



**BCcampus**  
Learning. Doing. Leading.

# Find, Use, and Share Open Educational Resources

Arianna Cheveldave, Kaitlyn Zheng

BCcampus

November 4, 2021

Link to slides:  
[bit.ly/FUSOER](https://bit.ly/FUSOER)



Unless otherwise noted, this work is released under a CC BY 4.0 Licence.  
Feel free to use, modify, or distribute any or all of this presentation with attribution.

BCcampus.ca • @BCcampus • #BCcampus



**BCcampus**

Learning. Doing. Leading.

BCcampus acknowledges the sə́ilwətaʔt təməx<sup>w</sup> (Tsleil-Waututh), Skwxwú7mesh-ulh Temíxw (Squamish), x<sup>w</sup>məθk<sup>w</sup>əyəm (Musqueam), W\_ŚÁNEĆ (Saanich), and the Esquimalt and Songhees Nations of the Lək<sup>w</sup>əŋən (Lekwungen) Peoples, on whose traditional territories we are privileged to live, work, and play. Through our work we are learning to incorporate Indigenous epistemologies into our actions and understandings, supporting decolonization, reconciliation, and Indigenization to advocate systemic changes in the post-secondary environment of B.C.

# Overview

1. Copyright.
2. Introduction to open education and Creative Commons Licenses.
3. How to find OER.
4. How to use and share OER.
5. How to combine and remix OER from multiple sources.
6. Attribution Statement Challenge
7. Questions.

# Copyright



Copyright is the legal framework for protecting the intellectual property of creative works.

It is collection of rights defined under the *Copyright Act*:

- Only the copyright holder has permission to reproduce, adapt, and share the work.
- Copyright protection is automatic. It's not something you have to apply for.



**BCcampus**  
Learning. Doing. Leading.

# What is open education?

“Open education combines the established tradition of sharing good ideas with fellow educators and the collaborative, interactive culture of the Internet. It is built on the belief that everyone should have the freedom to use, customize, improve, and redistribute educational resources without constraint.”

— Cape Town Open Education Declaration, 2007

# OER

(open educational resources)

Any resource used for teaching and learning that is in the public domain or under an open license that gives anyone anywhere permission to **keep, share, edit, and remix** the content without needing the original creator's permission.

# Examples of OER

- Textbooks
- Labs
- Case studies
- PowerPoints
- Reports
- Images
- Videos
- Podcasts
- Guides



[“Row of colored pencils”](#) by [Marco Verch](#) is under a [CC BY 4.0 License](#).

# Why use and create OER?

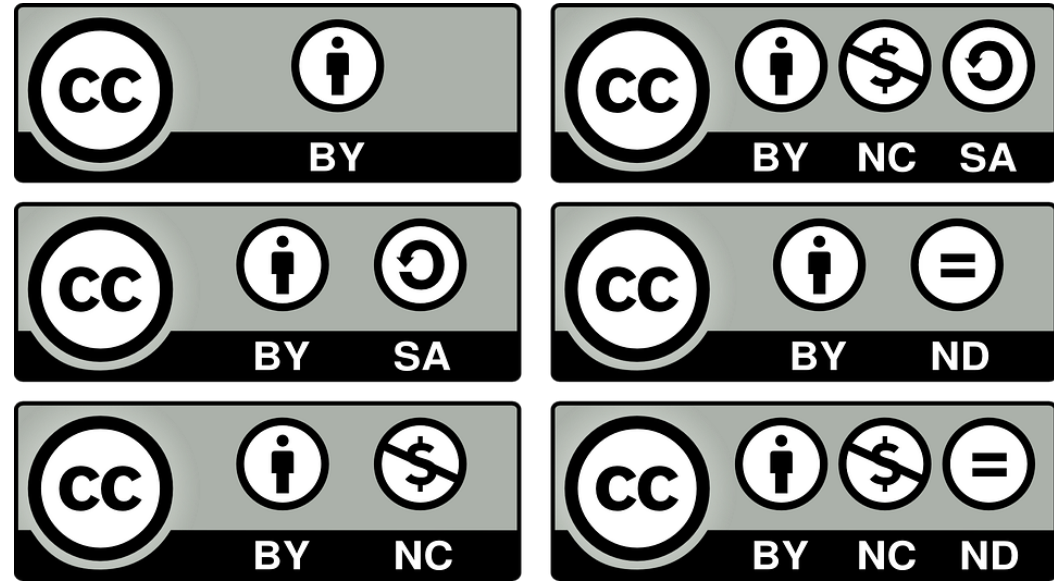
- OER can make post-secondary education more financially accessible.
- Instructors can customize the content to the needs of their course and their teaching style.
- OER are available to anyone for free online





# Creative Commons Licenses

- **BY = Attribution**
- **SA = ShareAlike**
- **NC = NonCommercial**
- **ND = NoDerivatives**



Creative Commons licenses icons are used under the [Creative Commons Trademark policy](#).

