

# Predestined to innovate (#OERu)

oer  
foundation



A low cost, low risk, high  
impact innovation  
partnership

Wayne Mackintosh

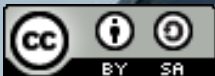
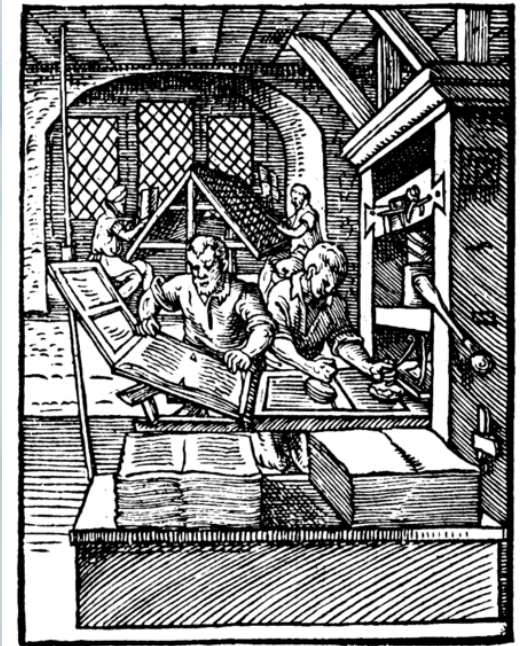


Anthony Mackintosh

# An outstanding ODL pioneer

*Athabasca University is dedicated to the **removal of barriers** that restrict access to and success in university-level study and to increasing equality of educational opportunity for adult learners worldwide.*

**Excellence | Openness  
Flexibility | Innovation**



[http://wikieducator.org/File:AU\\_Flags.png](http://wikieducator.org/File:AU_Flags.png)



OERu

# A model reincarnated?

University of London  
External System

**oer**  
university



**OPEN web**  
**OPEN IP**

*Today the original “examination-only” concept suddenly looks very modern – Sir John Daniel*



Captain-tucker

[http://commons.wikimedia.org/wiki/File:Danaus\\_plexippus\\_emerging\\_from\\_chrysalis\\_01.jpg](http://commons.wikimedia.org/wiki/File:Danaus_plexippus_emerging_from_chrysalis_01.jpg)

Derek Ramsey: WMF Commons: [File:Monarch Butterfly Danaus plexippus Pupation\\_2419px.jpg](#)

Derek Ramsey: WMF Commons: [File:Monarch Butterfly Danaus plexippus Pupation\\_2419px.jpg](#)

Armon: WMF Commons [File:Monarch Butterfly Chrysalis.JPG](#)



# The OERu concept

oer  
university



Students awarded credible degree or credential



Participating institutions grant credit for courses



Open assessment from participating institutions



Open student support via "Academic Volunteers International"



Learners access courses based solely on OER



Adapted from Taylor 2007

# OERu – Logic model & plan for action



OERu

Open Education Resource university

Towards a logic model and plan for action

<http://wikieducator.org/OERu>

USQ UNIVERSITY OF SOUTHERN QUEENSLAND

OTAGO POLYTECHNIC  
The East Coast of Otago

TEKRI Athabasca University  
Technology Enhanced Knowledge Research Institute



UNESCO Chair in Open Educational Resources

BCcampus connect, collaborate, innovate.



Apia Office Cluster Office for the Pacific States

*Free learning for all students worldwide*

23 Feb 2011

+200 participants

+46 Countries



United Nations Educational, Scientific and Cultural Organization

Apia Office Cluster Office for the Pacific States





# Open but tough

too **RIGID**? | too **FLEXIBLE**?

**CREDIBLE CREDENTIALS**



Free OER courses |  
Disaggregation of services |

# OERTen founding anchor partners

Global innovation partnership of accredited colleges, polytechnics and universities

- Athabasca University, Canada
- Dr Babasaheb Ambedkar Open University (BAOU), India
- Nelson Marlborough Institute of Technology, NZ
- Empire State College (SUNY), USA
- NorthTec, NZ
- Otago Polytechnic, NZ
- Southern New Hampshire University, USA
- Thompson Rivers University, Canada
- University of South Africa, South Africa
- University of Southern Queensland, Australia
- University of Wollongong, Australia



