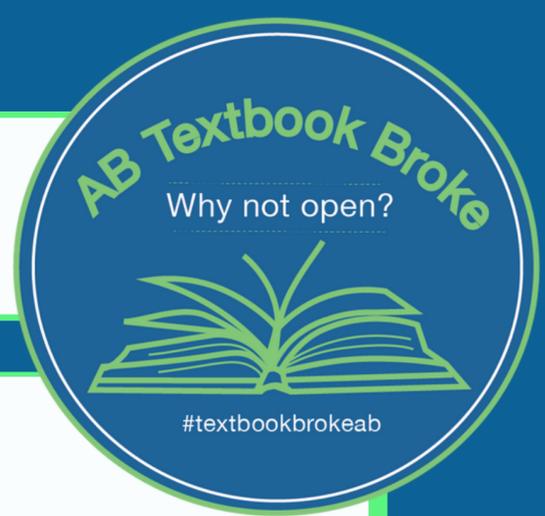


# AB Textbook Broke



## PURPOSE

The AB Textbook Broke Campaign is a province-wide campaign for OER awareness and advocacy. This campaign provides a united front for the one issue we all collectively face - insane textbook prices.

## OVERVIEW

SA's and SU's are encouraged to set up a table and give out predeveloped handout explaining the issue with textbook costs and what OERs are with a QR code to a page on the ASEC website with further details and resources. The goal is to educate the student body on OER availability and get them to begin self-advocating for the implementation of OERs on campus.

## TIMING

The campaign is recommended to be during the first or second week of classes. The goal is to catch students while they are purchasing textbooks to make them aware of OERs and begin asking the question - Why Not Open?

## TACTICS

While every campaign will look different on every campus, AB Textbook Broke is providing a recommended framework that SA's/SU's are encouraged to implement.

- Location: If you can, set up a table outside or near your bookstore. If you're not comfortable with that, other recommended areas are outside of the library or any other high-traffic area on your campus.
- Social Media: Use the following hashtag to increase the social media presence of this campaign: #textbookbrokeab. The slogan is "Why Not Open?". Social media coverage is highly encouraged.
- Feel free to add additional activities to your own campaign. This is just a starting point for you to begin advocacy in tandem with the rest of the province. The only required piece you need to be aware of is to use the hashtags laid out above with any social media coverage.
- Data collection: You are encouraged to do one of the following: Have a posterboard or a wall and a pile of sticky notes where students can write how many classes they're taking and how much they spent on their textbooks, or; Sign up for a free Miro account and set up a laptop where a designate can post digital sticky notes on a board with the same information.
- Partnerships: All SA's/SU's are encouraged to invite their OER Librarians to their table to share their own resources with the students. However, their attendance is not mandatory. Some librarians may opt not to join to avoid friction with the institution, especially if you are choosing to set up outside of the bookstore.

## MESSAGING

Preliminary messaging will be developed by AB Textbook Broke, but SA's/SU's are encouraged to add their own messaging. Messaging should be firm and assertive, but not abrasive. The campaign will ramp up as time goes on - this is just the first step in the campaign. Participating SA's/SU's are encouraged to do a social media push on September 14th.