# Creative Commons Public Domain Dedication (CC0)

- The creator gave up the copyright and put their work in the worldwide public domain.
- Allows distribute, remix, adapt, and build upon the material in any format, with no conditions.
- Attribution is not required.



# License and share your own materials

## Things to keep in mind

- You still hold copyright over the content
- Creative Commons licenses are “non-exclusive,” meaning you can apply a different license to your content in the future

## Steps

1. Select the license you want to use.
2. Put the license information and your name on your content. You can also add the picture of the license to your resource.
3. Share your content.

Find OER

# BC Open Textbook Collection

BCcampus  OpenEd

[What is Open Education?](#) [Browse Our Collections](#) [Use Open Textbooks and Other OER](#) [Create Open Textbooks](#) [Advocate for Open Education](#) [Projects and Grants](#)

## Find Open Textbooks

Search for quality open textbooks offered in a variety of digital formats; the first step in adopting open educational resources. Search by subject and download them to your computer.

[LEARN MORE](#)



Search the B.C. Open Textbook Collection

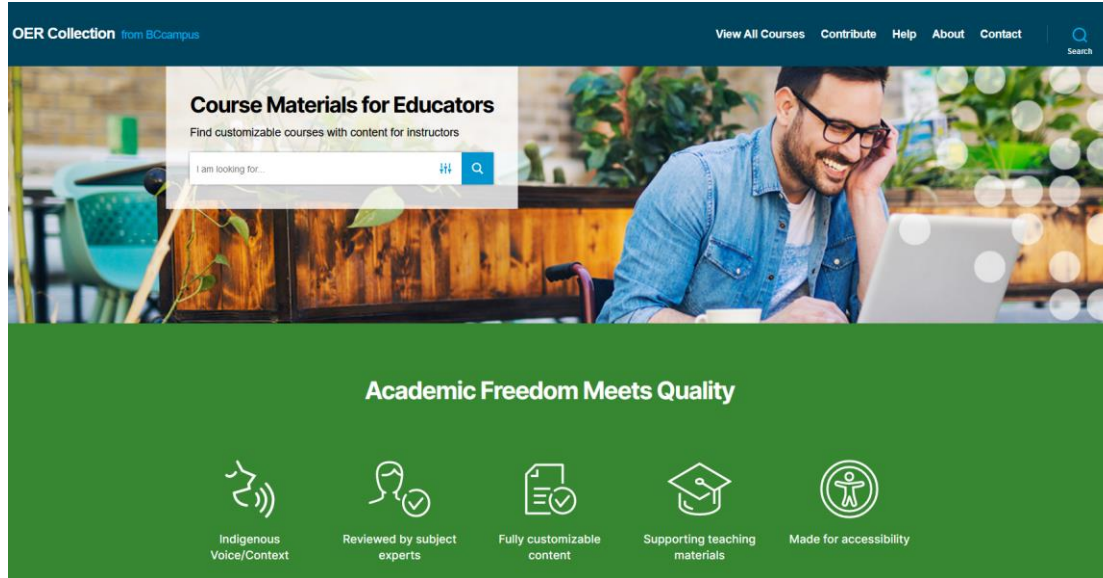
[SEARCH](#)



- Over 300 open textbooks
- Many are reviewed by instructors
- Many include supplementary materials (i.e., test banks, slides, videos)

[Open.BCcampus.ca](https://open.bccampus.ca)


# Open Online Course Collection



[collection.bccampus.ca](https://collection.bccampus.ca)

- Open course materials for 9 courses and counting
- Modular courses complete with outlines, assignments, and syllabuses
- Search through the collection by course code (e.g., UVIC ENGL 225) and see corresponding course materials

# Open Online Course Collection



Communication/Writing

[Share Adoption](#)

**Subjects**  
Business Communications


**Authors**  
Melissa Ashman

**Contributors**  
Kwantlen Polytechnic University

**Course Number**  
KPU CMNS 1140

**Transfers to**  
ASM BADM 110 | AU ADMN 233  
CAMO BUS 130 | DOUG CMNS 1115  
JBC BUSN 1100 | KPU CMNS 1140  
LANG CMNS 1118 | NIC ENG 160  
OC CMNS 112 | TRU CMNS 1290  
TWU MCOM 351 | UVV CMNS 115  
UVV CMNS 125 | UVIC ENGL 225  
VU ENGL 204

## Business Communications

 **Course**

Course packs made of openly licensed course materials for educators to use, customize, and share for free. They are collaboratively designed by subject matter experts, instructors, and instructional designers.

