Implementation

Sharing with awardees and beyond

- Mentioned project at yearly all-awardee get-together in Jan. 2021 (while in development)
  - ▷ Initially going to give a certificate every time and letter upon request
    - ▷ Based on polling, little interest in certificate, more interest in letter
- Reminded of launch when collecting resource usage in Fall 2021
  - ▷ Beginning of the semester request to submit implementation
  - ▷ Inclusion hopes to reinforce need to collect information beyond the abstract
    - ▷ E.g. sharing will directly benefit you, too!

Fall 2021 Semester, soft launch

- Formalized name:

  ▷ Milestone medals (internal)

  ▷ VCU Impact levels (external)

- Posted medals on the program site

  ▷ Site is hosted via Libguides

  ▷ Each project has its own "box" with project information

Piloting the Enterprise

Project: Author an Open Textbook

Class: Piloting the Enterprise (ARTS351/CREA350) and other courses offered in the VCUArts Center for Creative Economy

Project Team: Garreth Blackwell, Matt Woolman, and Jeffrey Foster

Key Features

- Fills a gap of a single text covering entrepreneurship for the arts (how to envision, establish and develop a business practice as an artist)
- Used across many classes in the Center for Creative Economy
- Part of efforts to increase enrollment within these classes

Project Updates

- Text has been used in class since FY2019
- OER has played a key role in increasing enrollment and impact of the CREA350

Current VCU Impact Level: 500 Students (reached Fall 2021) and $50,000 in student savings (reached Fall 2021). In use 5+ semesters.

Added current impact levels to each project description

- Textual description of level(s) and semester(s) reached

- Images of all current medals

Impact levels on project description on program site

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Rollout: Programmatic level

- Emailed awardees alerting them to the launch

- Wrote and posted public description of the program to give some context
  - ▷ Short description (image) linked from each page with project descriptions on the program site

More about "Current VCU Impact Levels"

Through the VCU Impact Levels, the Affordable Course Content Awards celebrates project achievements with set "milestones" that mark the number of students impacted, cost savings from using free resources, and semesters the resource has been used at VCU.

When a project reaches a new milestone, we will update their "milestone medal" on this guide and share the news with the project's creators to formally support their case for the value and impact of their project. Impact Levels are not meant to be comparable across projects.

For more information and to see the full list of (current) milestones visit:

- Affordable Course Content Awards VCU Impact Levels
  An overview of the Current VCU Impact Level program and milestone levels.

Link brings you to a document which includes a longer description/context and lists all medals

VCU Impact Levels

VCU Affordable Course Content Award Projects

The VCU Affordable Course Content Awards program strives to celebrate the success of projects developed with our support. Through the VCU Impact Levels, the Affordable Course Content Awards celebrates project achievements with set "milestones" that mark the number of students impacted, cost savings from using free resources, and semesters the resource has been used at VCU.

When a project reaches a new milestone, we will update their "milestone medal" on the program website and share the news with the project's creators to formally support their case for the value and impact of their project.

Some notes about this project:

1. Information for impact levels was gathered from project-reported implementation information and the price of the replaced course material at the time of the application to the awards program.
2. The semester indicated alongside the milestone represents the semester the project surpassed the milestone based on VCU usage of the resource. They do not represent exact, current values of students impacted or student cost savings/avoidance.
3. Impact Levels are not meant to be comparable across projects. Different projects will progress through the milestones at different rates based on the cost of the book(s) they replace and/or the size of the class. The Affordable Course Content Awards holds to the ideal that all OER creation/customization or free resource adoption courses are valuable endeavors, no matter the size of the impact. In fact, while some projects are small in impact numbers, their contribution of new resources in highly specialized fields can fill needed gaps in available OER. We are currently working on ways to further highlight the contribution/impact of these smaller projects.
4. Semesters used measured usage in all three academic semesters (Fall, Spring, and Summer) as of 2020. During prior years, summer data was not captured, and thus that semester was not included in usage or impact counts.

Impact levels/ Milestone	Student Savings	Students Impacted	Semesters Used
	$5,000	50	1

Full public description

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VCU Impact Levels

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	$5,000	50	1

Both emphasize how OER are not meant to be comparable

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Benchmarking tensions

We try to emphasize that each project's contribution is valuable, while also recognizing that we are introducing benchmarks. We hope the the benchmarks are seen as comparisons of accomplishments rather than comparisons of a project's worth.

This is big difficulty in trying to clearly articulate abstract concepts (impact and effort) !

- Realized that some smaller projects would take semesters or years to reach the bottom level
  - Added additional levels to celebrate additional (smaller) projects' accomplishments
  - Added the non-size dependent category previously considered: semesters of use
    - With the acknowledgement that this is still not an even playing field as larger, gen ed courses are offered every year while smaller courses may be offer once a year or every other year

Revised Impact levels

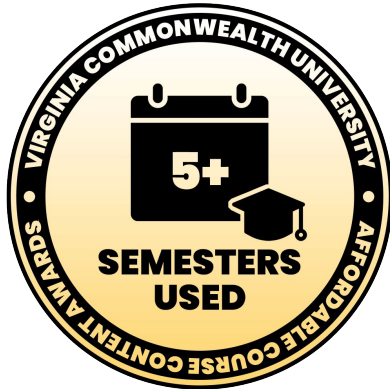| Student Savings	Students Impacted	Semesters Used
$5,000	50	1
$10,000	100	2
$25,000	250	3
$50,000	500	4
$75,000	750	5
$100,000	1,000	5+
$250,000	2,500	10+
$500,000	5,000	15+
$750,000	7,500	20+
$1,000,000	10,000	25+
$1,250,000	12,500	30+
$1,500,000	15,000	
$1,750,000	17,500	
$2,000,000	20,000	
$2,250,000	22,500	
$2,500,000	25,000	