EMPIRE STATE COLLEGE



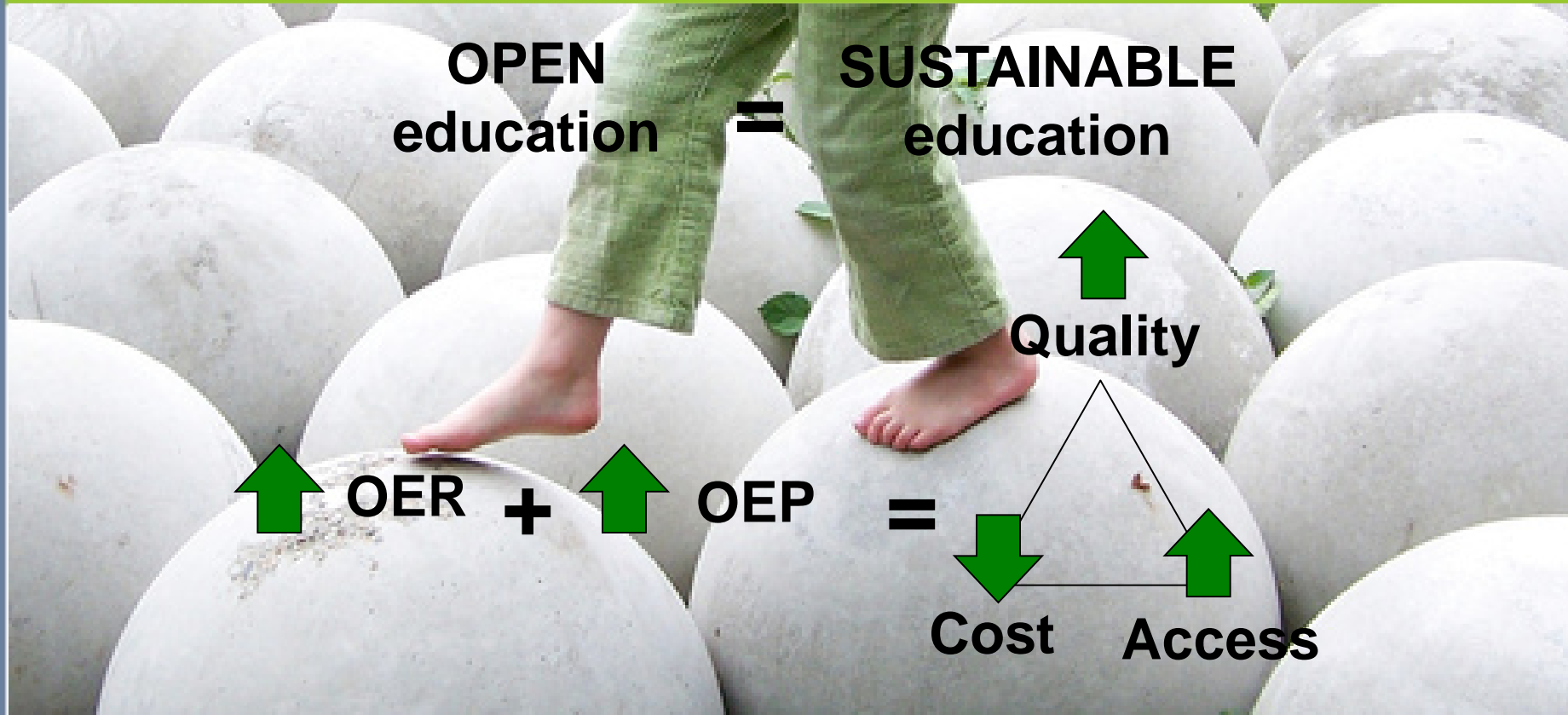
THOMPSON RIVERS UNIVERSITY



Apia Office  
Cluster Office  
for the Pacific States



# Strike the right balance





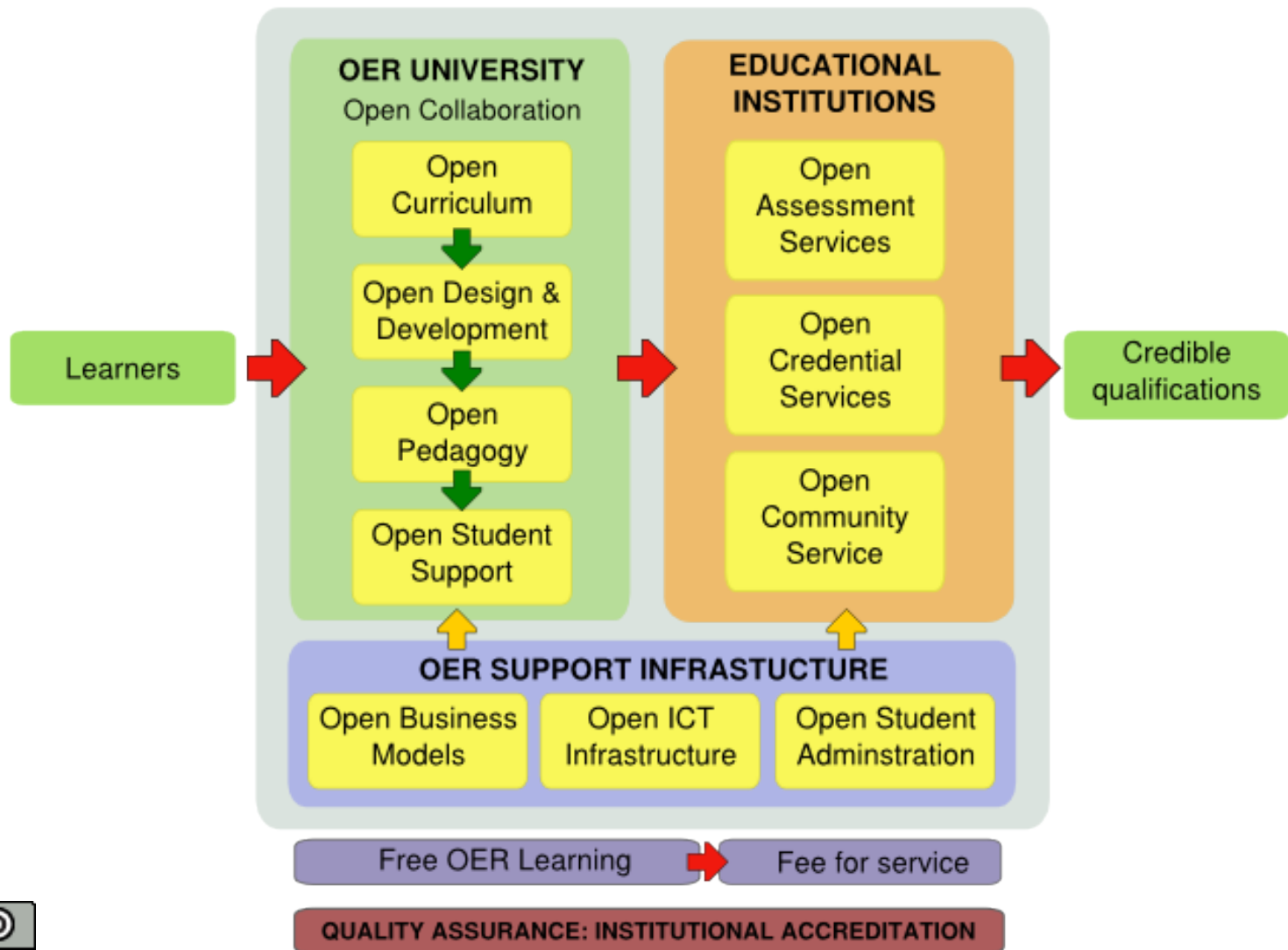
# the business of OPEN

how much does it cost?  
how much will we save?  
who is going to pay?



Andrew Magill <http://www.flickr.com/photos/amagill/3366720659/in/photostream/>  
Stuart Pilbrow <http://www.flickr.com/photos/stuartpilbrow/2942333106/in/photostream/>  
Urnur1701 <http://www.flickr.com/photos/urnur1701/2247520563/in/photostream/>

