Welcome to the CSU AL$ / COOL4Ed
Monthly Webinar

May 15, 2025

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Today's Agenda

- (5 min) Introductions/ Introduce AL$ Team

- (5 min) Announcements

- (30 min) Summer Toolbox: Strengthening Fall AL$ Kick-off

- (15 min) Community time

THE CSU AL$ TEAM

Leslie Kennedy
Asst. Vice Chancellor, ATS

Barbra Bied Sperling
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Bookstore Liaison

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AL$ Fiscal Operations

Announcements

- Past Due: 2024-25 AL$ year-end report due date: April 25, 2025

- The MERLOT (www.merlot.org) and SkillsCommons (www.skillscommons.org) are great resources for no-cost content.

Summer Toolbox: Strengthening Fall AL$ Initiatives

Today's Objectives:

1. Identify key summer activities to strengthen fall AL$ impact

2. Develop strategies for building campus relationships

3. Create a summer-to-fall action timeline

4. Share campaign ideas for faculty engagement

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Why Summer Planning Matters

Summer: Your Strategic Advantage

1. Less academic pressure = more availability for planning
2. Critical timing for fall adoption decisions
3. Opportunity to refine systems before peak activity
4. 12-month staff more accessible

Strategic Summer Planning

Part 1: Strategic Summer Planning

Refining Your Campus Strategy

Refining Your Campus Strategy:

- Review & prioritize initiatives from funding application
- Identify "quick wins" vs. long-term projects
- Focus on departments with highest potential savings
- Set concrete goals (# courses, $ savings, % adoption)

Summer-to-Fall Timeline

Creating Your Summer-to-Fall Timeline:

- May-June: Committee refinement/collaboration, stakeholder meetings

- June-July: Resource curation

- July-August: Campaign materials development

- August-September: Faculty outreach, New faculty orientation, welcome events

- Key dates to include: Bookstore adoption deadlines, department meetings

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Campus AL$ Committee

Engaging Your Campus AL$ Committee:

- Key stakeholders:

    - Library (OER specialists, subject librarians)

    - Campus store (course materials manager)

    - Instructional design team

    - Disability support services

    - Learning management system administrators

    - Faculty champions (12-month appointments)

Committee Roles & Expectations

Defining Committee Roles & Expectations:

- ○ Specific responsibilities aligned with expertise

- ○ Clear communication channels and frequency

- ○ Expected time commitment (be realistic!)

- ○ Decision-making process

- ○ Recognition for participation

Summer Meeting Cadence

Setting an Effective Summer Meeting Cadence:

- Initial kick-off meeting (full committee)

- Smaller working group meetings (focused tasks)

- Monthly check-ins (progress updates)

- Pre-fall semester planning session

- Consider hybrid/virtual options for flexibility

Relationship Building Strategies

Part 2: Relationship Building Strategies

Administrative Engagement

Administrative Engagement Blueprint:

- President/Provost: Student success & affordability messaging

- Financial officers: ROI for student retention

- Deans: Department-specific savings & outcomes

- IT leadership: Digital integration support

- Student affairs: Impact on student financial wellbeing

Crafting 5-Minute Presentations

Crafting Compelling 5-Minute Presentations:

- Lead with campus-specific student impact

- Include faculty success stories

- Highlight 1-2 key data points only

- Clear, specific "ask" or next steps

- Leave behind a one-page summary

Securing Meeting Slots

Securing Key Meeting Slots:

- Request summer planning meeting with deans

- Get on fall department meeting schedules now

- Offer to join existing committee meetings

- Connect with faculty senate leadership

- Consider joint presentations with campus store

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Campus Store Collaboration

Campus Store Collaboration:

- Move from "competition" to "collaboration" mindset

- Shared goal: supporting student success

- Joint messaging about all affordability options

- Understanding their business model and constraints

- Focusing on expanding the range of options

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Understanding Adoption Timelines

Understanding Adoption Timelines:

- Map your campuses specific adoption cycle

- Identify key decision points and deadlines

- Align AL$ outreach with these critical windows

- Coordinate with store on reminder communications

- Plan for both on-time and late adopters

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Bookstore Partner Meetings

Collaborating on Stakeholder Meetings:

- Meet at store with course materials manager for briefing on adoptions, screenshot, timelines, etc.
- Attend faculty adoption information sessions
- Include store representatives in AL$ events
- Consider joint presentations to administration
- Share student feedback with each other

Fall Campaign Development

Part 3: Fall Campaign Development

Faculty Touchpoint Planning

Faculty Touchpoint Planning:

- Map all faculty engagement opportunities
- Develop different approaches for:
  - New faculty
  - Department chairs
  - Early adopters
  - Resistant faculty
- Prepare materials for each audience

New Faculty Orientation

New Faculty Orientation Strategies:

- Request specific time allocation (not just a table)
- Connect affordability to teaching excellence
- Provide ready-to-use resource lists by discipline
- Offer one-on-one consultations
- Create a "new faculty welcome packet"

Welcome Back/Convocation

Welcome Back/Convocation Opportunities:

- Brief remarks connecting to institutional priorities
- Faculty success stories and student testimonials
- Visual displays of student savings
- Recognition of AL$ champions
- QR codes linking to immediate resources

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Department-Specific Approaches

Department-Specific Approaches:

- Customize messages to disciplinary concerns

- Highlight subject-specific OER and low-cost options

- Address unique challenges (labs, studios, etc.)

- Connect with department curriculum committees

- Leverage disciplinary accreditation requirements

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Resource Portfolios

Resource Portfolios: Options for Reluctant Adopters:

- Create discipline-specific resource guides
- Include multiple options at different commitment levels:
    - Full OER adoption
    - Hybrid approach (some OER + some traditional)
    - Library-licensed resources
    - Low-cost commercial options
- Emphasize faculty choice and academic freedor

"Day at the Library" Events

Planning "Day at the Library" Events:

- Interactive showcase of affordable options

- Stations for different resource types

- Faculty champions as presenters

- Practical workshops (finding, adapting, creating)

- Refreshments and faculty incentives

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Digital Toolkits

Digital Toolkits for Committee Members:

- Shareable slide decks and talking points
- Email templates for different audiences
- Data visualizations and infographics
- FAQ documents for common questions/concerns

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Communicating Future CA Legislative Requirement

Prep your leadership and faculty on required deadline:

Assembly Bill 607

- "Prominently display, by means that may include a link to a separate internet web page, the estimated costs for each course of all required course materials and fees directly related to those materials"

- 40 percent by January 1, 2025, 55 percent by January 1, 2026, 65 percent by January 1, 2027, and 75 percent by January 1, 2028

Q&A and Resource Sharing

Q&A and Resource Sharing:

- What summer activities have worked on your campus?

- What relationships have been most valuable?

- What questions remain about summer planning?

Fall/Spring Webinar Schedule

Current:

- ~~May 15th~~

- June - No Webinar - Happy Summer!

- July - No Webinar - Happy Summer!

Past Webinars:
- ~~October 17th~~
- ~~November 21st~~
- ~~December - No Webinar/Holiday Break~~
- ~~January 16th~~
- ~~February, Feb. 20-21 - AL$ Conference~~
- ~~March 20th~~
- ~~April 17th~~

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