The impact OER resources

www.teachertrainingvideos.com

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My talk

- The story behind developing these resources
- The impact
- Food for thought

2007-Release an OER resource

- Name of resource is
- www.teachertrainingvideos.com
- Offers free Camtasia screen casts to show teachers how to incorporate technology into their teaching.
- Simply a hobby.
- Larry Ferlazzo, HMTL Goodies

Site begins to grow

- Add content to other sites like youTube, Vimeo.
- Introduce a newsletter (now over 3,000)
- Awards
- Numbers of visitors reaches around 20,000 unique visitors a month

If I can do it for me..I can do it for my university

- University of Westminster
- Numbers falling, low search ranking, release training videos for Flash, Photoshop etc
- MMTV\MMTV.avi
- Financed from the University and later from HEA/JISC OER project (in 2009)
- Took a similar approach (youTube, Vimeo, Facebook, Twitter)

Building numbers

- These OER resources are effective marketing tools .

Direct Marketing

- TTV.com
- MMTV.com

Impact-MMTV

- Several thousand followers of Twitter
- Visits to the site reached 10,000 a month
- Actual numbers on the master's degree went from

2007-12

2008-17- (MMTV introduced)

2009-19

2010-25

Impact MMTV

- From 25 students 15 had been influenced/made their decision because of MMTV
- In 2010 22 of the students were aware of MMTV
- Search engine impact on links

Cost of project

- £40,000 (funded jointly)
- Left project in July 2010

Content	Marketing	Promotion
• Videos • Website	• Social Networking • Advertising	• Talks • Conferences

Teacher Training Videos

- No cost
- Huge impact on my profile (talks, conferences, panels, books, articles)
- Social impact of my work
- Open approach to research as well as content.

Food for thought

- Social networking can play a massive role in marketing.
- OER resources need to be targeted (idea of repositories may be mistaken)
- OER resources (free) linked to courses(cost) could be a very powerful way to compete internationally
- OER-What do you release (much more than perhaps first thought)

Food for thought (2)

- People will revisit content
- The need to change our mentality about IPR
- Impact of offering resources for free (content doing nothing, developing countries)
- Social impact of research/open Journals

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