**Description**

Students will learn how to analyze context and audience, determine purpose, message content, visual design and media in order to create written workplace messages that can be received, understood, used and retrieved with speed and accuracy.

**Learning Outcomes**

- Demonstrate understanding of appropriate business communication terminology
- Demonstrate the ability to write clearly and concisely for the workplace using correct grammar, mechanics and syntax
- Identify the differences between academic and business writing
- Understand the basic communication models
- Establish purpose and determine message content, medium and delivery strategy through context and audience analysis
- Adapt message and medium and purpose to a single audience and context, in both traditional and online environments
- Compose the message for the appropriate medium, including online environments
- Write to primary and secondary audiences
- Communicate with diverse audiences
- Employ fundamental principles of document design and business document conventions to produce a variety of correspondence and reports
- Integrate clear, concise, grammatically-correct language with visual design components
- Illustrate information using a variety of integrated figures and tables
- Research data from primary and secondary sources, and evaluate that data for relevance and accuracy

## Course Materials

**Welcome**

Business Communications Instructor Guide  
[Word - editable](#) | [More details](#)

Business Communications OOC Online Delivery Course Plan  
[Word - editable](#) | [More details](#)

Business Communications Sample Course Syllabus  
[Word](#) | [More details](#)

Business Communications Sample Assignment Package  
[Word](#) | [More details](#)

Resources for a Business Communications Open Online Course  
[Digital PDF \(.pdf\)](#) | [More details](#)

Business Writing For Everyone  
[More details](#)

Student Engagement Activities for Business Communications  
[Digital PDF \(.pdf\)](#) | [More details](#)

**Introduction** +

**Module 1 - Reflecting on the Past, Looking to the Future** +

**Module 2 - Meeting Our Audience's Needs** +

**Module 3 - Helping Our Audience Understand the Message** +

[collection.bccampus.ca/course/business-communications](https://collection.bccampus.ca/course/business-communications)

# Pressbooks Directory

Find a book   10 books

**Filters**

- License
- Subject
- Network
- Collection
- Last Updated
- Language
- Publisher
- Word Count
- HSP Activities
- Storage

**Results: 2,627 books**

**Active Filters**

← 3 4 5 **6** 7 8 9 →

OPENTEXTBC.CA | BCCAMPUS OPEN PUBLISHING

**BC Reads: Adult Literacy Fundamental English - Course Pack 3**

14,487 words | 375.84 MB | 0 HSP activities

**Author(s):** Shantel Ivits

**Subject(s):** Language learning: reading skills, . . .

**Updated:** 01-27-2021


**Publisher:** BCcampus

**Language:** English



This course pack is designed to meet the learning outcomes for Adult Literacy Fundamental English Level 3 (roughly equivalent to grades 3 to 4.5 in the K-12 system). Every chapter within the three units includes a level-appropriate, high-interest reading of between 350 and 500 words. The rea...

[Read more](#)

**BC Reads: Adult Literacy Fundamental English Course Pack 3**



open.bccampus.ca BCampus + OpenEd

- A place to search and filter through all books published in Pressbooks.
- Over 2,500 books.

[pressbooks.directory](https://pressbooks.directory)



# OER by Discipline Directory - [opentextbc.ca/oerdiscipline](https://opentextbc.ca/oerdiscipline)

## OER by Discipline Directory

A reference of OER listed by subject area and discipline

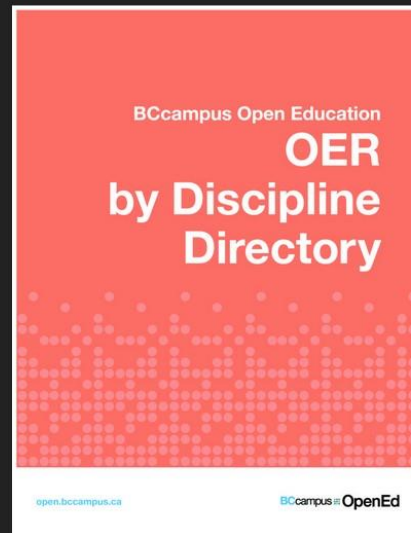
Edited by Josie Gray

The BCcampus Open Education *OER by Discipline Directory* lists a wide range of open educational resources organized by discipline. This directory is updated as new resources are identified. Note that textbooks in the [B.C. Open Textbook Collection](#) are not included in this directory.



