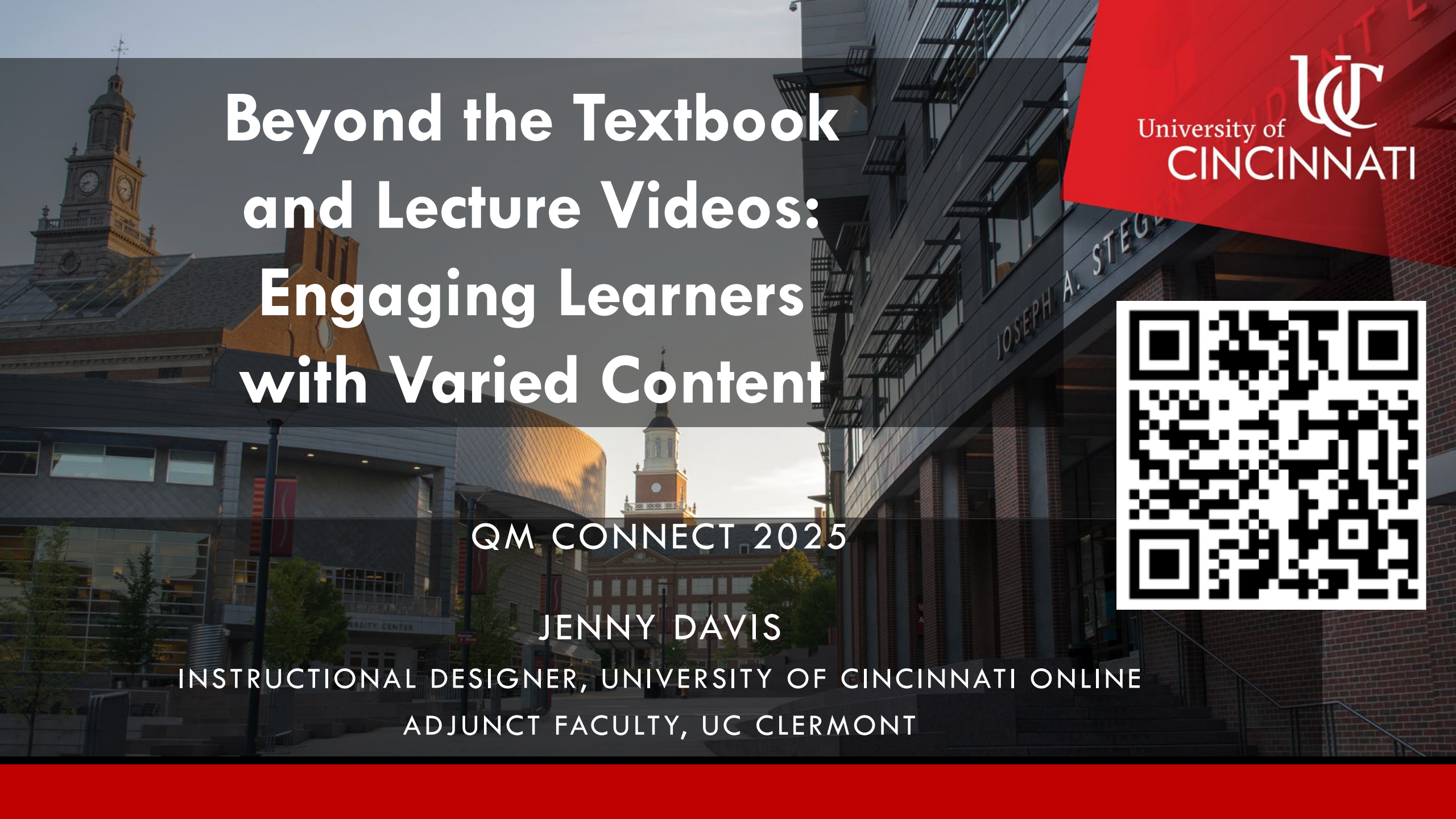

Beyond the Textbook and Lecture Videos: Engaging Learners with Varied Content

University of CINCINNATI

QM CONNECT 2025

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Session Goals

1. Evaluate the limitations of textbooks and lecture videos
2. Explore varied resources for enhancing course content
3. Learn strategies to integrate innovative materials into courses

Connection to QM HE Rubric, 7th ed.

