

November-December 2020 ALPA Newsletter



AFFORDABLE LEARNING PA

ALPA News and Events

ALPA Webinar: Student Media Primer

Friday, December 11, 2020 at 1:30pm

Register for the webinar here: <https://palci.regfox.com/alpa-webinar-student-media-primer>

Campus media is a powerful tool for building visibility for programmatic work, educating the campus community, and shaping community opinion. Learn how to use this powerful tool to market your campus survey and highlight your campus OER work.

Objectives

1. An introduction to different forms of media on campus
2. Ways to get into the paper: Earned media, Editorial, Paid Ads
3. Best practices for generating coverage before, during, and after the survey event
4. Social media best practices
5. Using media to highlight textbook stories

Participants will:

- Walk away with templates for a media advisory and press release
- Develop a plan for building visibility for survey event and release

Trainer Bio: Cailyn Nagle serves as the U.S. PIRG Affordable Textbook campaign director, working to expand the use of open textbooks by empowering students and building a diverse coalition of students, staff, and faculty. In their past role with the Student PIRGs at the UCLA

and UC Riverside campuses, Cailyn organized on issues ranging from renewable energy to fighting hunger on campus.

New Publishing and Repositories Working Group

Newly convened in October, the Publishing and Repositories Working Group is co-chaired by Annie Johnson of Temple University Libraries and Press and Chris Barnes of Franklin and Marshall College. With members representing a range of institutions, this group will investigate OER publishing and hosting needs across the diverse landscape of PA higher education, and develop a community of practice to share skills and experience between mature OER publishing programs and developing or nascent ones.

National highlights

New Tool: Pressbooks Directory

Pressbooks has released a new tool built for librarians that collates public books created on PressbooksEDU networks. The [Pressbooks Directory](#) provides an index of over 1,700 books that can be filtered by keyword, subject matter, license, publisher, and more. Depending on the license included with the book, users can download books and/or adapt them for use in any classroom. Check out their [blog post](#) for more information.



Thank you to our community of ALPA members for your commitment and hard work this year!
Wishing everyone a happy & healthy holiday season and a very happy New Year.

Do you have an event, program, or other information you'd like highlighted in an upcoming ALPA Newsletter? Send us your submissions via [our online form](#).

