

Open Textbook Advocacy: how to find and work with students

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Agenda

Context

Messaging your project

Finding students

Pitching students

Key tactics





@HigherEdPIRG



@NJPIRGstudents



The high cost of college textbooks, explained

Publishers say digital options make textbooks cheaper. Affordability advocates say it increases their stranglehold on the market.



Why are students great advocates ?

Relationships

Access

Stories

Flexibility

Friends

Ambition





The structure of a good story

Problem

Solution

Goal

Strategy

Tactics



Frames for OER advocacy

Affordability

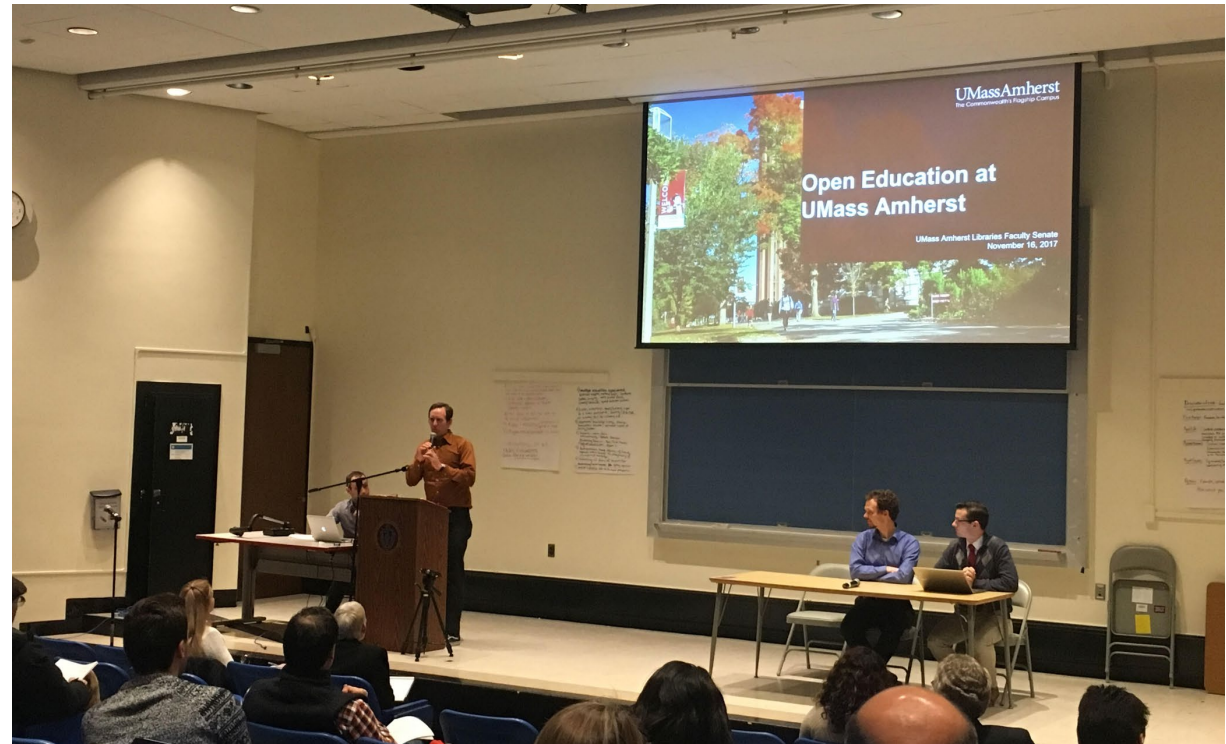
Consumer protection

Equity and ed justice

Academic freedom

Open pedagogy

Digital and data



How to: choose a campaign angle

What does your program do well? How can you maximize it?

What is your greatest struggle in growing your program?

What is on your wishlist?

What do you need to scale up?

How to: choose and influence your target

Who controls the money or flow of information?

Who makes academic decisions?

Who is the “gatekeeper?”

Who do you have access to? Who do your allies have access to?

How to: appeal to their interests and values

"As the premier comprehensive public research university in the state's system of higher education, Rutgers, The State University of New Jersey, has the threefold mission of

- **providing for the instructional needs** of New Jersey's citizens through its undergraduate, graduate, and continuing education programs;
- conducting the cutting-edge research that contributes to the medical, environmental, social, and cultural well-being of the state, as well as **aiding the economy** and the state's businesses and industries; and
- **performing public service in support of the needs of the citizens** of the state and its local, county, and state governments.

Each component of the university's mission reinforces and **supports the other two.**"

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How student government works

In practice, many are a single legislative body with a couple of executive seats.

Individual representatives on committees research and write bills, which are called “resolutions.”

Typically, an allocations committee reviews and disburses student activities fee income to clubs and other priorities.

Executives like the student body president hold a lot of ceremonial external power. But, internal power is often held by student chiefs of staff or adult advisors.



Schoolhouse Rock: America - I'm just a bill [YouTube video]

Other student partners

Student government: individuals, committees, trustees

Student clubs: political, enviro, justice, academic, cultural, media

Classes: service learning, capstones

Referrals: student life, library, faculty, grad programs



Russe

Libanque

Karen Blissen
Les Contes

COMBLES DU VENT
Catherine Buis Zouine

flow of the semester

active vs. passive advertising



“Ten Touches” in the recruitment drive



Potential tactics

Share information

Meet with your target

Legislation

Events

Grassroots

Grasstops



But does it fit in your strategy?

Share information

Meet with your target

Legislation

Events

Grassroots

Grasstops





@MagPERC
TUITION
+
\$500 FOR
TEXTBOOKS
=
RIDICULOUS!

@MagPERC
Affordable
TEXTBOOKS
NOW
@MagPERC

#Textbooks
Broke



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