# The OERu logic model





# So what have we got? ...



**INPUTS** for the OERu logic model:

OpenCourseWare

Open Access Journals

OER and OEP

Open Distance Learning experience

Open protocols for APL

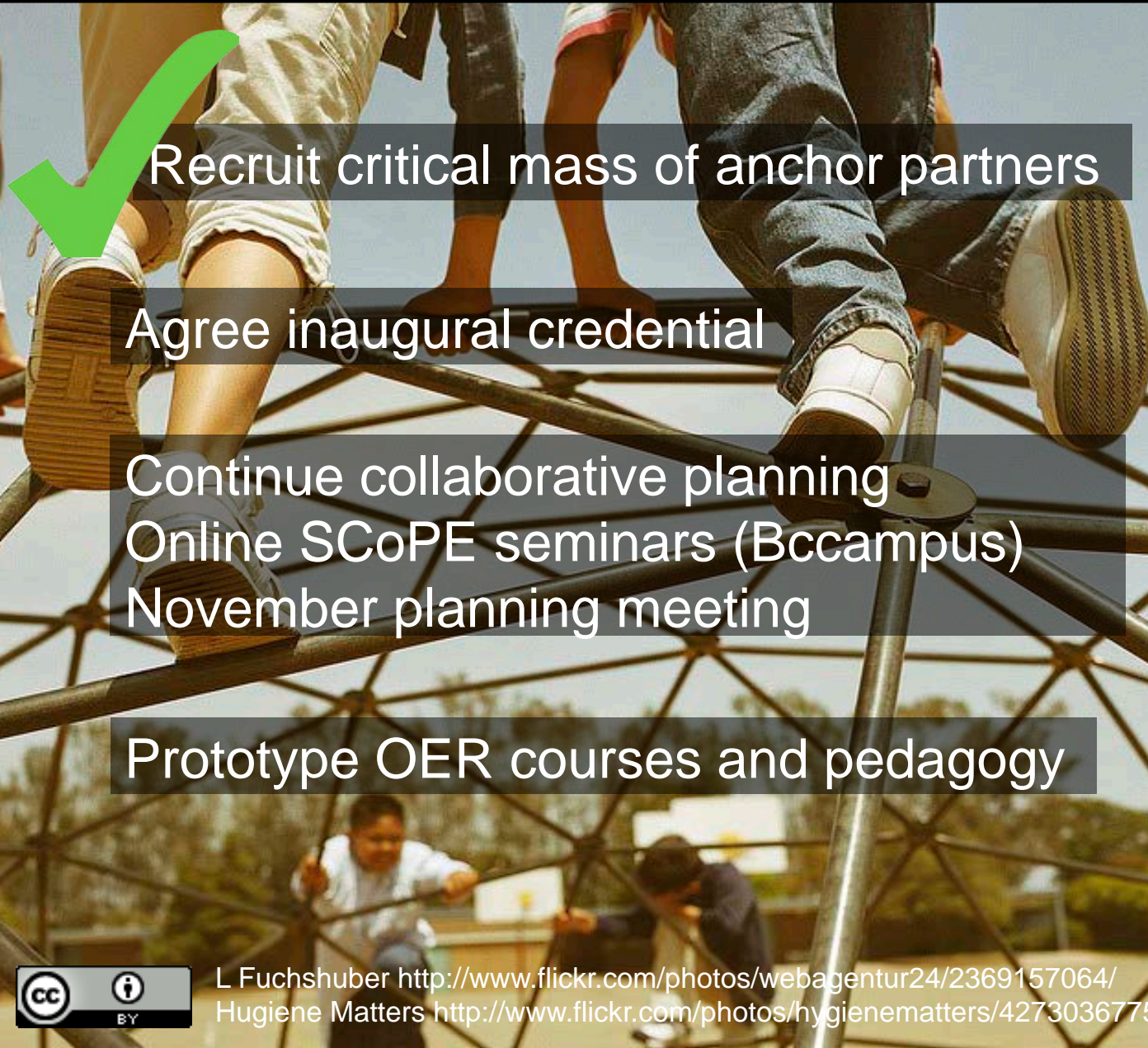


Melissa Sanders <http://www.flickr.com/photos/themissiah/3491328675/>  
Ricky <http://www.flickr.com/photos/8656572@N04/4855311898/>





# Next steps ...



Recruit critical mass of anchor partners

Agree inaugural credential

Continue collaborative planning  
Online SCoPE seminars (Bccampus)  
November planning meeting

Prototype OER courses and pedagogy





## Rules of the OERu game ...

OERTen partners agree ...

Credential OER learners (cost recovery)

Assemble minimum of 2 OER-based courses (for agreed credential)

Course credit transfer among OERu partners (for agreed credential)

Gold or silver member of the OER Foundation



# Baseline requirements for 1<sup>st</sup> OERu credential

Qualification on the books of anchor partners

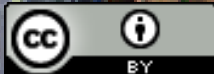
Only accredited institutions can participate  
i.e. entitled to operate in national jurisdiction or  
registered with relevant Qualifications Authority

OERu credential must be “registered”  
eg with National qualifications Framework (NQF)

Flexible

i.e. easy for institutions to join

Maximise curriculum choice for learners





## Mechanics of OERu operations ...

OERu does not confer degrees (anchor partners do)

OERu anchor partners retain decision-making autonomy, eg:

- Price for assessment and credential services
- Local matriculation requirements
- Courses and credentials provided under OERu network

Recognition of prior learning (RPL) protocols provide precedent for recognising OER learning, however:

- Existing RPL systems are expensive
- Don't scale well.





# Calculated OERu innovation ...



No new money required

Recurrent cost recouped

OERu is low cost, low risk  
But high IMPACT innovation





# Free learning for all students worldwide

# oer university

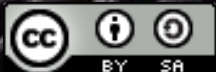
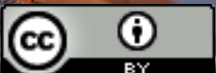
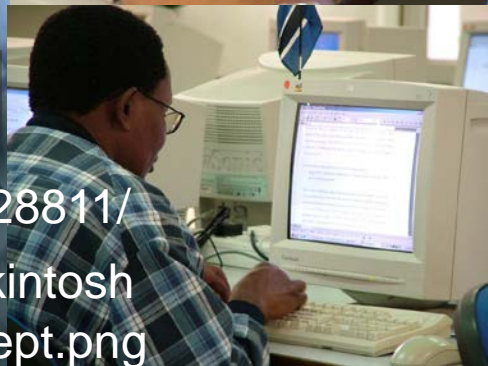
*"This is not theoretical speculation,  
it is entirely viable."* Jim Taylor AM

You are free to join us ...

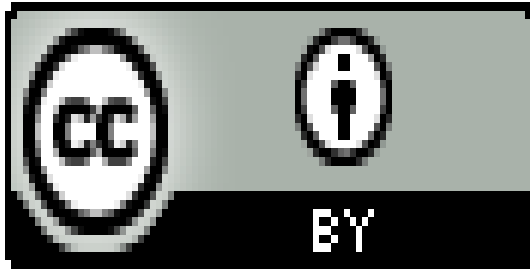
Paul (Dex) <http://www.flickr.com/photos/dexxus/3146028811/>

Compilation: Chad Miller, James Almond, Wayne Mackintosh

See: <http://wikieducator.org/File:OER-University-concept.png>







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# **Open Educational Resources & the Future of Learning**

