**Key Three Messages About
Open Educational Resources (OER)**

You should be able to boil down what you want to communicate to your target audience to three central messages — the “key three.” Typically, the first message will define the issue, the second will outline the problem and the third will explain the solution. The key three should be distributed to all internal and external team members and communicated consistently, without variation, at all times. The two sets of key messages below are examples for you to modify and tailor to specific audiences.

The discipline of repetition should be carried across all communication channels. And while you will develop submessages for each target audience or around common criticisms against the use of digital and open educational resources, those submessages will fit under the key three, and overarching key three messages should be communicated at all times by all leaders/members in all media.

**SAMPLE KEY THREE MESSAGES**

Example 1:

 **Message 1:** *Define the Issue* — As states and districts transition to new college- and career-ready standards, teachers need access to instructional materials that are high quality, aligned to standards and adaptable to support use in a variety of classrooms.

**Message 2:** *Outline the Problem* — States and districts need ways to ensure that instructional materials, in whatever format they are available, are quality and aligned to standards. Copyright restrictions on traditional instructional materials can keep teachers from adapting and sharing quality resources that best suit their instructional needs.

**Message 3:** *Explain the Solution* — The use of a blended approach to instructional materials that includes traditional, digital and open educational resources offers teachers the opportunity to use, freely share and adapt quality, standards-aligned resources to meet the needs of classrooms.

Example 2:

**Message 1:** *Define the Issue* — To ensure that all students graduate college and career ready, educators need access to high-quality instructional resources that suit the needs of their classrooms and are available in digital and online formats, including OER.

**Message 2:** *Outline the Problem* — As states and districts transition to higher standards and better assessments, many resources currently used in classrooms may quickly become out of date and fail to meet the needs of teachers.

**Message 3:** *Explain the Solution* — Teachers need instructional resources that are high quality, are aligned to standards and meet the needs of a 21st-century classroom. This includes a variety of resources, including OER, that allow teachers to freely share high-quality resources that can be adapted and revised.