

March 28, 2019

Open at Scale – Business OER Project at eCampusOntario

Background: In the Fall of 2018, eCampusOntario proposed the Open at Scale – Business OER Project to government, with a focus on student savings and the opportunity to concentrate on a single discipline as a path to high impact and flexible learning for Ontario students. The following elements below were identified as critical to success:

- Modular development to support maximum flexibility and reuse
- Integration of leading technology to support learning
- Development of additional resources to support teaching

Following conversations with the Ministry of Training Colleges and Universities (MTCU) in early 2019, eCampusOntario initiated a set of targeted strategic initiatives aligned with the 2018-21 eCampusOntario Strategic Plan. The Open at Scale – Business OER project will be carried out between January 2019 and March 2020 as aligned with *Strategy 1: Lead through open and collaborative practices*. eCampusOntario is seeking input and engagement from Administrators, Instructional Designers, and other teaching and learning stakeholders to ensure maximum benefit on behalf of the Business programs at Ontario member institutions.

On February 26, 2019, representatives from the Heads of Business group gathered in Toronto to set a strategic vision for the project. From this meeting, it was determined that the following business courses would be prioritized for the Open at Scale – Business OER project:

1. Business Fundamentals / Intro to Business
2. Business Mathematics
3. Business Communication / Professional Writing
4. Intro to Marketing
5. Intro to Human Resources
6. Financial Accounting / Intro Accounting
7. Intro to Business Computing
8. Organizational Behaviour
9. Economics

During this time, a project team completed an environmental scan to uncover existing Business OER. A draft version has been attached to the meeting notes and the official published version will be published on the eCampusOntario website in mid-April.

On March 28, 2019, representatives from Ontario's post-secondary Business programs and teaching and learning communities gathered in Toronto to set a strategic vision for the project. The following meeting notes capture the ideas, insights, and recommendations noted at this meeting.

Meeting Notes: March 28 Meeting, Open at Scale Business OER Project

In attendance:

- Sarah Arliss, Chair, Seneca College
- Kevin Baker, Executive Dean, Durham College
- Tom Bartsiokas, Professor, Seneca College
- Kim Carter, Coordinator, Conestoga College
- Ronald Currie, Professor, Conestoga College
- Isaam Dawood, Professor, Lakehead University
- Kathy Dumanski, Chair, George Brown College
- Shahrzad Farzinpak, Manager, Academic Programs, Seneca College
- Monica Gallagher, Professor, Mohawk College
- Susan Kelsall, Associate Dean, Humber College
- Gelareh Keshavarz, Instructional Designer & Professor, Sheridan College
- Lisa Koster, Coordinator, Conestoga College
- Melissa LaCivita, Professor, Seneca College
- Kyle Mackie, Independent Educational Consultant
- Andrew McTear, Associate Dean, Mohawk College
- Jessica Pearce, Academic Technology Consultant & Professor, Mohawk College
- Shauna Roch, Professor, Fanshawe College

Meeting Goals:

The goals at this stakeholder meeting were three-fold:

- a) Co-design an instructional design (ID) template that will be used to guide the adaptation and development of open resources
- b) Co-design a style guide to be used by authoring teams in the development of open resources
- c) Review OER (based on environmental scan) for 9 selected courses

Meeting Outcomes:

Participants engaged in the co-design of an ID template and style guide. Participants agreed on key considerations for these pieces to ensure maximum impact and flexibility, along with a consistent learning experience for Ontario students.

It was agreed that the ID template should incorporate the following:

- a) A conversational tone e.g., second person
- b) Various content types (text, video, imagery) throughout chapters
- c) Estimated time investment for each chapter
- d) Bite size content: small sections of text
- e) Clear instructions, with imperative verbs and set word limits
- f) Key takeaways for each chapter
- g) Activities and assessments that align to outcomes
- h) Triggers at the beginning of each chapter to assess prior knowledge
- i) Glossary of terms for each resource, with specific audiences in mind (for example, international students)
- j) Extensive use of multimedia, for example, start each unit with a video

Participants agreed the style guide should include the following:

- a) Follow all requirements set out in the Accessibility for Ontarians with Disabilities Act (AODA) standards for educational resources
- b) Follow American Psychological Association (APA) and Modern Language Association (MLA) citation style
- c) Ensure multiple file formats of final products are available
- d) Provide authors with clear guidelines around media inclusion (audio, video)
- e) Use inclusive language

Kyle Mackie, an independent educational consultant and lead researcher for the business OER environmental scan, provided a brief update for stakeholders on the process and results of the environmental scan. It was reported that the environmental scan has identified 245 resources, including 169 openly-licensed textbooks and 76 other resources (websites, videos, books, simulations, etc). Out of the 245 resources, the research team provided recommendations on which OER were best suited for the 9 prioritized business courses. A draft version of the results of the scan and a summary report has been attached to the meeting notes and the official published version will be available on the eCampusOntario website in mid-April.

Finally, stakeholders at the meeting collaborated and began to review the recommended OER for the 9 prioritized courses and provided feedback on if the OER met the course needs. Participants collaborated to consider questions such as: Does the OER promote learning? Does the OER meet the needs of a faculty member? Are there any technical barriers to access? Stakeholders collected their analysis in a common document. [This document](#) will be a critical starting point for the project teams that develop OER for the 9 prioritized courses.

Next Steps:

The Environmental Scan and final report will be available to all stakeholders by mid-April. Engagement with Business stakeholders will continue as the project progresses. eCampusOntario is currently in the process of establishing a public web space to share information about the project.

The Business Open at Scale project team is now considering plans for the following elements:

- a) Training and support regarding Creative Commons licensing, Pressbooks, and Open Education more broadly.
- b) Potential for institutions to adopt the [Fundamentals of Business: Canadian Edition](#) into Business Fundamentals / Intro to Business courses, and [Communication for Business Professionals](#) into Business Communication / Professional Writing courses for Fall 2019.
- c) Opportunities for institutions to be involved with the OER development for the 9 prioritized business courses.
- d) Support for faculty champions to review resource materials.

Please direct questions, comments or feedback to Brandon Carson, Program Manager, Business Open at Scale Project, bcarson@ecampusontario.ca / 289-404-5059.