Rory McGreal

UNESCO/COL Chair in OER



# *UNESCO Chairholders in OER Partners*



**Rory McGreal**



**Fred Mulder**





*Myth 1. Copyright was instituted to protect the rights of the copyright owner*

# An Act for the Encouragement of Learning

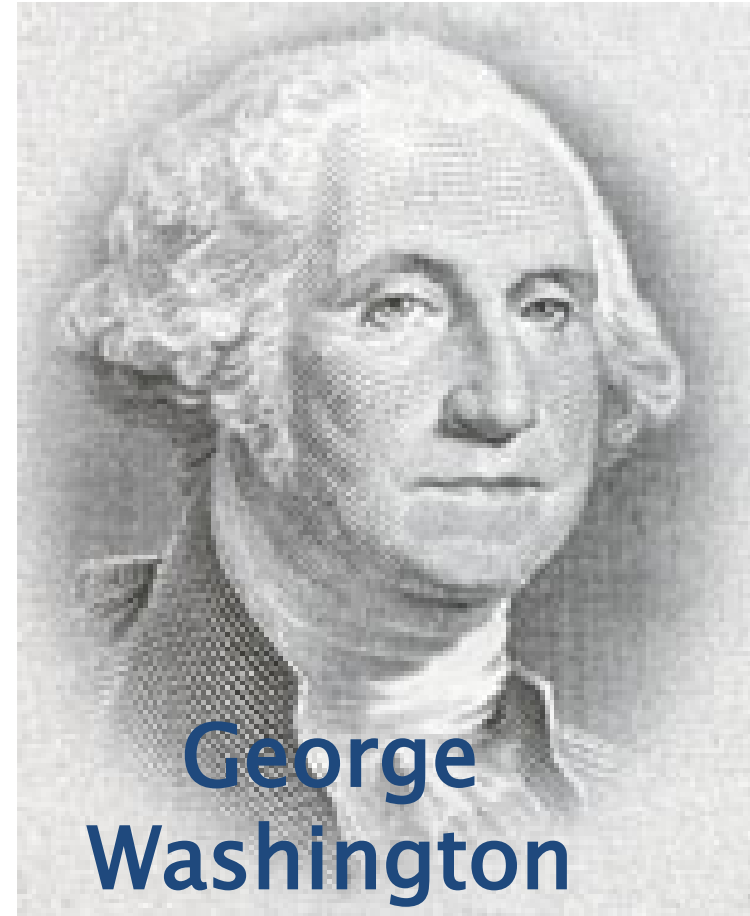


**Statute of Queen Anne 1710**

# USA: Copyright Act

1790:

*An Act to  
Promote the  
Progress of  
Science and  
the Useful Arts*



George  
Washington



# Traditional University Quality Control?

Any content quality control?



## Put a PhD in a classroom

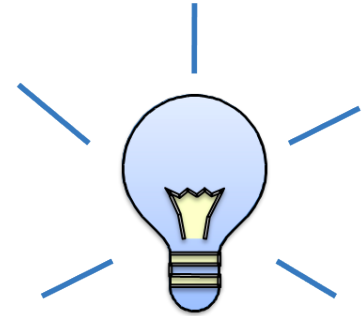


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# OER quality measures

- content
- potential effectiveness
- ease of use





# OER Quality measures

- brand or reputation
- peer review
- user ratings
- use indicators
- validation,
- self-evaluation



# OER Quality: Cost sharing





# OER Quality: Timely Updating



# OER Quality: Number of Learners

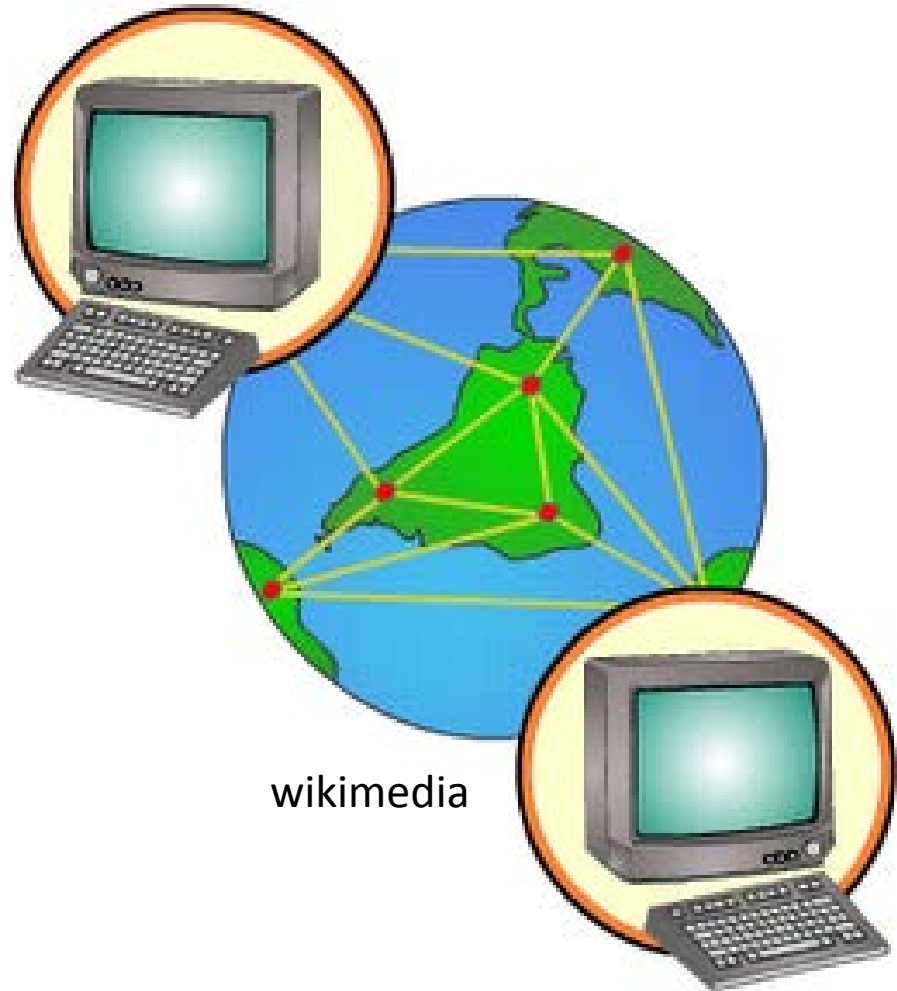


**20 or 2 million?**



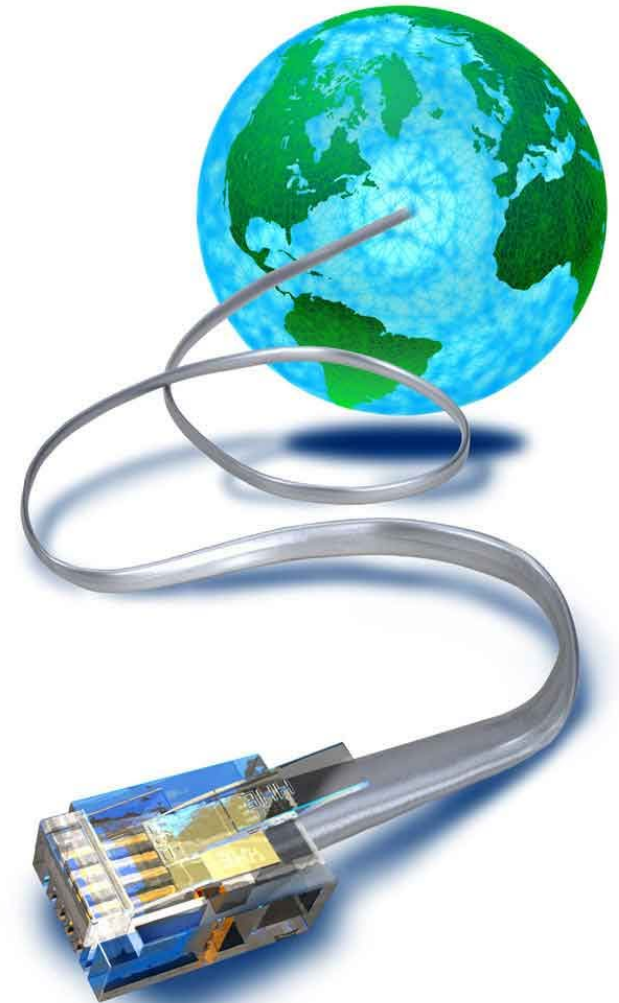
# Internet is the biggest commons

Public domain is a  
priceless, shared  
heritage



wikimedia

**Modern learning is  
not possible without  
the skills for  
accessing and using  
the Internet**



# Why OER?

- DRM (digital restriction management?)
- Digital licenses
-




# DRM (Digital Rights Management)

## You CANNOT

- Copy & paste, annotate, highlight
- Text to speech
- Format change
- Move material
- Print out
- Move geographically
- Use after expiry date
- Resell





We've done it!  
Perfect copy protection!  
A CD that self-destructs  
after one playing...