Creative Commons Attribution

READ BOOK



# OER by Discipline Directory - Parts and Chapters

|                                      |   |
|--------------------------------------|---|
| I. General Collections               | + |
| II. Business                         | + |
| III. Communications and Media        | + |
| IV. Computer Science                 | + |
| V. Earth and Ocean Sciences          | + |
| VI. Education                        | + |
| VII. Engineering                     | + |
| VIII. Fine Arts                      | + |
| IX. Health, Medical, and Social Work | + |
| X. Law and Criminal Justice          | + |
| XI. Liberal Arts and the Humanities  | + |
| XII. Math and Stats                  | + |
| XIII. Science                        | + |
| XIV. Social Sciences                 | + |
| XV. Trades                           | + |
| XVI. Upgrading                       | + |
| XVII. Non-English OER                | + |
| XVIII. Interdisciplinary             | + |

Math and Stats

81.

Math

Last update: Mar 9/20

Collections

Courses

Slides/PowerPoints

Textbooks

Tools

Videos

+

+

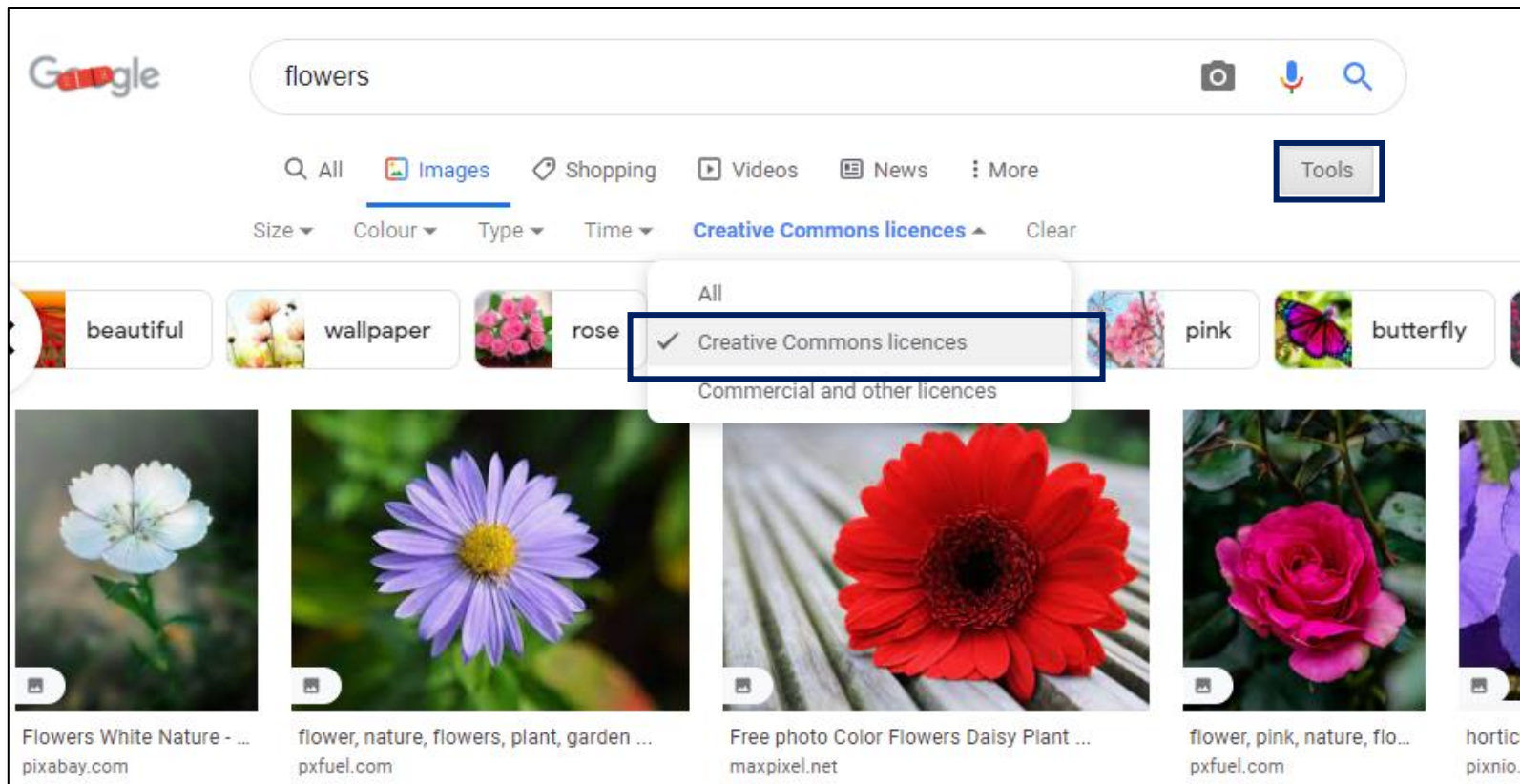
+

+

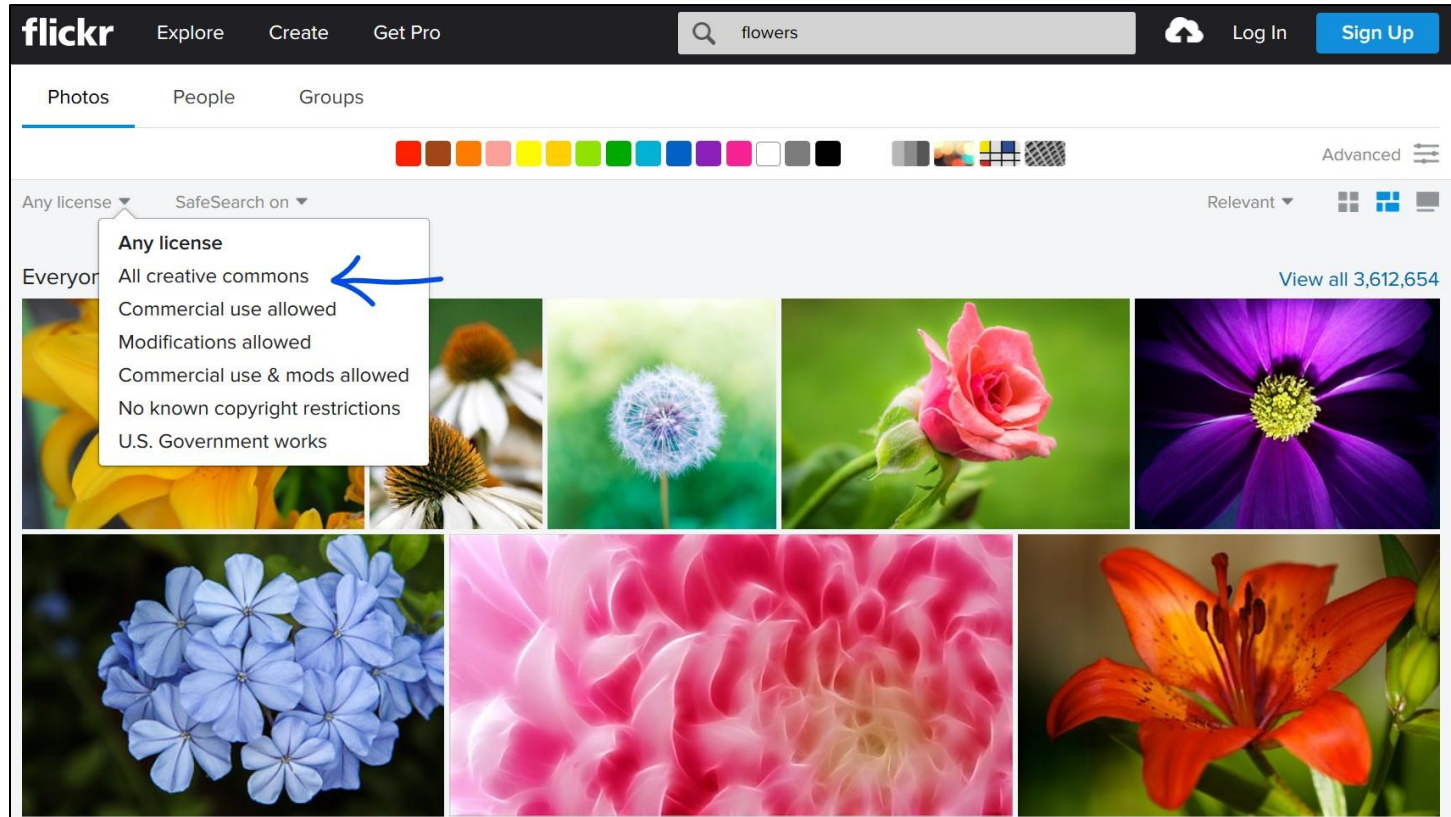
+

+

# Find Open Images: Google




# Find Open Images: Flickr



# Creative Commons Search Tool

[cc Search](#) | [About](#) | [Feedback](#)

Looking for the old CC Search portal? [Go here](#)



*Search for free content in the public domain and under Creative Commons licenses.*

*Learn more about CC licenses [here](#).*

[Search.CreativeCommons.org](https://search.creativecommons.org)

# Other Open Image Sites

## Pixabay (pixabay.com)

### Pixabay License

Free for commercial use

No attribution required

## Pexels (pexels.com)

### What is allowed?

We tried to keep the Pexels License as simple as possible.

Keep reading to find out more.

