Engaging Faculty in Course Design – Strategies for Developing Online Courses

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The success of online education is dependent upon the faculty. ....
Schnur & Bonk, 2002

The key to any course's success, whether technology-based or not, is the instructor. ....
Miller & King, 2003

Outline
- Digital Faculty
- Trends in Higher Education
- Barriers
- Focus on Faculty
- Theories
- Strategies
Digital Faculty?

- Excitement or Fear?
- Technologies
- Myths About Distance ED
- Motivation and Attitudes

Trends in Higher Education

- Why Develop Faculty?
  - Students use same technologies in their personal lives
  - Meet student expectations
  - Transforming of the learning experiences
  - More engaging and collaborative
  - Organizational strategy

Reasons to Develop Faculty

- Technology relies on faculty to use it – TEACHNOLOGY
- Faculty can be more difficult to manage than the technology
- Faculty are the content experts
- Faculty can provide insights on how to improve or develop new technologies
- Faculty can provide opportunities for research
Barriers

- Budget
- Time
- Resources
- Faculty Motivation and Attitudes

Example – Faculty Opinion

- AAUP Leader at the University

Believing digital distance education can replace campus classes requires also accepting that phone sex can replace sex

Theory???

- Adult Learning
- Diffusion of Innovation
Adult Learning Theory - Andragogy

- Adults are internally motivated and self-directed
- Adults bring life experiences and knowledge to learning experiences
- Adults are goal oriented
- Adults are relevancy oriented
- Adults are practical
- Adult learners like to be respected

Faculty Change

Faculty Innovation

Relative Advantage
- Compatibility
- Complexity
- Trialability
- Observability
Faculty Development

- Programs for Faculty Development
- Training Modules
- Alternative methods
  o Web sites
  o Peer to peer
  o Personal approach

Multipronged Approach

- Educate about learning – online versus face-to-face
- Share best practices
- Coordinate resources
- Collaborate across disciplines
- Use Faculty Peer Leaders
- Update classroom technology – get them to use it
- Personal – REACH out and touch someone

Technology Integration

- Use LMS to share the syllabus with students
- Use discussion board for after-class discussions
- Post and provide additional course materials
- Create student-led assignments
- Track students progress
- Integrate lecture capture
- Hold virtual office hours
- Utilize remote Guest speakers
- Find free video clips from content experts
- Use Assessment – checklist
- Build self-tests
- Try virtual field trips
Course Design Ideas

Our Next Steps....

- Development of College Policy
- Create a Faculty Development Group
- Budget Fund for Faculty
  - Course Development
  - Course Assistants
  - Conference
- Support Tenure and Promotion

Questions?

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Resources

- Everett Rogers, *Diffusion of Innovations* (1962)
- Adult Learning Theory – Malcolm Knowles
- New Media Consortium - [http://www.nmc.org/](http://www.nmc.org/)