# Digital Licenses

- Copy & paste, annotate, highlight
- Text to speech or hyperlink
- Format change
- Move material to another computer
- Print out
- Move geographically
- Use after expiry date
- Resell

- Owners have NO liability even if product doesn't work
- Owners can “invade” your computer without permission
- Collect & use personal data
- User has a “privilege” to use the product not own it

- Prohibited to show your content to others
- Must accept that you have NO rights





# Mobile Learning

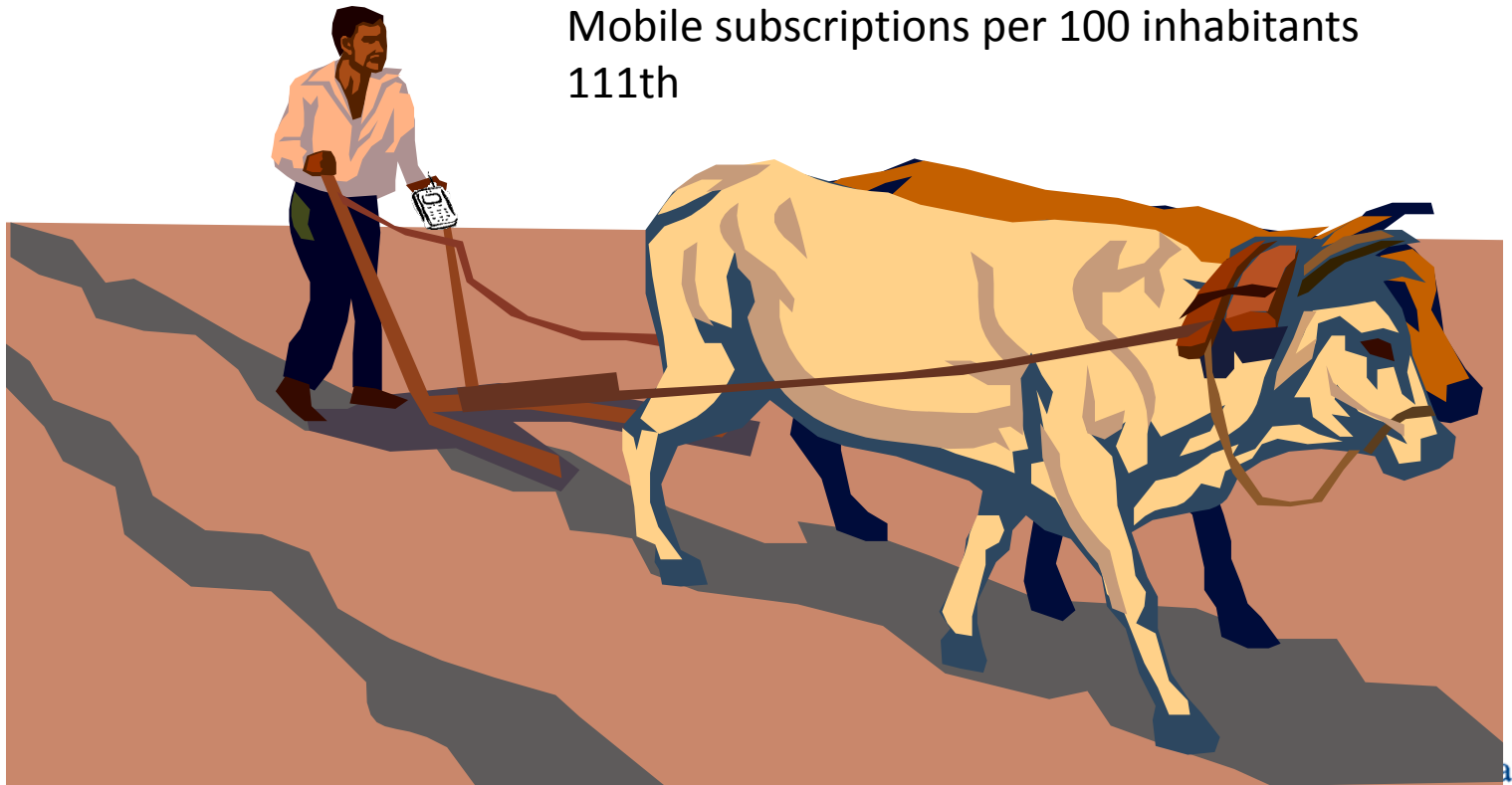
## Wireless Access

Active mobile broadband subscriptions per 100 inhabitants

57th

Mobile subscriptions per 100 inhabitants

111th



# Wireless Access in CANADA 2010: World Ranking

Mobile broadband subscriptions/100 inhabitants **57th**

Mobile subscriptions per 100 inhabitants **111th**

International Telecommunications Union. (2011). Measuring the information society Available from <http://www.itu.int/ITU-D/ict/publications/idi/2011/index.html>

# Mobile learning



**1/4 of the world's population**

[http://www.soil-net.com/album/Places\\_Objects/slides/Globe%20Planet%20Earth%20NASA.jpg](http://www.soil-net.com/album/Places_Objects/slides/Globe%20Planet%20Earth%20NASA.jpg)