- ✓ All photos and videos on Pexels are free to use.
- ✓ Attribution is not required. Giving credit to the photographer or Pexels is not necessary but always appreciated.
- ✓ You can modify the photos and videos from Pexels. Be creative and edit them as you like.

## Unsplash (unsplash.com)

### License

Unsplash photos are made to be used freely. Our license reflects that.

- ✓ All photos can be **downloaded** and used for **free**
- ✓ **Commercial** and **non-commercial** purposes
- ✓ **No permission needed** (though attribution is appreciated!)

### What is not permitted 🙅

- 🚫 Photos cannot be **sold** without significant modification.
- 🚫 Compiling photos from Unsplash to replicate a similar or competing service.

# Find Open Videos: YouTube

The screenshot shows the YouTube homepage with a search bar containing 'open education'. The left sidebar contains navigation links: Home, Trending, Subscriptions, Library, History, and a sign-in prompt. The main content area displays a table of search results. A purple circle highlights the 'FILTER' button in the top left of the results area. A purple arrow points from the 'Creative Commons' feature in the results table to the right.

YouTube <sup>CA</sup>

open education

**FILTER**

| UPLOAD DATE | TYPE     | DURATION            | FEATURES         |
|-------------|----------|---------------------|------------------|
| Last hour   | Video    | Short (< 4 minutes) | Live             |
| Today       | Channel  | Long (> 20 minutes) | 4K               |
| This week   | Playlist |                     | HD               |
| This month  | Movie    |                     | Subtitles/CC     |
| This year   | Show     |                     | Creative Commons |
|             |          |                     | 360°             |
|             |          |                     | VR180            |
|             |          |                     | 3D               |
|             |          |                     | HDR              |
|             |          |                     | Location         |
|             |          |                     | Purchased        |

Sign in to like videos, comment, and subscribe.

SIGN IN

**BEST OF YOUTUBE**

- Music
- Sports

# Suggestions for the Collections

BCcampus Open Education offers a growing collection of resources designed for educators across the province. If you have identified an open textbook or open course materials in your subject area, course level, or program, or for your faculty needs, that is not currently in our collection, we'd like to hear about it.

Submission Form: <https://open.bccampus.ca/browse-our-collection/suggestion-for-the-collection/>



# Use and Share OER

# Citation vs. Attribution

- Citation: A citation allows authors to provide the source of any quotations, ideas, and information that they include in their own work based on the **copyrighted** works of other authors.
- Attribution: Attribution is the cornerstone condition when using a resource or text released with an **open-copyright license**. This legal requirement states that users must attribute — give credit to — the creator of the work.

| Citation   | Attribution   |
|--|---|
| Academic and legal purposes (plagiarism and copyright infringement).                                       | Legal purposes (e.g., rules of Creative Commons licenses).  |
| The rights of the copy (meaning copyright) are NOT shared with the general public by the copyright holder. | Copyright IS shared with the general public by the copyright holder by marking the work with an open-copyright license. |
| Protects an author who wants to refer to a restricted work by another author.                              | Author of an open work has given advanced permissions to use their work.  |
| Used to quote or paraphrase a limited portion of a restricted work.  | Used to quote (or paraphrase) all or a portion of an openly licensed work.  |
| Can paraphrase, but cannot change work without permission.   | Author has given advanced permission to change work.  |
| Many citation styles are available: APA, Chicago, MLA.   | Attribution statement styles are still emerging, but there are some defined best practices.                             |
| A reference list of cited resources are typically placed at the end of the book.                           | Attribution statements are found on the same page as the resource.  |

Citation vs. Attribution from Self-Publishing Guide by Lauri Aesoph is used under a CC BY 4.0 license.

# How to attribute (give credit) when using OER

T - Title

A - Author

S - Source (link)

L - License



“[Small bouquet of purple flowers](#)” by [Marco Verch](#) is licensed under a [CC BY 2.0 License](#).

# Where will you find license information?

Look on pages/sections related to:

- Copyright
- Terms of Use
- Permissions

This info may also be provided in webpage and document footers.

# What to look for?

## Open

- “CC BY,” “CC BY-NC,” etc.
- “Creative Commons Attribution...”
- Creative Commons icons:



## Not open

- All rights reserved.
- No mention of license information.

# Creative Commons - YouTube

## Why Open Education Matters

16,877 views • Oct 28, 2012

👍 66 💬 3 ➦ SHARE ≡+ SAVE ...



