OPEN EDUCATIONAL RESOURCES: THE LEARNING MODEL AND SUSTAINABILITY STRATEGY MATTER
More than 140 Locations Worldwide

Australia
Bahrain
Belgium
Diego Garcia
Djibouti
Egypt
Germany
Greece
Guam
Italy
Japan, Mainland
Jordan
Korea
Kuwait
Netherlands
Okinawa
Portugal
Qatar
Singapore
Spain
Turkey
United Arab Emirates
United Kingdom
United States
THE PROBLEM:
CONTENT RELEVANCY, ACCESS, AND COST

THE SOLUTION WE IMPLEMENTED:
THE 2015-16 INSTITUTIONAL OER INITIATIVE

THE CHALLENGES WE HAVE FACED:
1: SUSTAINABILITY
2: TAGGING, TAXONOMY, AND CONTENT MANAGEMENT
3: THE LEARNING MODEL MATTERS
THE PROBLEM:
CONTENT RELEVANCY: THE WORLD CHANGES BEFORE THE NEW TEXTBOOK EDITION ARRIVES.

ACCESS: MILITARY STUDENTS ON REMOTE INSTALLATIONS – OR AT SEA – CANNOT RECEIVE HARD-COPY OR EBOOK TEXTS IN A TIMELY AND CONSISTENT MANNER; STUDENTS OVERWHELMED BY COST DO NOT PURCHASE REQUIRED MATERIALS.

RISING COSTS: IN THE 2016-2017 SCHOOL YEAR, THE AVERAGE ANNUAL COST FOR BOOKS AND SUPPLIES WAS $1280*

THE SOLUTION WE IMPLEMENTED:
THE 2015-16 INSTITUTIONAL OER INITIATIVE

WE REVISED 1000+ GRADUATE AND UNDERGRADUATE COURSES, REPLACING TEXTBOOKS WITH OPEN EDUCATIONAL RESOURCES - COURSE MATERIALS AVAILABLE ONLINE AT NO COST TO STUDENTS.

UMUC STUDENTS IN 2017 DID NOT HAVE TO SPEND $19 MILLION USD THAT THEY WOULD HAVE HAD TO SPEND PREVIOUSLY, AND HAD ACCESS TO LEARNING RESOURCES WITH A CLICK OF A MOUSE.
SUSTAINABILITY, TAGGING, TAXONOMY, AND CONTENT MANAGEMENT
COMPLEX RESOURCES REQUIRE CONSIDERABLE TIME TO DESIGN AND INTEGRATE INTO EXISTING SYSTEMS.

REGULATORY COMPLIANCE AND ACCESSIBILITY MUST BE BUILT INTO COMPREHENSIVE SYSTEMS OF ONGOING DESIGN AND QUALITY REVIEW TO ENSURE FLEXIBILITY, OPENNESS AND ACCESS ARE DELIVERED.

RESOURCES NEED TO BE STORED AND TAGGED WITH A CLEAR TAXONOMY.
Without clear content management, a consistent taxonomy, and clear tagging, you will have no idea what resources you have.
TURNS OUT...THE LEARNING MODEL MATTERS! OUR ORIGINAL INITIATIVE REPLACED TEXTBOOKS. HERE’S WHAT THAT OFTEN LOOKED LIKE:
WEEK 1: READ THE FOLLOWING

Introduction to Anthropology and the Anthropology of Language
Biological Anthropology
Archaeology
Anthropological Linguistics
Cultural Anthropology
Applied Anthropology
Unifying Concepts
What Is Culture?
The Science of Cultural Anthropology
Evolutionism
Diffusionism
Historical Particularism
Functionalism
Culture and the Individual
Neoevolutionary Theories
Materialism vs. Idealism
Feminist Anthropology
Symbolic Approaches
Interpretive Anthropology
Emic vs. Etic
References
UMUC Learning Model

1. **Encounter Problem**
2. **Gather Information and Resources**
3. **Learn New Ideas/Refresh Prior Learning**
4. **Practice New Skills**
5. **Solicit Feedback**
6. **Implement Deliverable/Solution**
7. **Reflect/Refine/Revise**
WHERE’S THE CONTEXT?
WHAT’S THE PROBLEM?
WHERE’S THE PRACTICE AND APPLICATION?
Step 1: Conduct Research to Identify Top Trends

In this step, you will refine your ability to conduct research for information in academic, public, and web domains. This project will require two different kinds of searches. First, you will perform a brief industry analysis to become more knowledgeable about your industry and how it is classified in national databases. From this initial research, you will learn the codes associated with your industry and you will learn where to find and use business research resources. This should enable you to find more specific search terms to help you find the resources that will help you identify the top trends in your industry. Once you have identified the top trends, you will choose an issue in one of the three top trends and conduct more research to provide an analysis of the issue, its effect on the industry, and how an organization would address this issue – whether to mitigate or to promote – to its own advantage.

Once you have reviewed NAICS and SOC codes and UMUC library resources for conducting research and business research, you will do some in-depth searching for industry trends. A trend could be something that you, as an industry insider is aware of, an emerging trend, or it could be a trend that you think is unrecognized or disputed. You will use your resources to provide evidence for the trends you choose, and your initial choices may change as you continue to read more deeply. Scan resources that you found in periodicals, journals, newspapers, industry blogs, and websites to choose the best references to help you devise the top trends. Use industry-specific keywords and industry codes, and take notes on resources as you read because you will be building on this research in the next step when you choose an issue within one of the trends. Record notes from the resources and record the complete citation in APA format in your draft References page now in accordance with the APA Style Guide Sixth Edition. Be diligent in your choices about the resources you choose.

Searching effectively for relevant and timely sources and recording citation details may take up to 3 hours. After you have identified the top three trends in your industry, you will choose an issue in one of them that is particularly important.
In this step, you will refine your ability to conduct research for information in academic and professional settings. You will perform a brief industry analysis to better understand how it is classified in national databases. From this initial research, you will learn the codes used to identify industries and learn where to find and use business research resources. This should enable you to find relevant information more effectively.

### Industry Analysis

There are several industry classification systems used in the United States and North America. The older system, the Standard Industrial Classification (SIC) system, used a four-digit code to classify industries; a newer system, the North American Industry Classification System (NAICS) uses six-digit codes. The codes can be used to identify firms within a particular sector for purposes of competitive analysis.

#### NAICS Codes

The NAICS is designed and maintained by the US Department of Commerce and the US Census Bureau. The system classifies all businesses within the United States, Canada, and Mexico into like groupings. The following graphic shows how the six digits in the code are determined:

```
        4      5      2      1      1      1
    Sector   Subsector  Industry  Group  US  Industry
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This six-digit code would specifically refer to department stores, as a part of the General Merchandise stores, as part of retail trade. We can see how the system works by looking for The Home Depot. Using the NAICS classification system, Home Depot is identified as:

<table>
<thead>
<tr>
<th>Code</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>44</td>
<td>Retail Trade</td>
</tr>
<tr>
<td>444</td>
<td>Building Materials and Garden Equipment and Supplies Dealers</td>
</tr>
<tr>
<td>4441</td>
<td>Building Material and Supplies Dealers</td>
</tr>
<tr>
<td>44411</td>
<td>Home Centers</td>
</tr>
</tbody>
</table>
LESSONS LEARNED

For those planning a move towards OER adoption, think through the key sustainability challenges to improve your project plan and execution, as well as key aspects of the institutional learning model to inform your approach.

Thank you!

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