**+2 billion Internet connexions**  
**World population: 6.8 billion**



# Mobile learning

The world is going mobile



WEALTH OF LEARNING

TEKRI

Athabasca University

Technology Enhanced Knowledge  
Research Institute



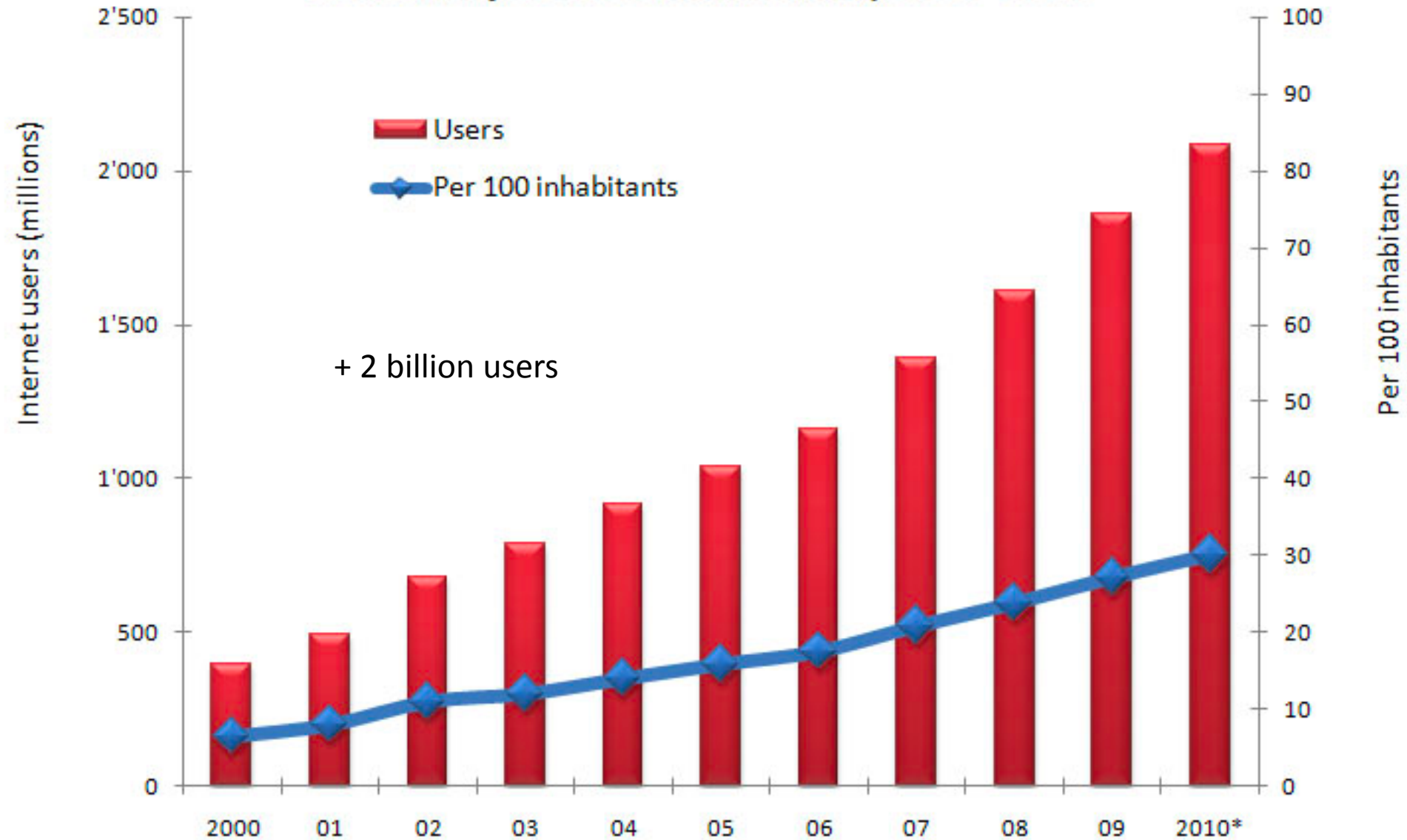
United Nations  
Educational, Scientific and  
Cultural Organization



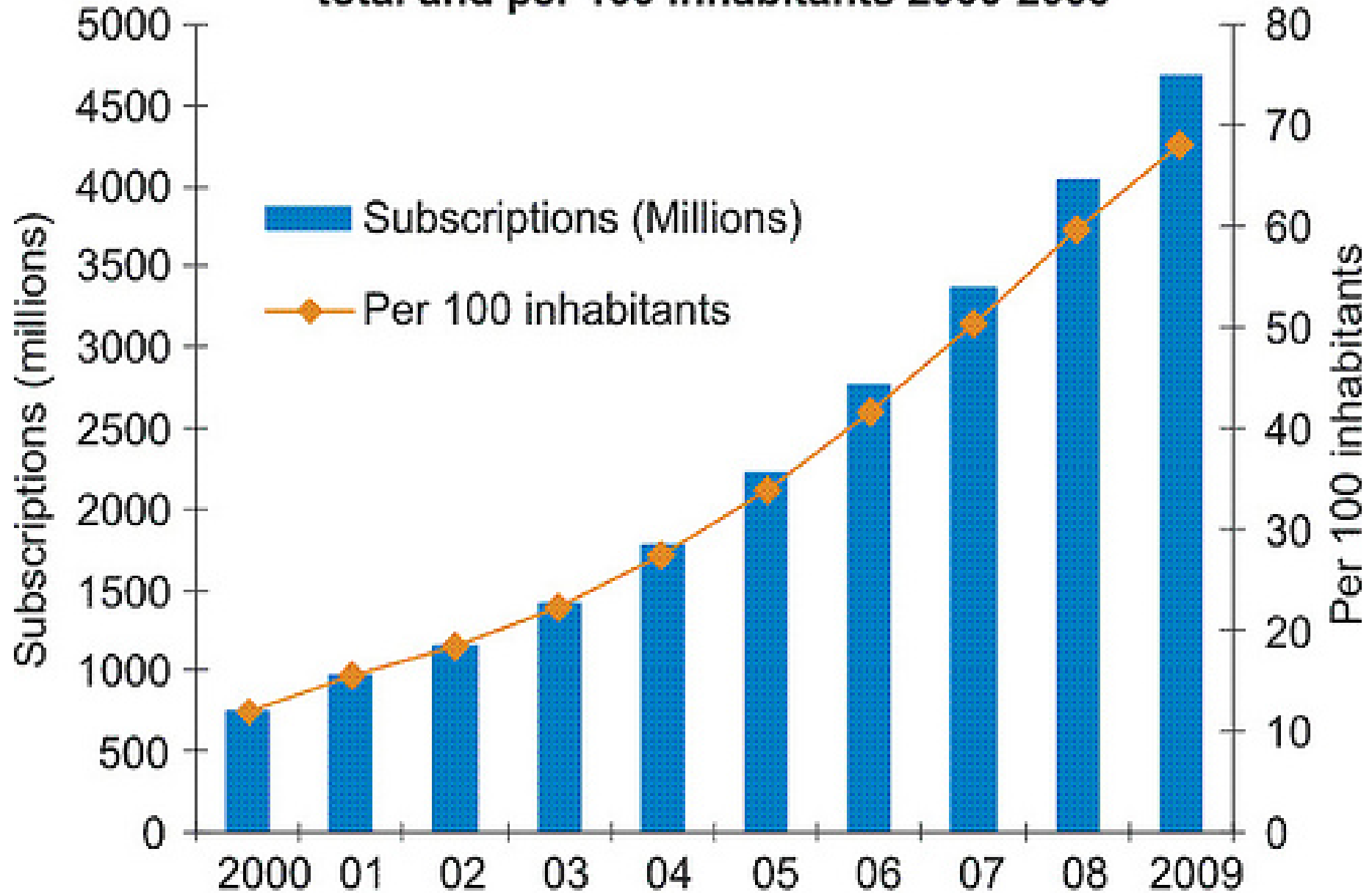
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CANADA'S OPEN UNIVERSITY

