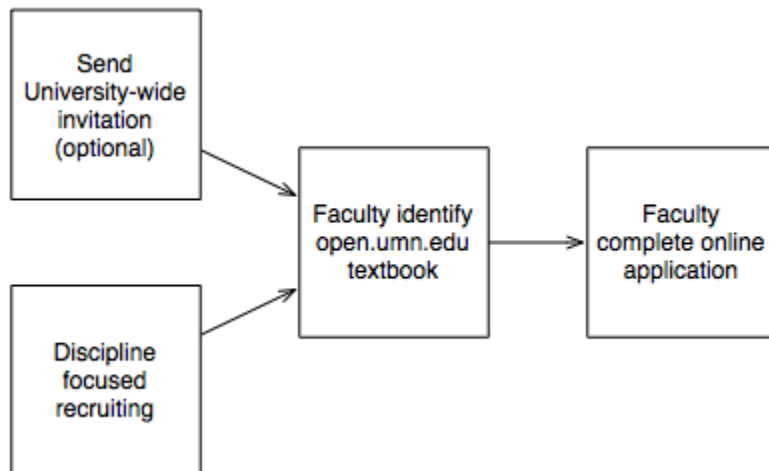


Faculty Recruitment Strategy for Open Textbook Workshops

The goal of the Open Textbook Network (OTN) Workshop is to educate faculty about open textbooks, engage them by writing a review of a book, and encourage them to explore whether an open textbook meets the learning outcomes for their course. Engagement often leads to adoptions which have a positive impact on students both financially and academically.

The success of the OTN workshops depends on your efforts to recruit appropriate faculty for the event. Based on our experiences with previous workshops, we recommend the following strategy:



University-wide recruiting (optional)

- Raises campus awareness of student affordability issues and open textbooks/OER.
- May not result in the desired number of applicants who can both attend the workshop and provide a review of an open textbook.
- If possible, have email sent from a person of power -- e.g. Executive Director of your Center for Teaching & Learning, University Librarian, someone recognizable in the Provost's office, deans, etc. This will help the email open rate.
- [Sample invite](#) provided.

Discipline focused recruiting

- Invite select faculty based on the courses they teach and available open textbooks at open.umn.edu and the list of [top open textbooks](#).
- Focus on departments with lower level, large enrollment undergraduate courses for which there is a viable open textbook alternative at open.umn.edu.
- Utilize subject liaisons/librarians or some other network (e.g., faculty advocates) on campus to invite select faculty.



Open Textbook Network

- Contact specific departments (administrative assistants or other departmental staff) to learn more about how textbooks are selected and if there are particular people/faculty you could/should invite. Subject liaisons/librarians or other university staff (e.g., instructional designers) embedded in the departments might help with this process as well.
 - Different departments may make textbook decisions for classes in different ways. Sometimes a committee that works on a particular time frame, e.g., every three years, is responsible for reviewing and making textbook decisions; alternatively individual faculty may decide which textbooks to use for all classes in other departments.
- Reaching out to the Center for Teaching and Learning may lead to a group of faculty that have close connections or interest in SOTL. Some CTLs also host Learning Communities that focus on creating content and might connect you to faculty interested in [open pedagogy](#).

For additional suggestions from OTN members who have held successful recruitments, please see the Recruitment Tips document in your folder.

