

UNM Open Educational Resources Consortium

Community Engagement Plan

Vision:

To leverage community partnerships in creating Open Educational Resources that enhance curriculum relevance, provide localized and industry-specific content, and foster engagement between UNM and our diverse communities here in New Mexico.

Goals:

1. **Enhance Curriculum Relevance:** Collaborate with local industries and organizations to generate OER tailored to New Mexico's unique economic, cultural, and educational needs.
 2. **Catalyze Curricular Change:** Use community input to identify gaps in current offerings and develop resources that align with emerging industry trends and local demands.
 3. **Empower Students as Future Professionals:** Involve community stakeholders in shaping content that prepares students for real-world challenges and industry-specific requirements.
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Key Components:

1. Community Partnerships

- **Target Partners:**
 - Professional associations (e.g., New Mexico Bankers Association, Albuquerque Hispano Chamber of Commerce)
 - Industry leaders in government, energy, healthcare, agriculture, and technology (Sandia and Los Alamos National Labs, Presbyterian Healthcare, etc.)
 - Local governments and NGOs
 - Tribal nations and cultural organizations
- **Engagement Approach:**
 - Invite firms and organizations to provide case studies, real-world datasets, and examples of challenges they've encountered in their industries. These resources will serve as practical tools for professors to incorporate into their classes, aligning theory with application.
 - Utilize our online repository where community partners can contribute and access shared resources. This centralized hub can serve as a library of teaching materials, datasets, and instructional guide (question: who would be responsible for uploading this information?)
 - Encourage partners to send experts who can guest lecture or provide video modules explaining their case studies, enhancing the classroom experience with insider perspectives.
- **Recognition and Collaboration:**

- Acknowledge participating firms as "Education Partners" in university publications and on the OER platform, showcasing their contributions to advancing education.
 - Encourage ongoing dialogue through annual OER summits, where partners can propose new materials or topics based on emerging industry trends.
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2. Resource Creation and Integration

- **Localized Content Development:**
 - Create case studies highlighting New Mexico-based challenges and success stories (e.g., renewable energy projects, agricultural innovations).
 - Develop tools, datasets, and tutorials for industry-specific analyses based on partner input (e.g., banking analytics, healthcare administration practices).
 - Highlight community assets and cultural heritage in resources, ensuring diverse and inclusive representation.
 - **Student-Created OER:**
 - Assign students to work with partners to develop OER under faculty guidance (e.g., marketing materials for local nonprofits, real-world data analysis projects).
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3. Catalyst for Curricular Change

- **Faculty Training and Buy-In:**
 - Host workshops for faculty to learn how to incorporate community-created OER into their courses.
 - Use pilot programs to demonstrate the impact of these resources on student engagement and learning outcomes.
 - **Academic Integration:**
 - Develop new elective courses or certificate programs based on the resources (e.g., "Applied Analytics in New Mexico Banking").
 - Tie OER initiatives to service learning or capstone projects.
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4. Community Involvement in Education

- **"Next Generation Educators" Campaign:**
 - Frame partnerships as opportunities for local professionals to contribute to the education of future workforce leaders.
 - Feature community contributors in promotional materials and acknowledge them as co-creators in OER credits.
- **Engagement Opportunities:**
 - Invite professionals to guest lecture, co-author OER, or provide project mentorship.

- Host a yearly OER showcase event where students present their work to community stakeholders.
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Implementation Steps:

1. **Needs Assessment (3 months):**
 - Survey stakeholders to identify critical industry skills and content gaps.
 - Gather insights from faculty on where localized resources are most needed.
 2. **Partnership Development (6 months):**
 - Engage target partners, formalize collaborations, and set clear goals for resource creation.
 3. **Pilot Programs (Year 1):**
 - Develop 2-3 flagship OER projects with a community partner (e.g., a case study with the NM Bankers Association).
 - Test the integration of these resources in select UNM courses.
 4. **Evaluation and Scaling (Year 2):**
 - Collect feedback from students, faculty, and partners.
 - Refine processes and expand to include more disciplines and partners.
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Measuring Impact:

- **Student Success:** Track learning outcomes, retention rates, and career readiness among students using community-engaged OER.
 - **Partner Satisfaction:** Survey community partners on their perceptions of value and willingness to continue collaboration.
 - **Curricular Integration:** Monitor the number of courses adopting community-created OER.
 - **Institutional Growth:** Evaluate the program's contribution to UNM's mission of public engagement and community impact.
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Example Pilot Project:

Banking in New Mexico: Localized Finance Case Studies

- Collaborate with the NM Bankers Association to develop OER case studies on regional banking challenges.
- Topics: Rural banking strategies, risk analysis, lending practices in underserved communities.
- Deliverables: Interactive modules, video interviews with local banking leaders, and a practical guide for new banking professionals.