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*REMARKS ON*  
OER BUSINESS  
MODELS

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3rd UNESCO World OER Congress | Sustainability Breakout

# U.S. & Canada OER Context

- Strong and longstanding OER movement, particularly in higher education. There are many communities, organizations, and annual convenings at various levels.
- Many OER creation efforts are funded by government and private foundation grants. There is a federal grant program (Open Textbook Pilot) and multiple states and provinces have major OER initiatives.
- Recent studies show awareness of OER in higher education is over 50% and around 1 in 4 faculty say they use at least one OER material in their teaching (Bay View Analytics).
- OER advocacy is motivated largely by the high cost of textbooks, although other benefits are recognized including cultural relevance and effective pedagogy.

# Sustainability Strategies

- State/province and federal government funding for OER
- Library publishing and university presses create OER
- Tenure & promotion reform to reward OER authorship and use
- Open licensing policies for government-funded content
- Institutional OER “fees” (experimental, small evidence base)
- Supplemental courseware or services that students pay for (mixed views on whether this is “open” or not)

# Sustainability Challenges

- Many projects are reliant on grants from foundations or governments. Content may not be kept up to date after funding runs out.
- Support for OER is more common among individual faculty, librarians, and academic staff, but it may not be a priority for higher-level college and university administrators.
- Advocating for OER has become more difficult as commercial publishers and technology companies have co-opted terms such as “open” and “inclusive access” to promote non-open products.
- Need to articulate a vision for how OER fits into the AI landscape.