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TUFTS UNIVERSITY

Great universities constantly expand their reach by sharing knowledge—among colleagues, among departments, among schools, and finally across countries and continents.

Tufts OCW Newsletter

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About Tufts University OpenCourseWare (OCW)

Opencourseware (OCW) is part of the open educational resources (OER) movement in which course content is openly accessible to everyone online. Tufts OpenCourseWare is a free, online publication of educational material from a number of Tufts University courses available for use by self-learners, students, and faculty around the world. The offerings demonstrate the university's multidisciplinary approach, and its particular strength in the life sciences. The project exemplifies the international perspective and underlying ethic of service to local, national and international communities that are essential to the identity of Tufts University. Tufts is a sustaining member of the OpenCourseWare Consortium (OCWC), working with other universities worldwide "to advance education and empower people worldwide." Tufts OCW is not a distance education program and does not provide university credit or degrees, therefore no enrollment process, fees, or registration is necessary.

Tufts OpenCourseWare is supported by the Office of the Provost.

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Tufts OCW in the News Tufts OCW was on the Planning Committee along with MIT and UMass Boston for the OpenCourseWare Consortium 2011 Conference. Entitled OCWC Global 2011: Celebrating Ten Years of OpenCourseWare, the conference was held in Cambridge, MA on May 3-6, 2011. The conference was built around three tracks: impact of OCW, producing OCW, and next generation "open" learning. It was the most well-attended OCWC conference to date, with 270 attendees from around the world. Tim O'Reilly, CEO of O'Reilly Media, was the keynote speaker. (see Presentations/Conferences section below for Tufts presentations.)

Tufts OCW was interviewed for an article in Education-Portal.com in February 2011.

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Course News

New and revised courses:

- **One Health** (University Seminar) - A newly added University Seminar which interfaces between research and teaching through trans-disciplinary approaches.
  Emerging challenges to human, animal and ecosystem health demand novel solutions. This course will explore interdisciplinary team-oriented approaches to complex health problems and set a framework for similar cross-school collaborative learning and teaching experiences at Tufts. http://ocw.tufts.edu/Course/57
- **Epidemiology and Biostatistics, 2010** (School of Medicine) - The primary purpose of this course is to teach the skills necessary to read, understand, and critique the medical literature. http://ocw.tufts.edu/Course/55
- **Water and Diplomacy: Integration of Science, Engineering and Diplomacy, Spring 2011** (University Seminar) - This seminar is to prepare a new generation of interdisciplinary water professions who will think across boundaries, emphasize integration of knowledge, link knowledge and action from multiple perspectives to help reduce water conflicts and increase the distribution of benefits among partners through mutual gains negotiations. http://ocw.tufts.edu/Course/62
- **Quality Oversight in the Health Care Marketplace, Spring 2010** (School of Medicine) - This module describes the key players in health care accreditation and assessment, current and emerging programs in performance measurement, and the role of report cards and pay-for-performance in creating incentives for quality improvement. The goal of this module is to present practitioners with information, strategies and tools to manage and provide high quality and cost-effective care for patients. http://ocw.tufts.edu/Course/69
- *Courses in the pipeline include*: International Relations (The Fletcher School); Geriatric Dentistry-update (School of Dental Medicine); Pulmonary Medicine (School of Medicine); Gastrointestinal Pathophysiology-update (School of Medicine); and Blender 3D-update (School of Arts and Sciences).

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Website Traffic

Fun Facts:

Google Analytics (July 1, 2010 – June 30, 2011)

- The total number of visits from July 1, 2010 – June 30, 2011 was 636,154 which represents a 28.4% increase over the previous year.
- The highest daily visit count for the Tufts OCW site was on November 15, 2010 with 2,534 visits. The average number of visits per day was 1742.
- Visits to the site have continued to steadily increase. Traffic to the OCW website increased from Jul-Dec 2010 to the Jan-Jun 2011 by 10.25%.
- While most traffic comes from the U.S., the Philippines, the UK, Canada, India, China, Australia, Indonesia, Germany, and Brazil, Tufts OCW had visitors from 210 countries/territories! For example, there were 1471 visits from Israel — 775 visits from Jordan — 639 visits from Slovakia — 493 visits from Lebanon — 402 visits from Nigeria — 26 visits from Mozambique — 9 visits from the Solomon

Islands — 6 visits from Liechtenstein — 5 visits from Cape Verde — 5 visits from Greenland — 2 visits from Niger — 2 visits from Turkmenistan — and 1 visit from French Polynesia

- Visitors reached the Tufts OCW site by using searches with keywords as diverse as
  - Vygotsky theory
  - Cardiac action potential
  - Abscessed tooth
  - Differential misclassification
  - Tinea versicolor
  - Blender
  - Mitochondrial inheritance
  - Classical conditioning

% of User visits by region (17 out of 24 sub continent regions)
Jul 2010 - Jun 2011

Regions	Visits	% Visits
North America	326,833	51.38%
Asia	151,550	23.83%
Europe	91,315	14.35%
Africa	18,489	2.9%
South America	16,498	2.59%
Australia and New Zealand	16,394	2.58%
Central America	5,827	0.92%
Caribbean	5,461	0.86%

- The top traffic source was Google (from the U.S. and internationally) – from Google organic (visitors referred by an unpaid search engine listing) and Google referral (visitors referred by links on other websites. Other common traffic sources were direct link, yahoo, education-portal, bing, oedb, ocwconsortium, Wikipedia, and google images.

