

Digital Media Checklist for Evaluating Open Educational Resources (OER)

By: Veronica Diaz

Name of Resource: Media Training for Executives: How to Prepare for a Media Interview

Type of Resource: Interactive eLearning Module

Length of Resource: Estimated time for learner completion of eLearning module: 20 minutes

Hyperlink to Resource: <https://veronicadiazdr.thinkific.com/courses/media-training-for-executives>

| FACTORS AND EVALUATION CRITERIA | | |
|--|---|---|
| ACCURACY / QUALITY OF CONTENT | COMMENTS | RECOMMENDATION |
| <div>✔ Information in OER is accurate</div> <div>✔ OER provides appropriate coverage of material in a clear, logical manner</div> <div>✔ OER reflects accurate and recent scholarship/business practices in terms of subject matter</div> <div>✔ OER provides a thorough and evenhanded exploration of course/training content</div> <div>✔ OER reflects multiple perspectives and points of view on course/training topics</div> <div>❑ Controversies within the discipline/program/business field are discussed with sufficient scope for the course/training learning outcomes and objectives</div> <div>✔ OER provides theoretical and/or business practices perspectives for the topic, addressing major theories and/or business practices appropriately</div> <div>✔ OER contains no spelling or typographical errors</div> | The OER provides valuable practical information as an easy to follow eLearning training module with videos, infographics, podcasts, an introductory survey and an assessment of learning (quiz) to help corporate executives and spokespeople to apply effective communication tactics when participating in media interviews with journalists. | <div>✔ Yes - Adopt</div> <div>❑ Yes - Adopt with Adaptation (Specified in Comments)</div> <div>❑ No</div> |

| RELEVANCE / ALIGNMENT | COMMENTS | RECOMMENDATION |
|---|---|---|
| <div>✔ OER aligns with course/training learning outcomes and objectives</div> <div>✔ OER directly addresses one or more of the course/training learning outcomes and objectives</div> | The OER is a module to be included in a Media Training for Executives comprehensive course with other modules. This module is one component of an in-depth Media Training for Executives course. The content supports the objective of exploring different strategies on how to “meet the media” and control the interview process during media interviews. | <div>✔ Yes - Adopt</div> <div>❑ Yes - Adopt with Adaptation (Specified in Comments)</div> <div>❑ No</div> |

| PRODUCTION QUALITY | COMMENTS | RECOMMENDATION |
|--|---|---|
| <div>✔ The content in OER is clear and understandable</div> <div>✔ The interface and design are easy to navigate</div> <div>✔ OER is designed to promote learning</div> <div>✔ The sound quality is high for audio resources</div> <div>✔ The video and audio (if included) quality are high</div> | The OER overall production quality is high. | <div>✔ Yes - Adopt</div> <div>❑ Yes - Adopt with Adaptation (Specified in Comments)</div> <div>❑ No</div> |

| ACCESIBILITY / ADA COMPLIANCE | COMMENTS | RECOMMENDATION |
|--|---|---|
| <div>✔ Transcript or subtitles are provided for audio resources</div> <div>✔ Closed captioning or subtitles are provided for video resources</div> <div>✔ Alt Text tags or long descriptions are included for graphics</div> | All course content is created for enhanced accessibility. | <div>✔ Yes - Adopt</div> <div>❑ Yes - Adopt with Adaptation (Specified in Comments)</div> <div>❑ No</div> |

| STUDENT ACCESS | COMMENTS | RECOMMENDATION |
|--|---|--|
| <ul style="list-style-type: none"> ✔ OER and support materials are available for use on the first day of class/training ✔ OER is accessible in multiple modes (e.g. download, printing, reading online and mobile devices) | The module is available for viewing, listening and downloading in desktop and mobile devices, without registration, subscription or fees. | <ul style="list-style-type: none"> ✔ Yes - Adopt <input type="checkbox"/> Yes - Adopt with Adaptation (Specified in Comments) <input type="checkbox"/> No |

| STUDENT ENGAGEMENT | COMMENTS | RECOMMENDATION |
|---|--|--|
| <ul style="list-style-type: none"> ✔ OER promotes active learning, class/training participation, and/or collaboration ✔ The resource provides opportunities for students to test their learning (e.g. a video or PowerPoint presentation with built-in checks for understanding) ✔ OER includes a mix of instructional approaches ✔ OER includes multiple modalities (e.g. graphics, tables, and information other than text) to support student learning ✔ OER includes additional faculty/facilitator resources ✔ OER includes effective and engaging student assessments of the course/training learning outcomes and objectives | The OER is designed to promote active learning and student engagement through videos, infographics, podcasts, a survey and a quiz. | <ul style="list-style-type: none"> ✔ Yes - Adopt <input type="checkbox"/> Yes - Adopt with Adaptation (Specified in Comments) <input type="checkbox"/> No |

| CULTURAL RELEVANCE AND SENSITIVITY | COMMENTS | RECOMMENDATION |
|--|--|--|
| <ul style="list-style-type: none"> ✔ The resource establishes inclusion through course/training activities <input type="checkbox"/> OER develops an attitude of acceptance and respect for others’ opinions <input type="checkbox"/> OER enhances meaning through collaborative experiences ✔ OER provides for self-reflection and self-assessment | The OER content, tone, choice of words and design display cultural relevance and sensitivity considerations. | <ul style="list-style-type: none"> ✔ Yes - Adopt <input type="checkbox"/> Yes - Adopt with Adaptation (Specified in Comments) <input type="checkbox"/> No |

| LICENSING | COMMENTS | RECOMMENDATION |
|--|---|--|
| <ul style="list-style-type: none"> ✔ The resource license allows use/reuse for educational purposes ✔ The license allows users to modify or adapt the material | The OER has a Creative Commons Attribution 4.0 International License. It allows the user to share and adapt for any purpose, even commercially, as long as the user provides Attribution (give appropriate credit, provide a link to the license, and indicate if changes were made). | <ul style="list-style-type: none"> ✔ Yes - Adopt <input type="checkbox"/> Yes - Adopt with Adaptation (Specified in Comments) <input type="checkbox"/> No |

Sources:

Affordable Learning Georgia (2020). OER evaluation criteria. Retrieved from https://www.affordablelearninggeorgia.org/documents/R4_criteria.pdf

Austin Community College (2020). Checklist for evaluating Open Educational Resources (OER). Retrieved from <https://docs.google.com/document/d/1fzJDzGRzzCDbOo65L8xzRUcQGtmn83LHsMMEOk-Mjm0/edit>

Austin Community College (2020). OER evaluation. Retrieved from <http://researchguides.austincc.edu/oer/criteria>

BCcampus (2020). Faculty guide for evaluating Open Education Resources. Retrieved from <https://open.bccampus.ca/files/2014/07/Faculty-Guide-29-mar-15.pdf>