adams attended. Four project team members from Oxford University were involved in the day, as well as three invited speakers.

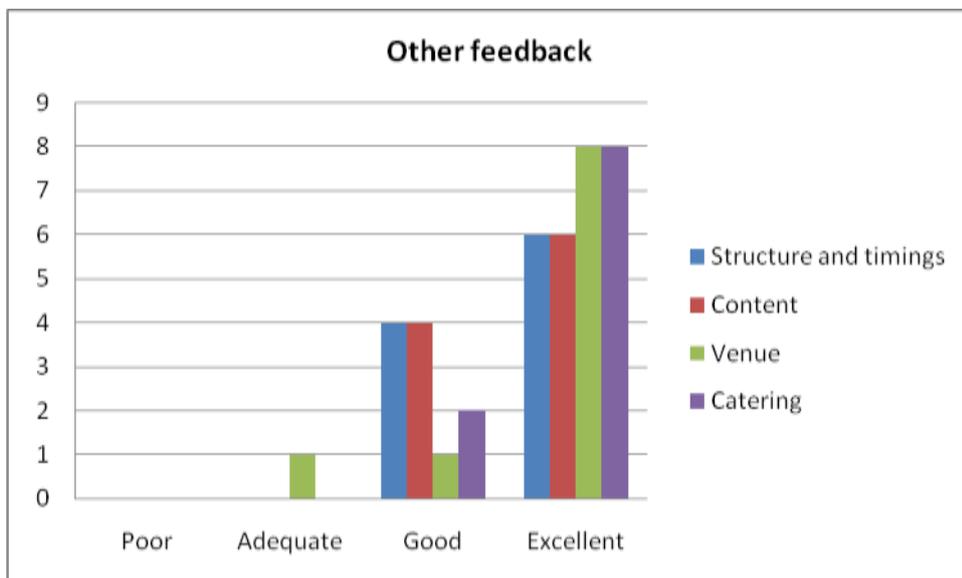
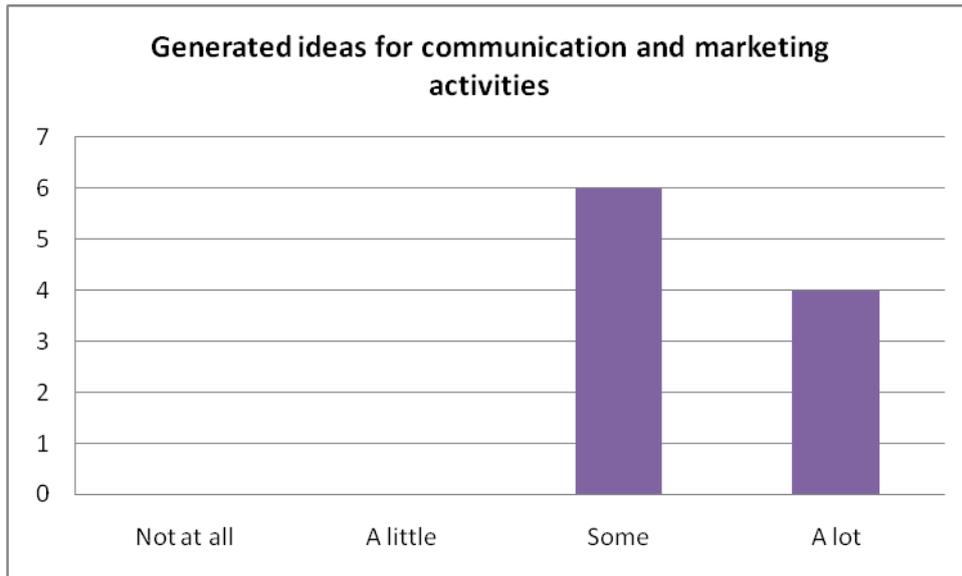
The outline agenda for the day was as follows:

10.25 am	Welcome and outline for the day (Lisa Mansell)
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/Tea
12.00 pm	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 Carolyne Culver, Head of Strategic Communications, University of Oxford
2.25 pm	Wrap up and close
3.00 pm	Project Board

Evaluation responses

Each attendee from the partner institutions was given an evaluation form to complete at the end of the day and we received a 100% response rate. Responses to the evaluation questions are shown in the charts below.





The feedback was very positive with delegates finding the aspects related to institutional strategy and digital identity particularly beneficial. The scores for structure and timings, content, venue and catering were the most positive so far.

Comments from attendees

Many attendees verbally commented on the day that the workshop was the best yet. Both project leads from the partner institutions commented that this workshop would have been good as the first workshop, to help kick-start the project (see Observations from the project team later).

Attendees were also invited to comment on the evaluation forms on specific highlights or improvements that could be made. The comments received were:

Specific highlights:

“David Morris’s experiences talk”

“Digital identity”

"I got some good soundbytes. Came across some spins that I hadn't thought of. Kicked off our collaboration on a joint OER build"

"Best day so far – felt very productive"

"Learning more about OER – new to me"

"Social media strategy and uses"

"Insight into other fall downs and hurdles with social tools"

"Caused to think about the part of digital identity/positioning"

"Workshop activity"

"David White's session on digital identities"

Suggested improvement:

"Maybe some exploration of how universities can work with OER with resource limitations (lack of staff time)"

"Some hands on experience ...(unable to read handwriting)...play uploading podcasts etc. from start to end (tour + speak with academics)"

"More group workshop/discussion time to generate more ideas"

"More sessions like David White's"

Observations from the project team

The workshop ran extremely smoothly, with all sessions running to time. The venue was excellent, well equipped, and all catering was efficient and of good quality.

Workshop sessions were well prepared and delivered very professionally and the audience appeared to enjoy the content and participated well in the activities.

The partner leads commented that this would have been a better workshop at the start of the project. The project team deliberated the order of the workshops when the project started and used the outputs from the OER programme phase 1 as part of the process. Because so many pilot projects found that legal issues and technical issues took the most time and resources, we thought that we should focus on these in the first workshops. However the benefits of running a marketing and communications-focussed workshop at the start are clear: it is an excellent way to 'sell the message' in to institutions and to engage stakeholders from a range of departments.

This was a shorter workshop than most because we scheduled a project board meeting on the same day to save on extra travel time and costs. This meant that there was less time for general discussion in the group, although attendees took advantage of lunch and other breaks to network.