



**Software & Information
Industry Association**
BUILDING THE DIGITAL ECONOMY

SIIA Education Division Webinar:

***Understanding OER's Impact on Educational
Institutions and Developers/Publishers***

Wednesday, April 3

About SIIA

- Principal trade association for the software and digital content industry, providing global services in government relations, business development, corporate education, and intellectual property protection to more than 700 leading software and information companies.
- SIIA's Education Division serves and represents some 200 developers of digital content, software applications, online learning, and related technologies used in elementary, secondary, and postsecondary education.
- SIIA member companies invest many millions of dollars each year to research, develop, and deploy innovative educational technologies.
- The SIIA Education Division shapes and supports the industry by providing leadership, advocacy, business development opportunities, and critical market information.
- SIIA provides a neutral business forum for its members to understand business models, technological advancements, market trends, and best practices.
- SIIA and our member companies have long collaborated with educators, policymakers, and other stakeholders to improve education through the use of innovative learning technologies.
- For further information or to become a member, contact Eric Fredell at efredell@siia.net or 202-789-4464.

Announcements

- This webcast is being recorded. The audio-visual file and presentation slides will be available on the SIIA Education Division website.
<http://bit.ly/SIIAWebinarsEdTech>
- Submit questions at any time via the “Chat” feature.
- Upcoming Events
 - Ed Tech Government Forum: sii.net/etgf
 - Washington, DC - April 9-11
 - Ed Tech Industry Summit: sii.net/etis
 - San Francisco, CA - May 5-7
 - Theme: *Navigating “Next”*
 - Ed Tech Business Forum
 - New York City – November
- SIIA Initiatives
 - Vision K-20
 - SIIA CODiE Awards
 - The Market Surveys
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Speakers

Sue Collins
Owner
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Peter Levy
Chief Operating Officer
Learning in Motion



Mark Schneiderman
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Why SIIA Developed this OER Guide?

- SIIA views open educational resources (OER) as one of many appropriate models for the development and distribution of content needed to meet the needs of students and educators.
- Help all stakeholders better understand the benefits, challenges, and total costs to consider in determining the appropriate model for developing and implementing educational resources.
- Inform discussion and help answer many important questions about OER definitions, quality, sustainability, total cost of development, business models, and implementation, among others.
- Help lead to sound educational resource policies needed to meet educational needs moving forward.

Guide to the Use of Open Educational Resources in K- 12 and Postsecondary Education

What's Included?

- SIIA Perspective
- OER Defined
- Total Cost of Development / Total Cost of Ownership
- Business Models
- Government & Non Profit Activities
- OER FAQ's
- OER Glossary

Open Educational Resources

- OER are defined as “teaching, learning, and research resources that reside in the public domain or have been released under an intellectual property license that permits their free use and re-purposing by others.” [Source: Hewlett Foundation]
- OER assume free (i.e., no acquisition fee) access to the resources and free (i.e., no royalty or license fee) permission to engage in the “4R” activities when using them:
 - Revise: adapt and improve the OER so they better meets your needs;
 - Reuse: use the original or your new version of the OER in a wide range of contexts;
 - Remix: combine or “mashup” the OER with other OER to produce new materials; and
 - Redistribute: make copies and share the original OER, or your new version, with others.

Some facts about OER

- Free does not always mean OER
- Creative Commons (CC) licenses are the most widely used
 - Not all CC licenses are consistent with the principles of OER, e.g., those that don't allow for derivatives
- Public domain content is OER
- Free use and commercialization

TCD / TCO

- Differences between individual instructor using OER and a system scaling usage
- Elements of Total Cost of Development (TCD) and Total Cost of Ownership (TCO)
 - Initial resource development
 - Implementation and technology maintenance
 - Content and design upgrades

A Range of Business Models

- All Still Works in Progress
- No defined path to sustainability
- Many use a combination of models
- Partnership with publishers is one possible road to long-term success

Existing Business Models

- Sponsorship & Advertising
- Membership Fees
- Freemium/Premium
- Aggregation and Custom Services
- Grants and Community Donations
- Support from Benefactors

Public Policy Drivers

- Reduce costs (for students and government)
- Improve access to education and (digital) educational resources
- Improve educational resource innovation and quality
- Support educator/student customization of their content
- Ancillary goal of reducing costs for content developers, including commercial publishers and OER developers

Public Policies

- Government direct funding of OER development, most likely via RFP and contracted to a third party author, whereby the agency funds the development of specific educational resources and requires that the content be delivered under a Creative Commons or other open license. This allows the agency to modify and share the content without further licensing fees or restriction from the author.
- Government indirect funding of OER development by grants to educational agencies or institutions, non-profits, and/or for-profit organizations, whereby grantees are required to make resources created with public grant funds – to the extent any such resources are created with the grant funds – available under an open license.

Government Initiatives: Federal

- National Education Technology Plan
- Trade Adjustment Assistance
Community College and Career
Training Grants (TAACCCT)
- Race to the Top (RTTT)
- Investing in Innovation (i3)

Government Initiatives: State

- California - Free Digital Textbook Initiative; Open Education Resources Council and Open Source Digital Library
- New York - Curriculum Modules for English Language Arts & Literacy and Mathematics
- Utah - open textbooks for secondary language arts, mathematics, and science courses
- Washington – Open Course Library

Government Initiatives: International

- Poland: Digital School Pilot
- Brazil: State of São Paulo PL 989/2011
- South Africa: Free High School Science Text (FHSST)
- British Columbia, Canada: BC Open Textbook Project
- OECD Policy

SIIA Policy Principles for Legislators and Government Agencies

- **ENCOURAGE R&D/CHOICE:** Create a policy environment that makes R&D investment, encourages competition, rewards innovation, and provides choice from a multitude of curricular resources.
- **DO NOT BUILD IT ONCE:** Do not assume that one set of materials can be built once to meet educational needs, which could inappropriately limit educational options for students and instructors.
- **ALL RESOURCES:** Do not in the future limit the use of funds to development/adoption of OER, but instead continue to ensure funding for acquisition/implementation of any appropriate resources.
- **ONGOING COSTS:** Recognize that educational resources require not only the initial investment, but also must budget for total, long-term cost of development and ongoing/recurring use costs.
- **COMPARABLE COST-BENEFIT:** When making cost-benefit calculations/comparisons, consider total and ongoing costs of development/adoption, including short- and long-term factors and systemic impact.
- **COMMON REVIEW:** Institutional, local, or state adoptions of content should use the same review standards, criteria, and process no matter whether OER, commercial or other license.
- **TARGET GAPS:** To the degree that public funds are invested in the development of (open) educational resources, target gaps where quality resources are not currently available.
- **PUBLIC-PRIVATE PARTNERSHIP:** Consider the benefits of public-private partnerships and models that ensure ongoing user commitment and recurring revenue needed for its update, support, and sustainability.

Q&A

Download the SIIA Guide: **http://bit.ly/SIIA_OERguide**

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