

Target Audienc	Goals	Topics (need to know)	Resources	Format/Location	Exist?	Optional steps	Comments	Priority (Lo Med Hi)
<b>Senior administration, marketing, communications, interested inquirer</b>	Big picture, value, business models	Study courses for free Here's how you register and take a course You get credit through challenge or PLAR - it works like this... Courses are built fully open end-to-end, with no proprietary resources embedded Designated institutions (or each institution) establish a policy and publish their mechanism for accrediting courses from partner institutions Working groups of like-minded professionals work together to establish protocols, specifications and standards for the network	Web pages, brochure, video; experienced volunteers	Web pages - OERu.org site - five things you should know about OERu (wikieducator) <a href="http://wikieducator.org/images/717d\oeru.pdf">wikieducator.org/images/717d\oeru.pdf</a>	Some	Join OERu Community / Working group	Need link for senior execs to contact; brochures, develop brief video (maybe animated). Should be professionally done, neutral accent.	
<b>SUPPORTS/ADVOCATES Could be any of the hands-on people or others</b>	Sell OERu concept at early stages to multiple levels of the organization - make presentations, obtain buy-in, advise on setting up internal team	Same as senior administration, plus ability to point people to other resources as needed	Presentation resources and templates, videos, other materials as needed; experienced volunteers			Join OERu Community / Working group / OERu.org; <a href="http://wikieducator.org/OERu/Quicklinks">http://wikieducator.org/OERu/Quicklinks</a>	May be helpful to invite presenter from partner institution with experience	
<b>HANDS-ON: Faculty, learning designers, curriculum developers, media specialists, copyright, librarians</b>	Become hands-on involved in developing OERu curriculum	Course design, development and collaboration, assessments, OER; Creative Commons, learning resources, media, OER. This group also includes Academic Departments, particularly those that are involved in the discipline of the OERu courses being developed at the institution	Same as Senior Admin, and partners manual - Narrated screencasts; DS4OERu; Open Content Licensing for Educators; peer contacts in partner institutions - some resources already developed at partner institutions	<a href="http://wikieducator.org/OERu/Planning/Develop_an_OERu_partners_manual/Brainstorm_and_discuss_provisional_table_of_contents_for_partners_manual">http://wikieducator.org/OERu/Planning/Develop_an_OERu_partners_manual/Brainstorm_and_discuss_provisional_table_of_contents_for_partners_manual</a> ; and <a href="http://ds4oer.oeru.org/">http://ds4oer.oeru.org/</a> ; and <a href="http://wikieducator.org/course/OCL4Ed/">http://wikieducator.org/course/OCL4Ed/</a>	Some	Join OERu Community / Working group / OERu.org; <a href="http://wikieducator.org/OERu/Quicklinks">http://wikieducator.org/OERu/Quicklinks</a>	Need to develop narrated screencasts and add video resources and OER links; DS4OERu only for more technically minded among this group - NOTE needs to be streamlined or modularized in mini sessions - independent study option without need to register	
<b>Production, programmers, ed techs, LMS admins, IT</b>	Support hands-on developers as needed with technical support; technical implementation of courses	Managing LMS, CMS, wiki building, transclusions, Wordpress, Github & other open source repositories	OERu tech experts, links (LOOK UP)		Mostly	Join OERu Community / Working group / OERu.org; <a href="http://wikieducator.org/OERu/Quicklinks">http://wikieducator.org/OERu/Quicklinks</a>	Need to develop narrated screencasts and add video resources and OER links; DS4OERu only for more technically minded among this group - NOTE needs to be streamlined or modularized in mini sessions - independent study option without need to register - Need to look up resources. Need more clarity/standards for about how WE is to be used/structured (e.g. source material only, delivery platform, etc.	
<b>Registrar, PLAR specialists</b>	Assessment, credit, transfer, policy, credentialing				?	Join OERu Community / Working group / OERu.org; <a href="http://wikieducator.org/OERu/Quicklinks">http://wikieducator.org/OERu/Quicklinks</a>	POLICY UNDER DEVELOPMENT with OERu working group	
<b>OERu WORKING GROUPS</b>	Overview of OERu; choose group to join, register, etc.	Same as Senior Admin; how to register for and operate in working groups, navigate working group pages	Working group pages, OERu.org sites	Web pages, OERu.org; <a href="http://wikieducator.org/OERu/Quicklinks">http://wikieducator.org/OERu/Quicklinks</a>	Y	Join OERu Community / Working group / OERu.org; <a href="http://wikieducator.org/OERu/Quicklinks">http://wikieducator.org/OERu/Quicklinks</a>		