**OER Release Plan**

Title of the Open Educational Resource

# Road Map & Checklist

|  |  |
| --- | --- |
| Task | Templates  |
| 2 months pre-release |
|[ ]  Develop Metadata  | Release Plan - Metadata Form |
| [ ]  | Identify Distribution Channels |  |
|[ ]  Identify Marketing Channels |  |
|[ ]  Prepare Adoption Form | Release Plan – Adoption Form  |
| 1 month pre-release |
|[ ]  Prepare a List of Documentation Needed for Distribution | Release Plan – Distribution Channels |
|[ ]  Create Shareable Graphics for social media |  |
| 2-3 Weeks Pre-Release |
|[ ]  Create Write-up to Notify Marketing Channels | Release Plan – Marketing Channels |
|[ ]  Prepare any Documentation needed for Distribution Channels |  |
| Release Day |
|[ ]  Send out Writeup, Graphics, and Links to Marketing Channels |  |
|[ ]  Upload Metadata to Distribution Channels |  |
| After Release*Review the Post Release – Impact Data Collection material.* |

# Release Plan - Metadata Form

Metadata is structured descriptive information that describes your resource. This information will be used when you upload and share your OER. The following are the most common metadata fields that appear in OER repositories and catalogues. Use the template to create standardized metadata for your OER.

|  |  |
| --- | --- |
| **Fields**  | **OER Metadata** |
| **Source Type**Example: video, audio file, quiz, etc. | Click or tap here to enter text. |
| **Technical Format(s)**Example: HTML, EPub, MP3, etc. | Click or tap here to enter text. |
| **Author(s)**Creators of the resource. | Click or tap here to enter text. |
| **Author(s) Affiliation**Institutional affiliation. | Click or tap here to enter text. |
| **Title**Title given to the resource. | Click or tap here to enter text. |
| **Publication Date**Date the resource was created. | Click or tap here to enter text. |
| **URL**Location of the resource.   | Click or tap here to enter text. |
| **Subject(s)|Keywords**Subject covered in the resource.  Subjects can either be controlled or collaboratively generated.  | Click or tap here to enter text. |
| **Abstract**A brief outline of the object.  | Click or tap here to enter text. |
| **Duration/Length**Length of the resource (e.g., minutes, pages, etc.). | Click or tap here to enter text. |
| **Audience**By institution (e.g., College, University, etc.) and by level (e.g., undergraduate year 1-2, graduate, etc.). | Click or tap here to enter text. |
| **Copyright/Licensing**This field will describe the kind of licensing that has been assigned to the information object. | Click or tap here to enter text. |
| **Persistent Identifiers** A long-lasting reference to a digital resource (e.g., DOI, ISBN, etc.) | Click or tap here to enter text. |

# Release Plan – Distribution Channels

**Target Release Date:** Click or tap here to enter text.

**Target Audience:** Click or tap here to enter text.

**Permanent URL:** Click or tap here to enter text.

**Adoption Form**

If the project is an open text or larger OER project, developing an adoption form to collect data on the use of your resource may be a good way to yield usage data. Examples of adoption forms:

* [Open Textbook Adoption Form (BCcampus)](https://open.bccampus.ca/use-open-textbooks/tell-us-youre-using-an-open-textbook/)
* [Open Education Resource Adoption Form (BCcampus)](https://open.bccampus.ca/use-open-textbooks/oer-adoption-form/)

**Distribution Channels**

Distribution channels are places where people can find and access copies of the OER. Identify the distribution channels for the resource is important for later data collection about the use of the OER. For assistance in finding these channels, review [Open Education Guide – Sharing](https://guides.library.ubc.ca/open-education/sharing) and/or contact [UBC Library](https://scholcomm.ubc.ca/open-scholarship/open-education/).

**Catalogues**

[ ]  [Open Textbook Library](https://open.umn.edu/opentextbooks/submit)

[ ]  [BCcampus – Suggestion for the Collection](https://open.bccampus.ca/browse-our-collection/suggestion-for-the-collection/)

[ ]  [Open UBC OER Examples Catalogue](https://open.ubc.ca/projects/add-your-project/)

[ ]  Open UBC OER Catalogue (contact open.ubca@ubc.ca)

[ ]  [Open UBC Open Text Pressbook Catalogue](https://pressbooks.bccampus.ca/catalog/openubc) (Pressbooks only) (contact open.ubc@ubc.ca)

**Repositories**

[ ]  [UBC cIRcle](https://circle.ubc.ca/submissions/)

[ ]  [OER Commons](https://www.oercommons.org/)

[ ]  [MERLOT](https://www.merlot.org/merlot/)

[ ]  [Applied Math and Science Education Repository (AMSER)](https://amser.org/)

**Other**

# Release Plan - Marketing Channels

Marketing channels are places where you can announce the existence of your OER and encourage people to adopt and adapt. Use the following table to list all of the places you will share your OER and the information needed to share.

|  |  |
| --- | --- |
| Marketing Channel | Contact List *(emails, @s, etc.)* |
| Social Media Platforms |
| Click or tap here to enter text. | Click or tap here to enter text. |
| UBC Departments |
| Click or tap here to enter text. | Click or tap here to enter text. |
| Discipline-specific / Professional Organizations |
| Click or tap here to enter text. | Click or tap here to enter text. |
| Other |
| Click or tap here to enter text. | Click or tap here to enter text. |

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