# OER Committee Meeting Minnutes

## Date | time 10/16/2019 12:00 PM| Location Library – Orientation Room

### MEMBERS

Chair: Walter Butler

Bookstore: Paul Blackwell

Business: Julie Kiotas

Counseling: Lily Tran

Distance Ed: Leslie Tirapelle

DSP&S: Mark Sakata

Language & ESL: Laura Godio, Manuel Sanchez

Math & Computer Science: Joshua Hidalgo, Raelynn Garcia

Natural Sciences: Susan Bower

Noncredit: Teresa Deukmedjian, Sarey Torres

Social Science: Thea Alvarado, Jennifer Fiebig

Associated Students: TBD

Guest: Alexander Boekelheide

Present: Walter Butler, Manuel Moreno, Mark Sakata, Joshua Hidalgo, Raelynn Garcia, Teresa Deukmedjian, Sarey Torres, Jennifer Fiebig

## Agenda Items

**Introductions**: 12:00 – 12:05

**ASCCC OERI Updates:** 12:05-12:10

Reviewed grant/funding opportunity available for all faculty. Letters of intent are due to ASCCC October 28th.

**Committee Annual Goals Review:** 12:10 – 12:15

Review of goals that were developed at the first meeting: <https://pasadena0.sharepoint.com/:b:/s/oergroup/EWs17JhAIWZJnb3YWRNevk4BVeq98bk3ja7L1dCH7o7Xwg?e=VeT06C>

**Marketing Discussion:** 12:15 – 12:45

The first goal for the committee is to increase marketing efforts for student awareness. Alex Boekelheide joined the meeting to discuss possible directions and strategies to support this goal.

Possible strategies to explore further: embedding OER/ZTC information in student orientations; Welcome Day presence; Pathways registration presence; embedded in College 1 curriculum.

Physical presence at campus events: marketing at Food Bank/Mobile Truck; Booth setup with banner/signage/swag

Swag ideas: shirts, buttons, coin purses, bookmarks,

Faculty Campaign: creation of handout that can be printed out or embedded in courses in Canvas

Other explorations: Messaging through Canvas around registration (with embedded survey?); targeted emails (aligned to Counseling efforts with registration); online presence – looking at the online schedule and placement of attributes; Associated Students marketing

“Low-cost” Discussion: area to explore further to support faculty efforts to pursue and sustain low-cost efforts and assisting students in identifying these sections without setting up an exclusionary value (ie: what is “low-cost”? Recommended that Associated Students be part of that conversation if pursued)

**Announcements / Division Updates / Wrap Up:** 12:45 – 1:00

Math department: OER textbooks must be identified for each course as alternative options to traditional textbooks. Pilots OER textbooks for Math 3 and 8 are taking place.

Associated Students will continue working on identifying a student representative for the committee.

Walter, Sarey, and Teresa will be participating in a panel at OpenEd19.

Next meeting: November 13th

## Resources

OER Libguide: <http://libguides.pasadena.edu/oer>

Vision Resource Center: <https://visionresourcecenter.cccco.edu/>

AB 798 / Cool4Ed: <http://cool4ed.org>