# Global numbers of Internet users, total and per 100 inhabitants, 2000-2010



## Global mobile cellular subscriptions, total and per 100 inhabitants 2000-2009

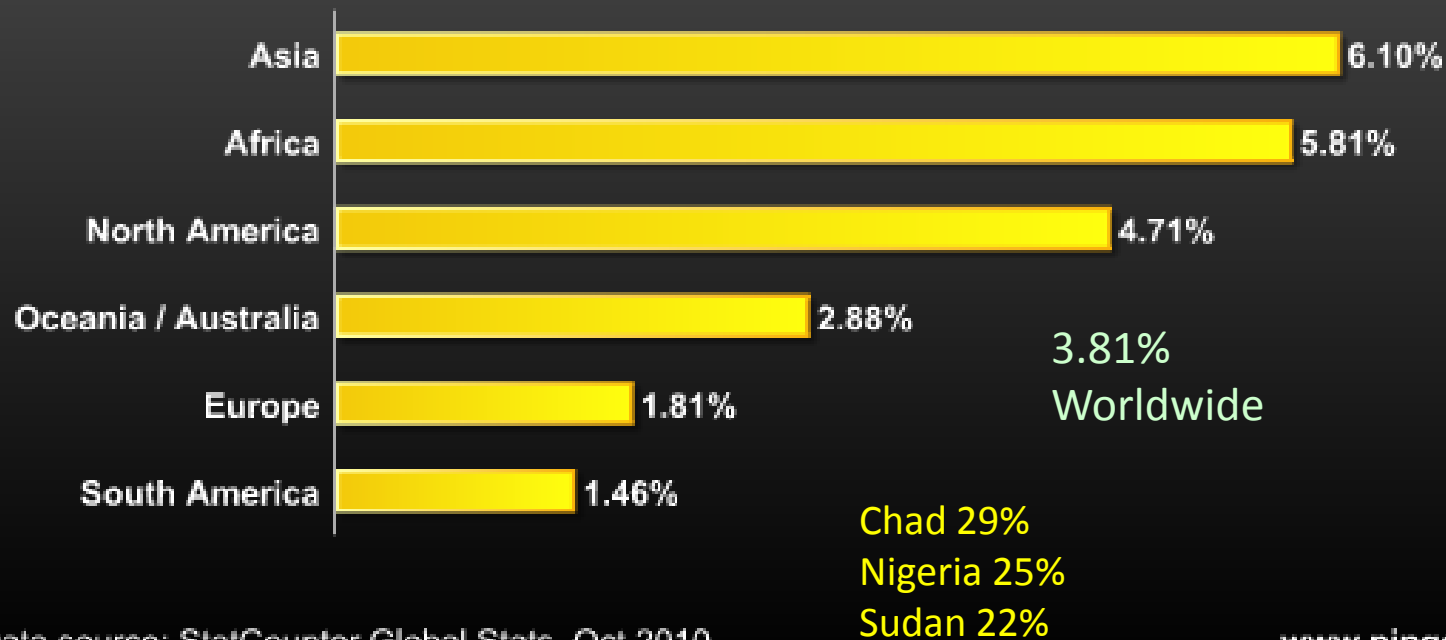


Source: ITU World Telecommunication/ICT Indicators database.



# Web usage worldwide

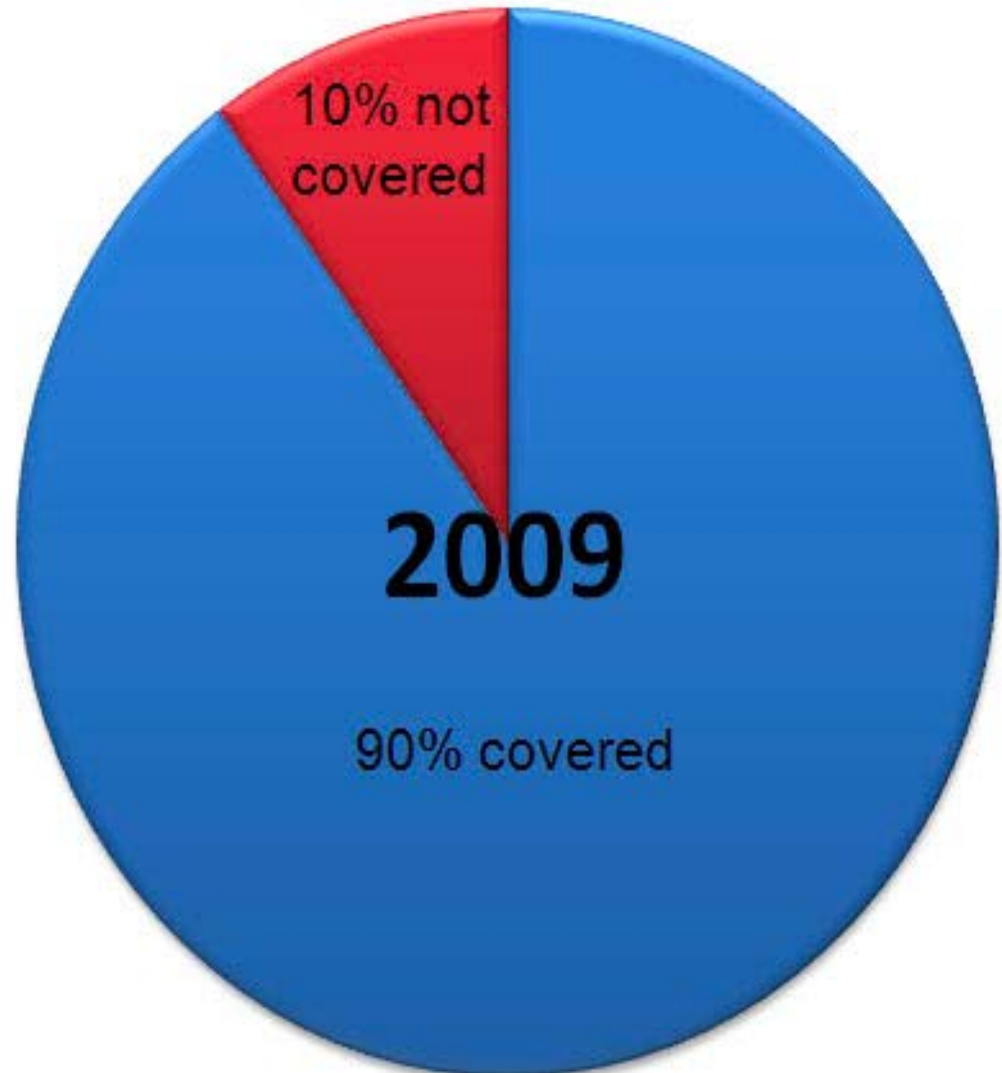
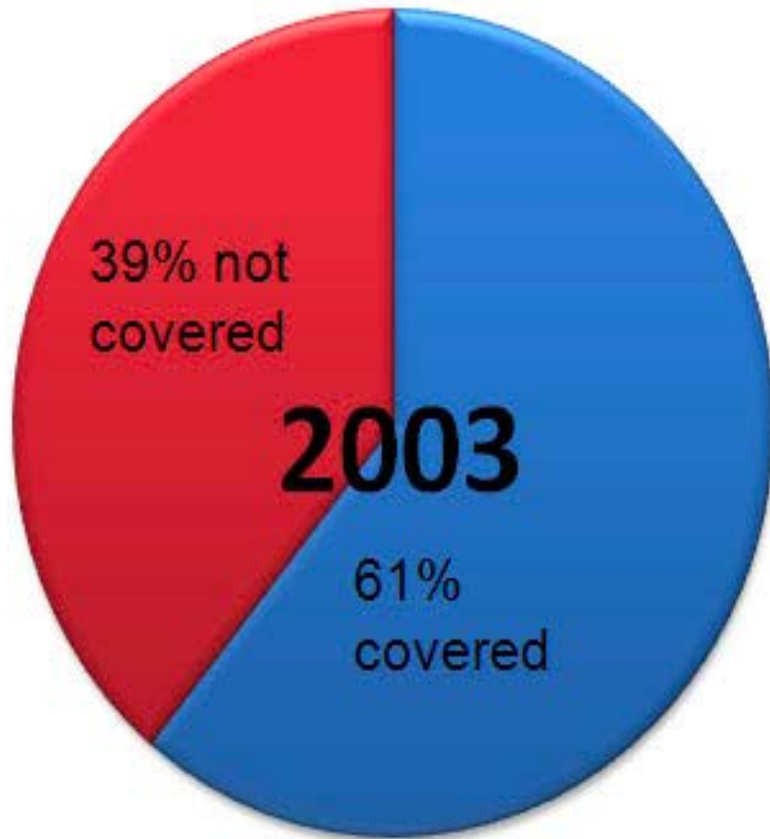
## Share of web usage from mobile devices (by region)



