Highlighting Students in ZTC and OER Efforts

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Agenda

- Introductions
- Student Engagement: one size does not fit all
  - Dave Dillon (Grossmont College)
  - Sarah Harmon (Cañada College)
  - Heather Dodge (Berkeley City College)
- General discussion and Q & A
Survey development…

- Collaboration across ten colleges
- Short/direct survey
- Small pilot (December), large pilot (March-May)
- 1,730 student responses

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Three big takeaways (which may not be surprising)

✔ The high cost of textbooks disproportionately impacts students of color

✔ OER/ZTC courses need to be better advertised and students need to know HOW to find them

✔ Students find the quality of OER and ZTC materials to be the same or better than traditional materials
Find all the details in our Student Impact Toolkit
Student videos: why and how
Why create videos featuring students?

- Student voice
- Personalize data
- Expand your reach
- Shareable
- Focus on students!
Student video sample
Berkeley City College
Student video sample
Moorpark College
How to create a student video on your campus

- Outreach to stakeholders
- Recruit support
- Incentivize students
- Acknowledge vulnerability
- Persistence and creativity
- Get permissions and branding
- Perfection is a myth
Questions?

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