8 Tips for supporting Open Education alongside Affordability Initiatives

1) USE CLEAR LANGUAGE
Don’t over-complicate your message by using technical language when a simpler explanation would work.

2) IMPLEMENT CONSISTENT MESSAGING AND DEFINITIONS
When everyone has a shared understanding of your programs, it is easier to have productive discussions.

3) MAINTAIN AWARENESS OF OPPORTUNITIES/THREATS
Engage with local community members and online listservs to stay up-to-date with new trends and business models in this changing landscape.

4) RECOGNIZE THE PROS AND CONS OF ALL OPTIONS
Help instructors make the choice that makes the most sense for their course. (The “right choice” could be a mix of open and affordable content!)

5) DON’T DEMONIZE FACULTY CHOICE
It’s important that partners such as faculty know that you trust and support their work.

6) FOLLOW A STUDENT-CENTERED APPROACH
What do your students need and how can your systems and services better support them?

7) EDUCATE LEADERS TO MAKE INFORMED DECISIONS
Explain what is happening and why you support different options so they can move forward with a clear understanding of your work.

8) BE CONSISTENT AND CONTENT-NEUTRAL
When surfacing concerns about student privacy, accessibility, and values-based programming, ensure that your messaging is clear and fair in its approach.

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