**Ope Bukola**  
37 subscribers

SUBSCRIBE

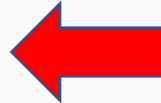
Why Open Education Matters: using OER to create a global community of teachers and learners

Category [Education](#)


License **Creative Commons Attribution license (reuse allowed)**

Source videos [View attributions](#)

SHOW LESS



# Creative Commons - Flickr



**Cuba Gallery** [+ Follow](#)

flower  
flower


PRO


400,658  
views

1,219  
faves

116  
comments

Taken on December 18, 2011

 [All rights reserved](#)



**Sunny M5** [+ Follow](#)



Flower  
flower


293,116  
views

784  
faves

115  
comments

Taken on August 16, 2014

 [Some rights reserved](#) 



**Kim Siever** [+ Follow](#)

Flowers


PRO

17,433  
views

5  
faves

2  
comments

Taken on July 22, 2008

 [Public domain](#)



# Creative Commons - Wikipedia

Licensing [ [edit](#) ]

I, the copyright holder of this work, hereby publish it under the following licenses:




Permission is granted to copy, distribute and/or modify this document under the terms of the [GNU Free Documentation License](#), Version 1.2 or any later version published by the [Free Software Foundation](#); with no Invariant Sections, no Front-Cover Texts, and no Back-Cover Texts. A copy of the license is included in the section entitled [GNU Free Documentation License](#).

This file is licensed under the [Creative Commons Attribution-Share Alike 3.0 Unported](#)  license.

You are free:

- **to share** – to copy, distribute and transmit the work
- **to remix** – to adapt the work

Under the following conditions:

- **attribution** – You must give appropriate credit, provide a link to the license, and indicate if changes were made. You may do so in any reasonable manner, but not in any way that suggests the licensor endorses you or your use.
- **share alike** – If you remix, transform, or build upon the material, you must distribute your contributions under the [same or compatible license](#)  as the original.

*You may select the license of your choice.*



# Creative Commons – Open Textbooks



## LICENSE



*Pulling Together: Foundations Guide* by Kory Wilson is licensed under a [Creative Commons Attribution-NonCommercial 4.0 International License](https://creativecommons.org/licenses/by-nc/4.0/), except where otherwise noted.

The CC licence permits you to retain, reuse, copy, redistribute, and revise this book — in whole or in part — for free, providing the author is attributed as follows:

*Pulling Together: Foundations Guide* by Kory Wilson is used under a [CC BY-NC 4.0](https://creativecommons.org/licenses/by-nc/4.0/) licence.

This textbook can be referenced. In APA style, it should appear as follows:

Wilson, K. (2018). *Pulling Together: Foundations Guide*. Victoria, BC: BCcampus. Retrieved from <https://opentextbc.ca/indigenizationfoundations/>

*Pulling Together: Foundations Guide* by Kory Wilson is licensed under a [Creative Commons Attribution-NonCommercial 4.0 International License](https://creativecommons.org/licenses/by-nc/4.0/), except where otherwise noted.

The CC licence permits you to retain, reuse, copy, redistribute, and revise this book — in whole or in part — for free, providing the author is attributed as follows:

*Pulling Together: Foundations Guide* by Kory Wilson is used under a [CC BY-NC 4.0](https://creativecommons.org/licenses/by-nc/4.0/) licence.

This textbook can be referenced. In APA style, it should appear as follows:

Wilson, K. (2018). *Pulling Together: Foundations Guide*. Victoria, BC: BCcampus. Retrieved from <https://opentextbc.ca/indigenization>

# Creative Commons – Other Examples



© Microsoft 2016 Licensed under Creative Commons Attribution-NonCommercial-NoDerivatives (CC BY-NC-ND)

## Acknowledgments and Copyright

To learn more about BCcampus Open Textbook project, visit <http://open.bccampus.ca>

© Camosun College. The Trades Access Common Core resources are licensed under the Creative Commons Attribution 4.0 Unported Licence (<http://creativecommons.org/licenses/by/4.0/>), except where otherwise noted. Under this licence, any user of this textbook or the textbook contents herein must provide proper attribution as follows:



Unless otherwise specified, the content on this website is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

---

*This activity is released under a Creative Commons Attribution 4.0 Unported License (CC-BY)*

# Remixing OER

## Text Attributions

- This chapter was adapted from “Personal Wellness” from the [EDCP Career Planning Open Course](#) by Mary Shier. [CC BY](#).
- The second, third, and fourth paragraphs under the “Aspects of Personal Wellness” heading are from “[Physical and Mental Health](#)” in *Strategies for Academic Success* by Liv Marken. Adapted by Mary Shier. [CC BY-NC-SA](#).

## Video Attributions

- [Physical Activity Guidelines – Introduction](#) by [Centers for Disease Control and Prevention](#). Standard YouTube licence.
- [Exercise and the Brain](#) by [Demystifying Medicine](#). Standard YouTube Licence.
- [The brain-changing benefits of exercise | Wendy Suzuki](#) by [Ted](#). Standard YouTube licence.
- [Exercise and Mental Health](#) by [Demystifying Medicine](#). Standard YouTube Licence.