General Standard 4: Instructional Materials - A variety of contextualized instructional materials enables learners to achieve the stated learning objectives.

SPECIFIC REVIEW STANDARD 4.1 - (3 Points)
The instructional materials **contribute** to the achievement of the stated learning objectives.

SPECIFIC REVIEW STANDARD 4.2 - (3 Points)
The **relationship** between the use of instructional materials in the course and completion of learning activities and assessments is clearly explained.

SPECIFIC REVIEW STANDARD 4.3 - (2 Points)
The course models the academic integrity expected of learners by providing both **source references** and **permissions for use** of instructional materials.

SPECIFIC REVIEW STANDARD 4.4 - (2 Points)
The instructional materials represent **up-to-date theory and practice** in the discipline.

SPECIFIC REVIEW STANDARD 4.5 - (2 Points)
A **variety** of instructional materials is used in the course.

“Common” Instructional Material Patterns

- ❑ Read Chapter # in your textbook

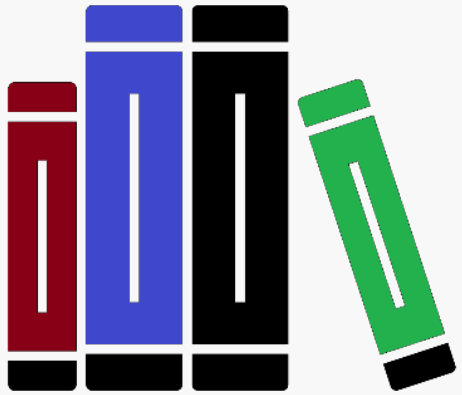
- ❑ Watch lecture video with study guide

- ❑ Read Chapter # in your textbook
- ❑ Watch lecture video

- ❑ Complete Chapter Smartbook assignment
- ❑ Complete interactive lessons in Connect (or other publishers)

Limitations of Textbooks

- **Static Content:** may not reflect the latest information for your discipline
- **Limited Perspectives:** typically provides a singular viewpoint, which might not encompass cultural or global perspectives
- **Engagement Challenges:** text-heavy content can be less engaging for learners
- **Cost:** ROI for learners



Limitations of Lecture Videos

- **Passive Learning:** often involves one-way communication, limiting interaction and engagement.

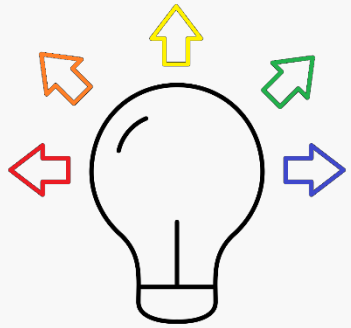
- **Accessible:** consider technological barriers or learning needs. *How good is your CC? Your lighting? Your delivery?*

- **Content Overload:** can lead to information overload without interactive elements to aid comprehension. *How long should videos be?*

Why Make a Change?

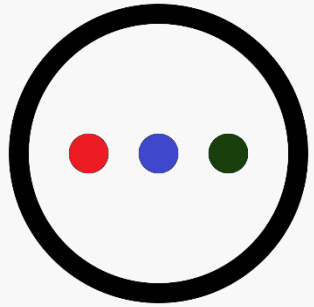
- **Learner engagement:** move from passive to active consumers of information
- **Enhance critical thinking skills:** move from "memorization" to analysis, evaluation, and synthesis of information (think of Bloom's Taxonomy)
- **Connection to discipline-based, real-life content:** utilize content learners will experience in the workforce and/or their discipline; helps to prepare them for next steps

What Can I Try?



- **Write a Lesson or Create Visuals:** cover what's missing or not covered to the breadth and depth you desire; share content from your research
- **Research Open Educational Resources (OER):** free and openly licensed educational materials (books, articles, videos, blogs, etc.)
- **Explore Digital Platforms and Multimedia:** interactive websites, online simulations, virtual reality experiences, podcasts, documentaries, and educational apps

There's More!



