The Message is in the Choice of the Medium: Building OER Strategy that Reflects Institutional Values

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**Vision:** vibrant, inclusive and diverse learning environment  
**Mission:** relevant and accessible education

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**Vision:** creativity in learning within the limits of available resources  
**Mission:** needs of islanders
Disruption

“Disruption is a positive force. It is the process by which an innovation transforms a market whose services or products are complicated and expensive into one where simplicity, convenience, accessibility, and affordability characterize the industry.”

(Christensen, Horn & Johnson, 2008, p. 12)

3 Phase Strategy

1. Raising Awareness
2. Expansion
3. Institutionalization
MISSION STATEMENT
To educate, with discipline and compassion, so that First Nations and other communities will be inspired by creative, intelligent individuals. They will in turn nurture, service, lead and bring justice to the world.

VISION STATEMENT
The Maskwacis Cultural College is a ‘Centre of Excellence in Academics and Cree Indigenous Knowledge’.

GUIDING PRINCIPLES
The Creator (Kísemánito) is the heart of the College. We will continue to advance, preserve: iyiniw pimatisiwin, ekwa iyiniw mmamóniyicèkan (indigenous forms of life and thinking). At its most fundamental level, we will remember (nístamēnymahikanak) dreams and a vision for future generations. It was the vision of the founding members of Maskwacis Cultural College that embraced the concept of higher learning.
Cape Breton

• Mi’kmaw Studies MOOC: MIKM 2701 – Learning from the knowledge keepers of Mi’kmaki

• LOOCs – credit, certificate or curiosity
Conclusion

• Awareness
• Motivation
• Micro-Interventions