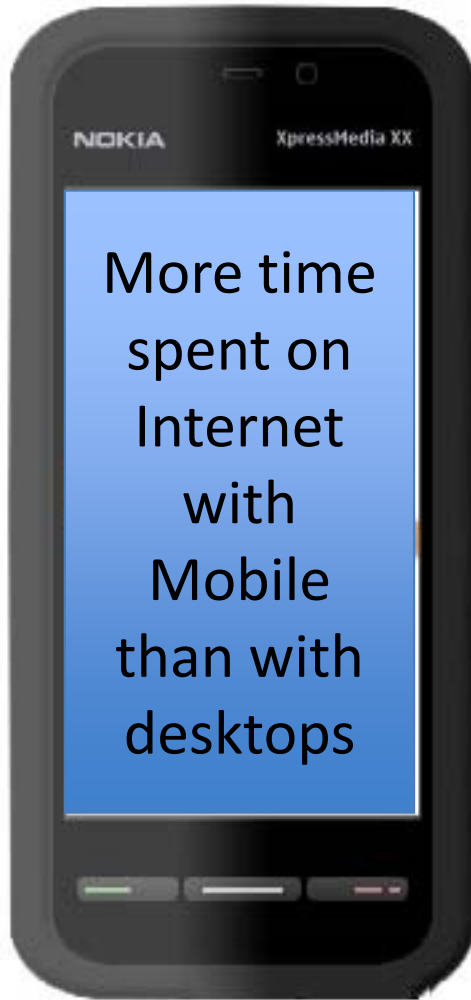
Data source: StatCounter Global Stats, Oct 2010.

[www.pingdom.com](http://www.pingdom.com)

Percentage of the world's population covered by a mobile cellular signal, 2003 compared to 2009



# Mobile learning



**1/3 only access internet via mobile**

**4.5 billion mobile subscriptions**  
**1.5 billion mobile internet users**

**90% of world population is covered by cellular**





# Design for Mobile FIRST





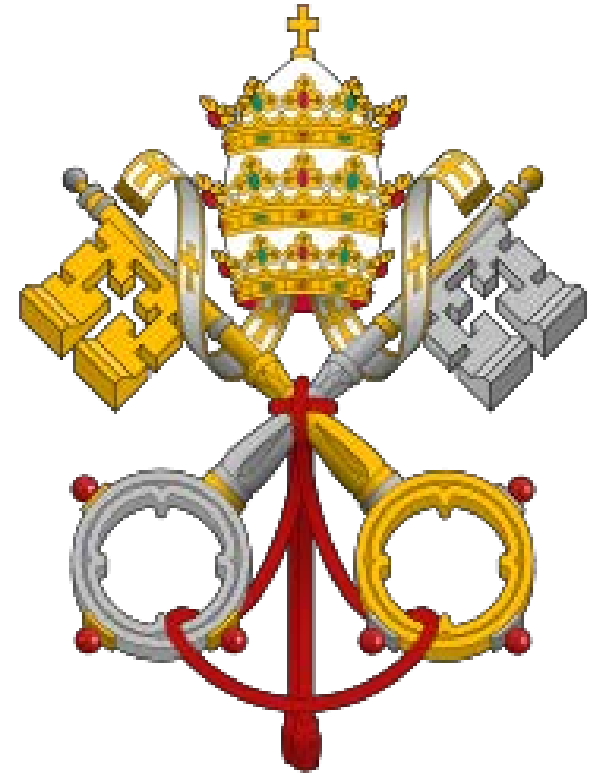
**The restriction of the commons by patents, copyright, and databases [right] is not in the interests of society and unduly hampers scientific endeavour.**



# PAPAL ENCYCLICAL

**“On the part of rich countries there is excessive zeal for protecting knowledge through an unduly rigid assertion of the right to intellectual property . . .”**

- Pope Benedict XVI



# PAPAL ENCYCLICAL

“On the part of rich countries  
the zeal for  
through  
the  
property  
- Pope Benedict

God is on  
our side



**The time has come  
to share scarce  
resources...every  
university can't  
expect to have an  
expert in every  
field,”** P. Rossman





General Eric Shinseki, retired Chief of Staff, U. S. Army

IF YOU DON'T LIKE CHANGE  
YOU'RE GOING TO LIKE  
IRRELEVANCE EVEN LESS



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# Why OER?

- We know that the present systems are unsustainable
- It is not scalable for universal education
- We must find new more cost-effective learning systems with higher quality
- OER will form part of this solution

**Thank  
YOU**

*Mahalo*  
**Kiitos**

*Tack*

*Toda*

*Grazie*



*brigade*

**Thanks**

**Gracias** **Merçi**

[rory@athabascau.ca](mailto:rory@athabascau.ca)

**Ashanti**