## Media Attributions

- [Weight Loss Yoga Synergy](#) © [Jasmine Kaloudis](#) is licensed under a [CC BY-ND \(Attribution NoDerivatives\)](#) license
- [Children Playing](#) © [Clker-Free-Vector-Images](#), [pixabay](#) is licensed under a [Public Domain](#) license



**BCcampus**  
Learning. Doing. Leading.

# Challenge of the day: Write an attribution statement



What would be the best attribution statement for this work?

- a) Cat by Orangeaurochs is licensed under a CC BY 4.0 License.
- b) Photo by Orangeaurochs / CC BY
- c) Photo: Flickr
- d) Source: Orangeaurochs



Orangeaurochs

+ Follow

Cat

19,075  
views

0  
faves

0  
comments

Taken on September 13, 2012

Some rights reserved

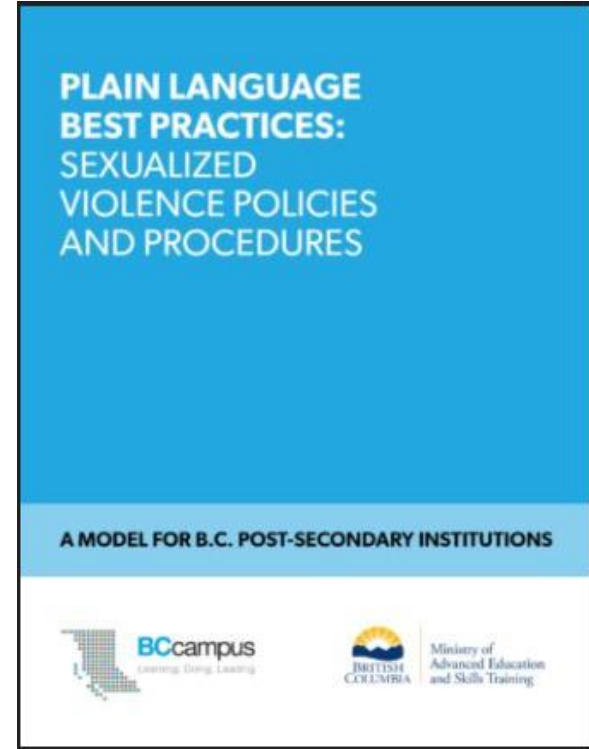
# What would be the best attribution statement for this work?



- a) Plain Language Best Practices by BCcampus and the Ministry of Advanced Education and Skills Training is used under a CC BY-NC 4.0 License.
- b) This book is used under a CC BY-NC License.
- c) Plain Language Best Practices: Sexualized Violence Policies and Procedures by West Coast Editorial Associates is used under a CC BY-NC 4.0 License.
- d) West Coast Editorial Associates / CC BY-NC



Cat by Orangeaurochs is licensed under a CC BY 4.0 licence.



Plain Language Best Practices: Sexualized Violence Policies and Procedures by West Coast Editorial Associates is used under a CC BY-NC 4.0 licence.





## **Ideal Attribution:**

Cat by Orangeaurochs is licensed under a CC BY 4.0 licence.

## **Good attribution:**

Photo by Orangeaurochs / CC BY

- Missing the correct title and links

## **Incorrect Attribution:**

Photo: Flickr

- Missing the correct title, author, links, and licence
- Flickr is the image site, not the creator/copyright owner

More information can be found at [Best practices for attribution](#)

# Links

- Link to the slides: <https://bit.ly/FUSOER>
- BC Open Textbook Collection: <https://open.bccampus.ca>
- Pressbooks Directory: <https://pressbooks.directory>
- OER by Discipline Directory: <https://opentextbc.ca/oerdiscipline>
- Flickr: <https://www.flickr.com/>
- Creative Commons Search Tool: <https://search.creativecommons.org/>
- Pixabay: <https://pixabay.com>
- Pexels: <https://pexels.com>
- Unsplash: <https://unsplash.com>
- Submission Form: <https://open.bccampus.ca/browse-our-collection/suggestion-for-the-collection/>
- Citation vs. Attribution: <https://opentextbc.ca/selfpublishguide/chapter/citation-vs-attribution/>
- Best Practices for Attribution: [https://wiki.creativecommons.org/wiki/Best\\_practices\\_for\\_attribution](https://wiki.creativecommons.org/wiki/Best_practices_for_attribution)

# Questions?

Link to slides: [bit.ly/FUSOER](https://bit.ly/FUSOER)