



ACADEMIC SENATE FOR CALIFORNIA COMMUNITY COLLEGES

Highlighting Students in ZTC and OER Efforts

March 20, 2023

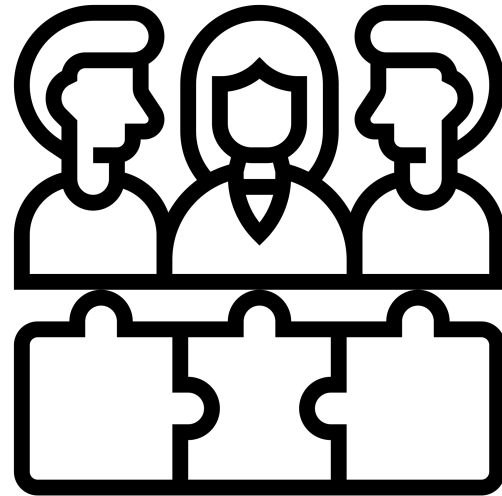
Heather Dodge (Berkeley City College)
Dave Dillon (Grossmont College)
Sarah Harmon (Cañada College)

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



Created by Eucalyp

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



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Find all the details in
our
Student Impact
Toolkit

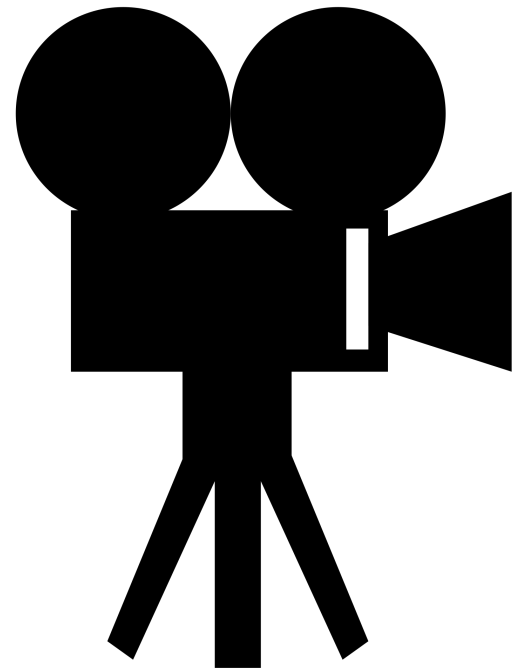


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Student videos: why and how

Why create videos featuring students?

- Student voice
- Personalize data
- Expand your reach
- Shareable
- Focus on students!



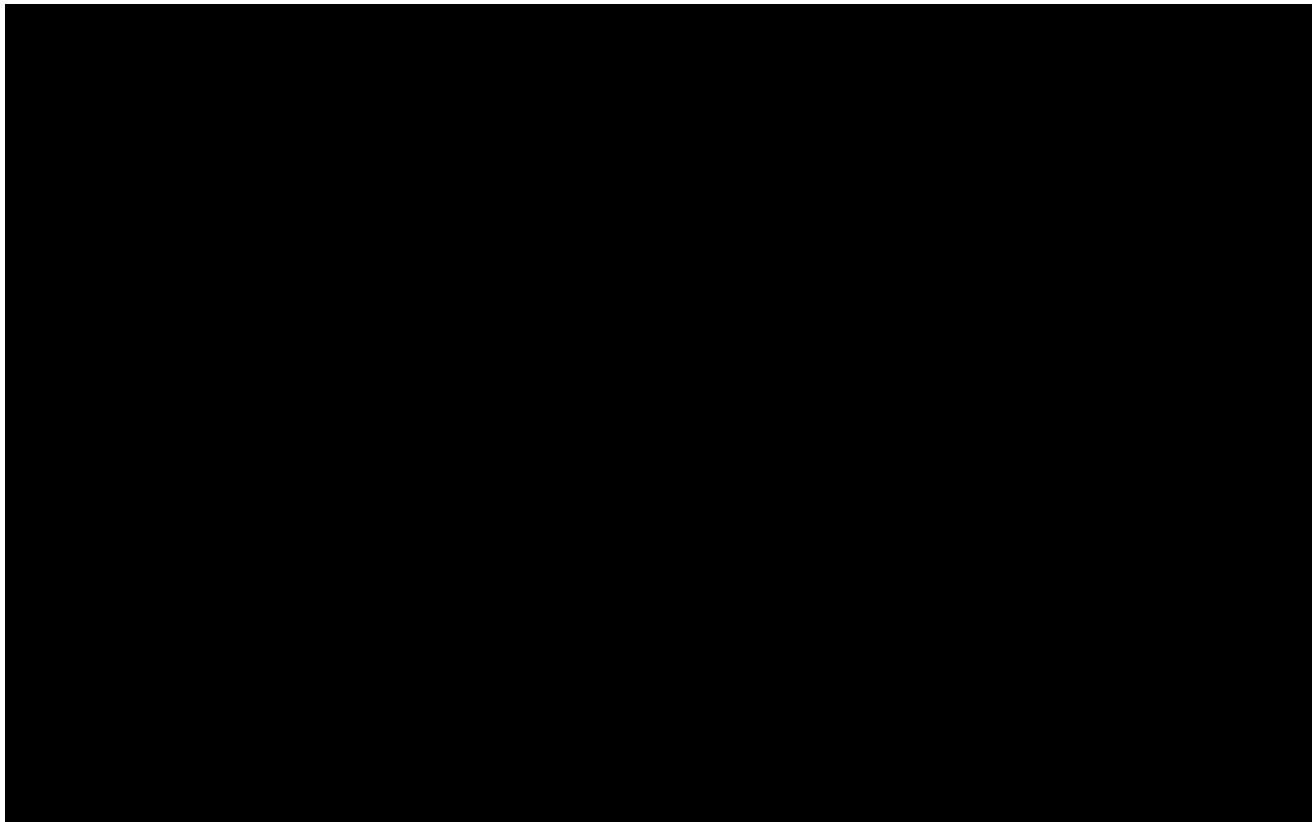
Student video sample

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?



Heather Dodge hdodge@peralta.edu
Dave Dillon

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