M E M O R A N D U M

TO: OER Advisory Council

FR: Bob Awkward

CC: M. Billings, P. Marshall, S. Tashjian

RE: Key Performance Indicators

DATE: September 1, 2020

As we are about to kick-off the fall semester (I know, how did that get here so quick?), it is also a good time to begin to think more closely about our OER work for this coming academic year. I believe this is going to be our year! The confluence of COVID-19, faculty needing high quality teaching and learning resources to do online instruction, and students continuing to demand no/low-cost academic textbooks and ancillaries creates a unique opportunity. For many of you, this has been a labor of love moving this needle forward for far too long. Yet, continuing fiscal pressures will also require us – and everyone – to demonstrate return on public investment.

With this background in mind, the OER Steering Committee took on the effort to identify some key performance indicators (KPIs) that each institution and the state as a whole could use to measure the impact of our efforts. After conducting research as to what other states (e.g., Rhode Island and Minnesota), other institutions (e.g., University of Wisconsin-Madison and Salem State University), and other organizations (e.g., UNESCO and the 2012 Paris OER Declaration) have done, we discovered a framework that came up in several places that is popularly called COUP.

The COUP Framework (https://openedgroup.org/coup) is the Open Education Group's approach to studying the impact of open educational resources (like open textbooks) and open pedagogy in secondary and post-secondary education. COUP stands for:
- Cost
- Outcomes
- Usage
- Perceptions

After much consideration as to the many different ways that OER value could be measured, we decided that it would make the most sense to keep it simple for this first year. As we get better at capturing the data necessary to conduct more sophisticated measurements, we will begin to implement those. Thus, we recommend the following to the OER Advisory Council for action for AY2021.

We know that there is an **OER Advisory Council meeting being held on Monday, September 14 from 1-3pm**. However, we also know that you will need time to think about this topic and to talk with people at your campus including your OER Committee, key stakeholders, and others to know what you can do before we can agree as a group on what we will do. Here is the proposal from the OER Steering Committee for the Key Performance Indicators that we believe were the most direct measures we could all capture and that would clearly demonstrate the value that OER is having at our institutions.

COUP	KPIs	Notes
Cost		
Level 1: Institutions beginning OER	Total cost savings = Costs of textbooks[1] x the number of students x the number of sections	Year One
	Increase student savings from __ to ___	Year Two
	Increase the number of OER courses/sections from ___ to ___	Year Two
Outcomes		
Level 1: Institutions beginning OER	Number of OER courses and sections calculated as a percentage of total courses and sections	Year One
	Number of OER enrollments (duplicated) calculated as a percentage of total enrollments	Year One
	Increase the number of OER courses and sections as a percentage of total courses and sections	Year Two
	Increase the number of OER enrollments (duplicated) calculated as a percentage of total enrollments	Year Two
Usage		
Level 1: Institutions beginning OER	Number of faculty/staff professional development in OER training and education	Year One
Perception		
Level 1: Institutions beginning OER	Student satisfaction (e.g., quality, accessibility of formats, engagement in courses)	Year One

Please read, consider this proposal, and be prepared to share at the OER Advisory Council meeting. Please contact me if you have questions about any aspect of this. Thank you!

---

[1] We recommend the use of SPARC's average cost of textbooks of $117 as of 2018 to make this standard for everybody.