**Bid Cover Sheet**

JISCcolour15

**HEA/JISC Grant Funding 11/12**

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| **Cover Sheet for Bids**  ***(All sections must be completed)*** | | | | |  | | |
| **Programme:** | | **UKOER Phase 3** | | | | | |
| **Name of and number of strand: Promoting UK OER Internationally** | | | | | | | |
| **Name of Lead Institution:** | | University of the Arts London | | | | | |
| **Name of Proposed Project:** | | **ONCE** (Open Networks for Culture and Education) | | | | | |
| **Name(s) of Project Partners(s)** (except commercial sector – see below) | | Coventry University, School of Art & Design | | | | | |
| **This project involves one or more commercial sector partners**  **NO** (delete as appropriate) | | | **Name(s) of any commercial partner company (ies)** | | | | |
| **Full Contact Details for Primary Contact:**  **Name:** John Casey  **Position:** Open Education Projects Manager  **Email**: j.casey@arts.ac.uk  **Tel:** Landline = 020 7514 8056. Mob (preferred) = 07725705126  **Address:** Centre for Learning & Teaching in Art & Design (CLTAD)  University of the Arts London  272 High Holborn  London  WC1V 7EY | | | | | | | |
| **Senior staff Letter of intent-nominated name/position:**  Philip Broadhead, Deputy Vice Chancellor Academic, University of the Arts London. | | | | | | | |
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| **Length of Project:** | **2 months** | | | | | | |
| **Project Start Date:** | 27th September | | | | | **Project End Date:** | 30th November 2012 |
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| **Total Funding Requested:** | | | | | £7,000 | | |
| **Funding requested from programme broken down across Financial Years (April-Mar)** | | | | | | | |
| **April 12 – March 13** | | | | **April 13 – March 14** | | | |
| £7,000 | | | |  | | | |
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| **Which of the following aspects of the Promoting UK OER Internationally initiative does your project address:**  **1. the identification of relevant resources to use for promotion;**  **2. the development and embedding of strategies/policies for promotion;**  **3.** ✔**the fostering of relationships with other organisations such as OCWC or the British Council who would be able to help them in their overseas promotion.** | |
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| **Outline Project Description (300 words)**  **Aims**  The focus will mainly be on the third aspect, relationship building to support overseas promotion; with some demonstrated linkages with the second aspect derived using a benefits realisation management methodology. A case study will be produced that describes the project experience, detailing how lessons learnt may help the wider UK HE sector, particularly those involved in ADM subjects, to consider using OERs for international branding and relationship marketing activities.  **Objectives** The consortium will:   1. Explore joining the OCWC, which will require internal institutional policy discussions and formulation to specifically identify OER as a supported scholarly activity. To support this, both partners will establish institutional OER international steering groups to take this forward and work together to support each other. Colleagues at Nottingham (an existing member of the OCWC) have kindly agreed to mentor the consortium in this process. 2. Provide a practical strategic context and driver for the project case study by working with international contacts established through existing OER activities to identify and initiate plans for joint collaboration, paying particular attention to the emerging economies of Africa and Indonesia. 3. Work with the HEA consultant, the British Council (BC) and the HEA ADM subject centre to explore how the BC might work with the international OER community to support UK HEIs in the future.   **Outputs and Outcomes**  The consortium will:   1. Produce a ‘plain-English’ reflective case study that is aimed at the UK HEI sector, particularly those involved in ADM subjects that will:    1. Describe and evaluate the experiences, opportunities and challenges encountered in the project in the light of the original aims and objectives. Summarise what was learnt and how initial ideas may have changed or were challenged    2. Provide practical guidance to others pursuing similar international activities in relation to OERs | |
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| **Brief description of the proposed Case Study: (200 words)**  Based on our existing OER and institutional experience, we think that the collaborative nature of the ADM subject base and the related practitioner communities lends itself particularly strongly to international efforts that fit into a relationship marketing approach. This also coincides with the latest international policy discussions in the OER community, that are stressing the need to move forwards from the initial producer/consumer model to a much more collaborative effort. An important aspect to explore, that should prove productive, is the dual teacher/practitioner links of many ADM teachers and institutions to the international networks of design, production and distribution that comprise the creative industries. This provides a vital context for much of the teaching in the sector and already leads to many business opportunities. In short, the case study will explore how the characteristics of the UK HEI sector in general and the ADM subject base and practitioner communities in particular, may be mobilised and supported to effectively engage and benefit from collaboration with the international OER community and related organisations. The case study will be released under a Creative Commons Attribution licence to ensure widest possible circulation and reuse.  **All Case Studies associated with Promoting UK OER Internationally initiative will be published as OERs.** | |
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