Tufts OCW Pop-up Survey (Jan 2010 – Dec 2010)

1,026 users filled out the 2010 OCW Pop-up User Survey. Results include:

Who uses OCW:

Visitors by Role	Percent
Faculty	15.5%
Student	25.0 %
Self-learner	46.1%
Other	5.7%
No response	7.7%

Reasons for visiting:

Educational scenario, situation, or challenge that best describes why user visited website
1. Personal learning
2. Complement course being taken
3. Planning course of study
4. Keeping current in field
5. Teaching preparation
6. Other
7. Substitute for a course

8. Curricular development
9. Planning educational website
10. Research learning
11. Advising students

Some additional responses received from the Pop-up Survey as to why users visited:

- "Personal comparison of different medical microbiology courses"
- "Used this resource in our high school animation class for three years"
- "All classes at my community college are full and I need microbiology by the end of the school year"
- "I would like to go to dental school and am looking for supplemental course because my college doesn't offer pre-dentistry"
- "Learning about subject matter to complement a course I have already complete"
- "Looking for pathophysiology lectures for a relative"
- "Always interested to learn about nutrition as a nurse"
- "Finding material suited for caring for an elderly person"
- "Learning about an area (agriculture and conservation) that I am a volunteer in"
- "Looking for medical information"
- "I'm retired and in my eighties and am interested in self-learning which is free and can be accessed at home"
- "To enhance the curricula of my students as well as personal enrichment"

Ratings to following survey statements were consistently above 4.0 (1, lowest - 5, highest):

- Tufts OCW has/will increase my interest in learning about a particular topic
- Tufts OCW has/will help me supplement my existing knowledge about a topic
- Tufts OCW website has/will increase my awareness of Tufts' academic programs
- I have/will have discussions with colleagues about specific materials or topics from the Tufts OCW website
- I have/will recommend the Tufts OCW website to others

As well as being accessible from the OCWC website, Tufts OCW has been added as a link on websites such as the Education-Portal.com; Online Education Database; Open Educational Resources Commons, About.com Free Online Learning Classes, and Self Made Scholar Blog. It is listed in 101 Killer opencourseware Projects from Around the World: Ivy League and Beyond from The.Edu Toolbox; 100 Awesome Open Courses for Those Who Want to Change the World from Select Courses; in Open HealthWare: Top 50 Open Courseware Classes on Health and Fitness from Nursaholic; and in 100 open courses that anyone can take from elearning gurus.

Tufts OCW User Comments:
Some recent comments from Tufts OCW users about our health sciences courses and ways content is being used:

- Request from clinical assistant professor in the U.S. to use "excellent graphic" showing xerostomia and radiation caries in a continuing education course
- Gastroenterologist from Lebanon appreciates the Gastrointestinal Pathophysiology slides and lectures available – "it is excellent and very helpful and I thank you for doing such a great job."
- Request from obstetrics and gynecology resident from Canada to use exam questions from Epidemiology and Biostatistics in knowledge assessment questionnaire
- A student from the U.K. – "[I] just wanted to say how much of a help your Blender 3D course has been to me. Your short videos are really very helpful so thank you for taking the time to create them, they are much appreciated!"
- A medical student in Brazil says "congratulations about the website and the open courses."
- Lecturer of Botany from Pakistan says he accidently went to the site and "found it a great source of learning advanced trends of different field of studies."
- Request from veterinary professor from U.S. to use images in WebCt course
- Request from graduate student in Poland to use image in thesis on radiotherapy

- A self-learner from Cameroon thanked us for "an opportunity for people like us to student since I hadn't the means to study."
- An educator from Burma says "Thank you for your sharing."

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Presentations and Conferences

