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KlasCement.net
 A source of inspiration

What Who How	SUCCESS FACTORS
I'll talk about ...	
START SITE	SHARE!



The screenshot shows the KlasCement website with a search bar at the top, navigation tabs (Start, Educational resources, Calendar, Forum, Projects, Expo, Members, Admin), and a sidebar with various filters. The main content area features a video titled 'What is KlasCement' and a section for 'Most recent educational resources' with a list of items like 'Mental arithmetic and figures up to 1000'.

WHAT? Open* Educational Resources Network

- A total of 150 000 teachers in Flanders (Belgium)
- **Network: 97 000 members**
 - Teachers: 57 000 from FL - 6000 from NL
 - Parents: 28 000
 - Students in teacher training: 21 000
 - Organisations: 5000



WHAT? Open* Educational Resources Network

- **Learning Resources:**
36 500 in KC + 6 500 via KC
 - Downloadable resources: 20 000
 - Websites: 4 800
 - Interactive exercises: 5 200
 - Multimedia: 4 000
 - Apps, software: 1 200
 - ...
- Shared by teachers and educational organisations
- Metadating and validating
 - Licence: Creative Commons: 25 300 (70%)
 - Free: 34 500 * Not for free: 1 800 (5%)

WHEN?

History!


- 1998: Start as initiative of a teacher
Bottom-up sharing
- 2002: Support from MoE in Flanders (Belgium)
- 2004: First database. Registration > Members.
- 2007: Increase in projects and colleagues.
Start of non-profit organisation.
- 2013: Part of Flemish MoE



WHO? **Team!**


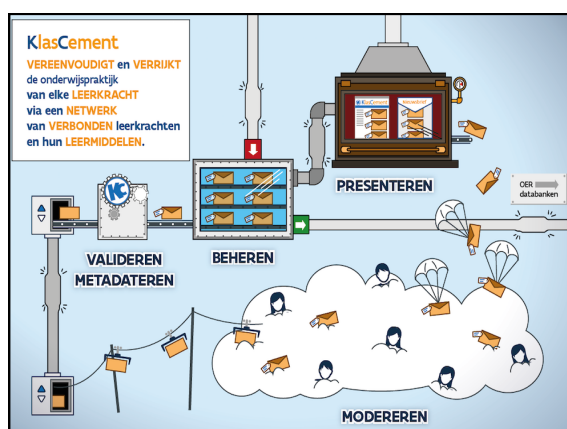
- Coordinator – Internal relations
- Coordinator – Team – External relations
- Communication & PR
- Design & user environment
- Developers: 2 Server management: 1
- Content & User Managers: 9 (part-time)

TOTAL: 14 people (10,5 FTE)



WHY? 12 reasons why an OER Network is one of the best investments for education

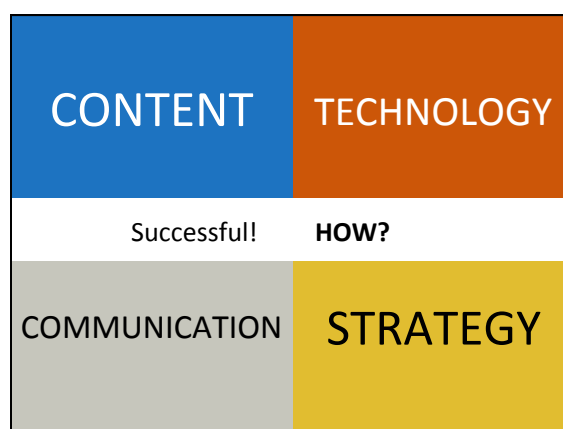
- Teachers win **time**
- Teachers see, use and reuse **good practices**
- Part of **professional development**
- **Inspiration** for new lessons or new learning methods
- Good examples for **teacher training**
- **Networking: Learning resource network**
- Part of **IT-strategy** to digitise schools
- **Innovation** of education
- Possibility to create **connection** with other portals and content from other organisations
- One **central point** to start - Single sign-on
- Better **communication** with teachers
- **Ministry** can share content and information