New categories highlighted

Designing a new medal category

- A simplified version of the design was decided upon for this category
  - The banner element was removed
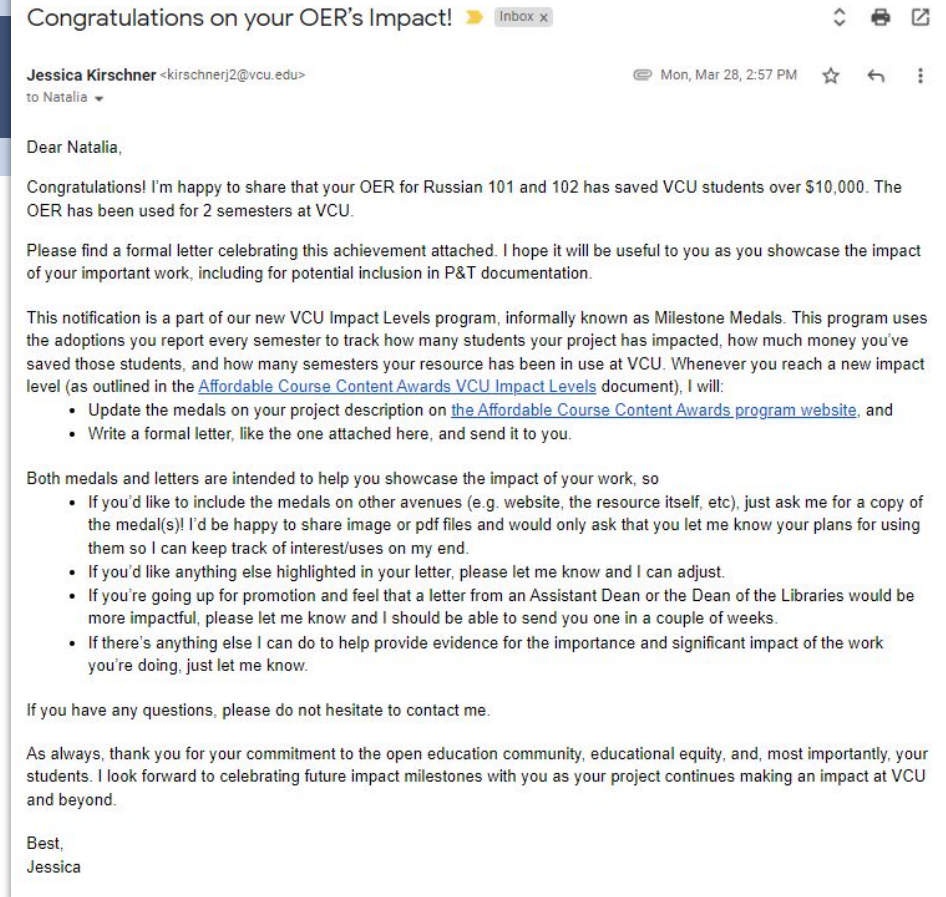 - Blend of lowest and highest color ranks used since this medal does not additional rankings

Sharing with awardees

Full launch Spring 2022

- Updated medals on program site

- Drafted letter for each project that reached a milestone

- Sent project team email (image) sharing the exciting news and attaching the letter

Congratulations on your OER's Impact! ➤ Inbox ×

Jessica Kirschner <kirschnerj2@vcu.edu>   Mon, Mar 28, 2:57 PM
to Natalia

Dear Natalia,

Congratulations! I'm happy to share that your OER for Russian 101 and 102 has saved VCU students over $10,000. The OER has been used for 2 semesters at VCU.

Please find a formal letter celebrating this achievement attached. I hope it will be useful to you as you showcase the impact of your important work, including for potential inclusion in P&T documentation.

This notification is a part of our new VCU Impact Levels program, informally known as Milestone Medals. This program uses the adoptions you report every semester to track how many students your project has impacted, how much money you've saved those students, and how many semesters your resource has been in use at VCU. Whenever you reach a new impact level (as outlined in the Affordable Course Content Awards VCU Impact Levels document), I will:
- Update the medals on your project description on the Affordable Course Content Awards program website, and
- Write a formal letter, like the one attached here, and send it to you.

Both medals and letters are intended to help you showcase the impact of your work, so
- If you'd like to include the medals on other avenues (e.g. website, the resource itself, etc), just ask me for a copy of the medal(s)! I'd be happy to share image or pdf files and would only ask that you let me know your plans for using them so I can keep track of interest/uses on my end.
- If you'd like anything else highlighted in your letter, please let me know and I can adjust.
- If you're going up for promotion and feel that a letter from an Assistant Dean or the Dean of the Libraries would be more impactful, please let me know and I should be able to send you one in a couple of weeks.
- If there's anything else I can do to help provide evidence for the importance and significant impact of the work you're doing, just let me know.

If you have any questions, please do not hesitate to contact me.

As always, thank you for your commitment to the open education community, educational equity, and, most importantly, your students. I look forward to celebrating future impact milestones with you as your project continues making an impact at VCU and beyond.

Best,
Jessica

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Email text

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Best,
Jessica