- As well as being on the planning committee and being conference cohost Tufts was well-represented in terms of presenting at the OCWC (OpenCourseWare Consortium) Global 2011 conference. Tufts President, Lawrence Bacow, was on a first-day panel with MIT. Mary Lee, Associate Provost, spoke on the "Early Adopters of OCW" panel; and with Susan Albright, Director of Technology for Learning in the Health Sciences, presented on a panel entitled "Effective Institutional Open Practices: Local Capacity Building and Global Sharing Across Worldwide Partnerships." Robbin Smith, Tufts OpenCourseWare Editor, presented on a panel entitled "What Do Teacher Want? Reusing OCW in the High School Classroom." Tufts also hosted a Boston campus tour of the Medical Simulation Lab and the Sackler Center renovation, which was designed to support an open integrated curriculum.
- Robbin Smith, Tufts OCW Editor, was invited to speak at a University of Massachusetts Boston three-day workshop entitled OCW for Boston Public schools. Her presentation was entitled "Credit Where Credit is Due: Copyright, Fair Use and Creative Commons."
- Mary Lee, with Paul Biondich (Indiana University), presented a peer-reviewed poster session: “Integrating Clinical Data Collection with Locally Customizable Mobile Education and Training for Health Care Workers” at the NIH mHealth Summit, Washington, DC, November 2010
- Mary Lee, with Rashmi Vyas, Susan Albright, Daniel Walker, and Anand Zachariah, presented a peer-reviewed poster session: “Using mobile technology to enhance remote clinical training and service for underserved populations: an India-USA partnership”, at the NIH mHealth Summit, Washington, DC, November 2010
- Mary Lee, peer-reviewed presentation and panelist: “Educational innovations for global health at Tufts University” which included OCW/OER, at the Consortium of Universities for Global Health Conference (CUGH) in Seattle, WA, September 2010
- Mary Lee, invited speaker: “International experiences: maximizing disruptive innovation,” which included use of OCW/OER, Harvard Macy Institute Program for Leading Innovations in Health Care and Education, Boston, MA, June 2011
- Susan Albright, Ted Hanss U. Michigan, Kevin Souza, UCSF. :Information and Communication Technologies for Global Health: Sharing best practices from North American medical schools' worldwide partnerships.: AAMC annual meeting Washington DC Nov 5-10 2010
- Susan Albright, Siobhan Mor." Using a competency-based enterprise architecture for teaching and learning to support One Health education in the classroom and the field." 1st International One Health Congress, Human Health, Animal Health, the Environment and Global Survival. Melbourne Convention Center Victoria Australia, Feb 14-16 2011
- Diafuka Saila-Ngita, Robyn Alders, Susan Albright. "The use of information and communication technologies in the integration of disease surveillance and outbreak response systems." 1st International One Health Congress, Human Health, Animal Health, the Environment and Global Survival. Melbourne Convention Center Victoria Australia, Feb 14-16 2011

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Open Educational Resources (OER) and Pilot Projects at Tufts

OPEN.tufts.edu – **New Pilot Portal!**
In addition to Tufts OCW, Tufts provides the community with a number of Open Educational Resources. While

users can access these other open resources on the OER page in Tufts OCW, the Office of the Provost has created a pilot website called OPEN.tufts.edu, that serves as a portal for all open resources at Tufts University. If you are at Tufts, please let us know if you would like to add your open content or link to this site (contact mary.lee@tufts.edu). This site reflects Tufts' mission and commitment to open resources that engage internationalism, active citizenship, and leadership, and that support learning efforts of those around the world.

Scholarly Communication @ Tufts
A Tufts OCW link has been added to the Open Access page on the Tufts Scholarly Communication Wiki. The Tufts Scholarly Communication website is dedicated to helping faculty, staff, and students understand how they can protect, utilize, and share scholarly research literature, whether their own work or that of others. Users can navigate the site based on topic, author's rights, copyright, open access, and Tufts policies.

Tufts Provost's Open Access Fund (POAF)
Established in 2009, the Provost's Open Access Fund Pilot Project. It is intended to provide support for enabling open access to scholarship, educational resources, and research collections created by Tufts faculty. The Publication Fund may be used to support payment of fees required by the publisher to make an article open access and the Digitization Fund may be used to support digitization of research materials owned by faculty with the stipulation that the resulting digital collection be made freely accessible for teaching and research use.

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Tufts OCW/TUSK Open Access around the Globe

Tufts' commitment to the open access and the open education resource movement extends beyond Tufts OpenCourseWare. The Tufts University Sciences Knowledgebase (TUSK) is a powerful knowledge management system that facilitates the creation, capture, sharing, and leveraging of information to support health sciences education and training using open source technology. TUSK is the back-end underlying structure of the OCW website—an SQL database which is a scaled-down version of TUSK. The TUSK system provides the infrastructure that allows Tufts OCW to grow and supports the sustainability of Tufts OCW by using an internal system. With Tufts' support, TUSK is used at health sciences institutions in the United States and around the world. This collaboration encourages/promotes open access at universities such as Christian Medical College in Vellore, India; University of Kinshsa in Kinshasa, DCR; University of Lubumbashi, DCR; and Makerere University College of Health Sciences in Kampala, Uganda.

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OpenCourseWare Consortium (OCWC) News

The OpenCourseWare Consortium is a collaboration of higher education institutions and associated organizations from around the world creating a broad and deep body of open educational content using a shared model. Visit the website to learn more about how you can get involved.

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Tufts OCW Wants You!

We are always looking for new Tufts courses to publish. If you are a Tufts faculty member, we would be happy to provide you with a faculty information packet. Please email ocweditor@tufts.edu to start the process, with "Interest in contributing new OCW course" as the subject line.

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Support OCW

If you would like to support Tufts in this exciting educational initiative, please click contribute here. When you reach Step 2 "About Your Gift," skip down to the "Other" field and enter "OpenCourseWare Fund" before entering the amount of your gift. Or, you may call 800-737-7035 from anywhere in North America or 617-627-2643 from anywhere in the world to make a gift via credit card. You may mail a donation (check payable to "Trustees of Tufts College") to:

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