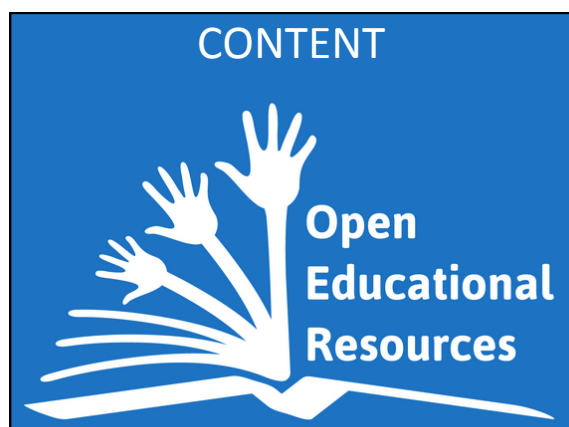



Content management

- Metadating
 - Title
 - Keywords
 - Picture
 - ...
- Validating
 - Sensitive issues
 - Copyright
- No judgement about pedagogical quality

Success Factors





Success factor 1: CONTENT

"The user is the content"

- Content
 - It's what teachers need!
 - Validation to find content more easily and avoid copyright problems
- User
 - List of users with search engine
 - User profile with activity on portal



Success factor 2: TECHNOLOGY

- Interface / Design: Easy to use Front end
 - Demonstrate the portal in schools to see how teachers use it
 - Listen to the users
 - Log every action > Statistics
- Coding / Content: Easy to find Back end
 - A good and fast **search engine** is crucial
 - But it can't work without good **metadata**:
 - keywords
 - vocabularies



Success factor 3: COMMUNICATE

- with members:
 - Newsletters
 - Automated messages (eg. birthday)
- with members who share:
 - Correct (small) mistakes
 - Thank you!
 - Prizes
- with future members:
 - PR in educational magazines, via blogs, at fairs, at trainings, ...





Success factor 4: VISION (STRATEGY)

- Ownership: It's YOUR site
 - Bottom-up
 - Horizontal (same level)
- User engagement
 - Activate inactive users
 - Stimulate to rate, comment, share, ...
- Gamification
 - Points
 - Tips & tricks
- Innovate or copy
- Keep it simple!



CONTENT Creation	TECHNOLOGY Search engine
PLANS?	FUTURE!
COMMUNICATION Retention	STRATEGY Personalise



**TIME TO SHARE YOUR WORK
WORK TO SHARE YOUR TIME**

- By sharing:
 - you'll become smarter
 - you'll be happier
 - you'll have a better network
 - you'll win time
- You gain knowledge by sharing

BE CONFIDENT BELIEVE IN YOUR (NET)WORK

- Make time to share!
- Start uploading, even if you hesitate about
 - Quality
 - Usefulness
- The community will decide (and you'll be surprised)
- Sharing inspires!

TAKE SHAPE SHARE

- Download
- Change
- Use the content in your classroom ReUse
- Evaluate and change ReMix
- Upload ReShare
- Comment and rate online
- Become the most active member!

Retention - Gamification

Tips en trucs

Titel	Trigger	Punten	Doelgroep	Getriggerd	Voltooid
Ontdek tips en trucs voor een optimaal gebruik van KlasCement.	1 aanmeldingen	10		96008	11623
Toon het beste leermateriaal eerst en vind sneller wat je zoekt.	1 zoekacties	10		76806	9185
Maak leermiddelen favoriet en vind ze snel terug.	5 leermiddelen gebruikt	10		7147	9043
Klik op 'Terug naar de zoekresultaten'.	5 zoekacties	10		55940	15759
Toon je waardering voor leermiddelen via een score.	10 leermiddelen gebruikt	10		60062	12031
Stop je favorieten in favorietenmappen en vind ze makkelijk terug.	2 favorieten	20		4712	4367
Iedereen houdt van een complimentje: reageer op knappe leermiddelen.	20 leermiddelen gebruikt	20		47955	13335
Abonneer op de nieuwsbrief en haal het beste uit KlasCement.	30 leermiddelen gebruikt	20		39189	43437
Like interessante reacties bij leermiddelen.	40 leermiddelen gebruikt	20		35834	161
Hou mooi materiaal niet voor jezelf: deel het met collega's!	50 leermiddelen gebruikt	20	Ja	26076	784
Wat zijn KlasCementpunten?	50 bekeken leermiddelen	20		43899	1091
Stel je vraag op het forum en praat mee met collega's.	100 leermiddelen gebruikt	50		20946	996
Bouw mee aan het netwerk door zelf een leermiddel te delen.	150 leermiddelen gebruikt	50	Ja	13165	5868
Hoe meer zielen, hoe meer vreugd. Nodig collega's uit en versterk het netwerk.	200 leermiddelen gebruikt	50	Ja	11134	527

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Images used in this presentation

Alphacoders:

- wall.alphacoders.com/big.php?i=511052

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 **KlasCement**

