

How to Establish an SGA Open Education Award on Your Campus

A *condensed* supplemental handout to a poster presented at the 2018 Open Education Conference

Detailed Handout: <https://tiny.utk.edu/opw6E> | Poster: https://trace.tennessee.edu/utk_libfac/6/

1. ENVISION: Establish the Award

Build student awareness.

Takeaway: Identify (or create) regional opportunities for OER outreach directed to Student Government Associations (SGAs) and build from there.

Set direction through examples.

Takeaway: Students may not know how to direct their energy to advocate for OER. Providing examples of legislation, grant opportunities, etc. may be welcomed.



Tip: If legislation is passed, encourage SGA to share with appropriate administrators.

Timing: From awareness to legislation may take 1-3 years.

2. ENCOURAGE: Promote & Coordinate

Educate faculty and students simultaneously.

Takeaway: More than just a form of recognition, promoting the award leads to conversations about OERs.

Coordinate and promote throughout the year.

Takeaway: Year-long efforts increase word of mouth, student feelings of award ownership, and dissemination back to (and from) departments.

Generate campus interest through action-oriented announcements.

Takeaway: Focus communications on soliciting nominations and/or reporting adoptions--not just the new award. Encourage faculty to report OER adoptions in every news story or announcement intended for them.



Tip: Ongoing outreach leads to greater awareness of who has adopted or is considering OER. Use this knowledge to help SGA to target nomination promotions.

Assistance: Those helping students may need to create or assist in developing a nomination form. Use this as a chance to also develop an OER adoption reporting form. For examples, see UT's [Nomination form](#) (adapted from TAMU, <https://tiny.utk.edu/VeuET>) and [Adoption form](#) (adapted from Colorado State, <http://s.lib.utk.edu/opened>).

3. ACKNOWLEDGE: Recognize Recipients

Define roles and responsibilities with SGA/partners early in process.

Takeaway: Because the award is student-led, SGA has a major role in soliciting nominations.

Assemble a review committee from interested students.

Takeaway: Asking one student organization (SGA) to be part of all aspects of the award is a burden on an already busy group. Find additional students to support efforts.

Provide consistency in hosting annual award reception.

Takeaway: Event planning should be handled outside of student groups to provide continuity and to alleviate pressure on students during busy end-of-year exams.



Tip: Award does not have to be monetary; trophies are tangible gifts that make for good photos.

Timing: Schedule the event early to be sure busy groups (SGA, Deans, Provost or representative) will attend. The timing of the event (near final exams) means attendance has been low at UT receptions, but participants seem to enjoy the camaraderie of an intimate gathering. Sharing photos and stories is particularly important due to the timing and provides a way to involve even those who cannot attend.

4. ASSESS: Reflect & Improve

Recognize that education is ongoing.

Takeaway: “Open” is not easily grasped outside of other affordability programs and there will be confusion about other affordability efforts. The steps represented in the four areas above did not happen in one year.

Gather data to support vision and share with campus community.

Takeaway: Cultivate dialogue with partners and examine how you can tailor your message for varied audiences (students, faculty, administrators), considering which messages will resonate (e.g., affordability, flexibility in teaching, equity social justice, funding opportunities, etc.).



Tip: Don't forget to include graduate students in outreach. They are often teaching and may be able to bring up options in their departments as they seek new textbooks. They can be a strong voice for change.

Assistance: Investigate other affordability efforts on campus and talked to those organizations about how you are similar and how you are different. Know the textbook ordering deadlines each year. Share data about OER adoptions.