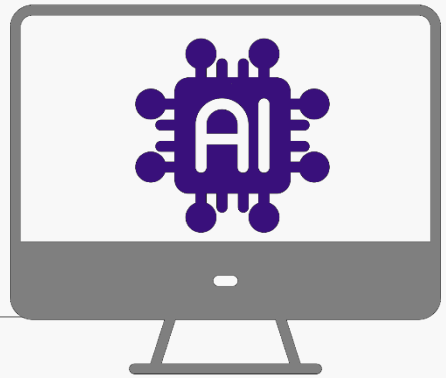
- **Seek Community Engagement:** guest speakers, interviews, and virtual field trips
- **Integrate Case Studies:** real-world examples to apply theoretical concepts
- **Collaborative Projects:** group assignments where learners curate content
- **Consider Gamification:** game elements increase motivation and participation

Other ideas?

Finding Innovative Materials (Handout)

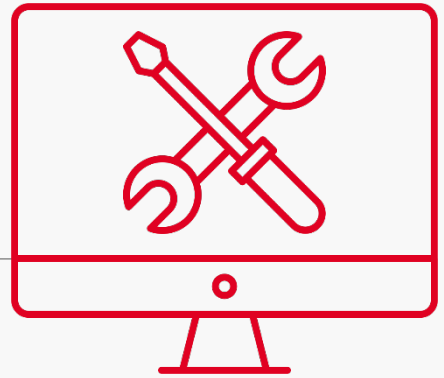
- Discipline-Specific
- Institutionally Supported
- Open Educational Resources (OER) Repositories
- Digital Learning Platforms and Multimedia
- Library licensed content
- Interactive and gamified tools

Can AI have a Role? YES*



- **Content Analysis:** identify gaps
  - Suggest additional resources or improvements
- **Content Generation:** lesson outlines, summaries, study guides
  - Reduces the time and effort required for content development
- **Interactive Elements:** case studies, simulations, and virtual labs
  - Make complex concepts more accessible and engaging
- **Gamification:** gamified learning environments
  - Increase motivation and participation by earning rewards and progressing through levels

What Might this Look Like?

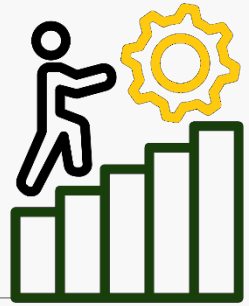


- ✓ **Case studies** in a business course
- ✓ **Virtual field trips** to teach historical events
- ✓ **Podcasts** for language learning
- ✓ **Real-life challenges** in a math course
- ✓ **Scavenger Hunts Searches** to gamify research in a topic

Sounds good, but …

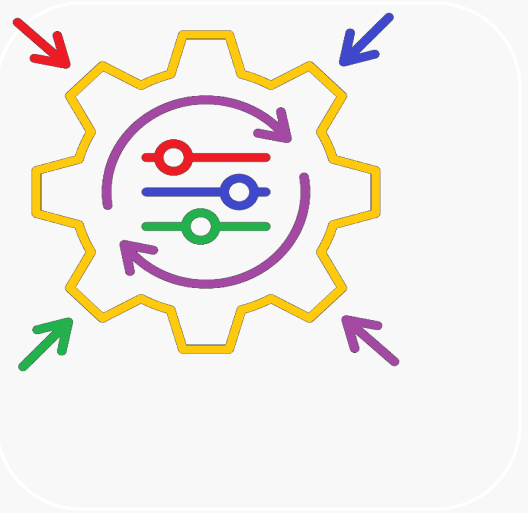
Challenges	Tips
This is how I learned. Why should I change from tried-and-true methods?	▪ Participate in training and support for educators ▪ Set continuous improvement goals for your courses and yourself ▪ Be willing to learn evolving technologies & resources (deploy your growth mindset!)
This takes time and work – textbooks and all the publisher resources are easier.	▪ Seek assistance from library ▪ Use AI as an idea-generator ▪ Collaborate with colleagues

Sounds good, but … *(cont.)*



Challenges	Tips
My videos are working fine.	▪ Break videos into smaller chunks ▪ Connect videos to interactive learning opportunities ▪ Check out **Dr. Steven Crawford's white paper on QM's website**!
The availability of resources is low, and tech costs are high.	▪ Utilize free or low-cost resources ▪ Seek funding opportunities (grants/partnerships)
I don't know where to start.	▪ Use a Step-by-Step approach and start small (Handout)

Step-by-Step Approach to Integrate Innovative Materials



1. **Identify Needs**
   - ❑ *Do current materials and videos align with objectives?*
   - ❑ *What are the content gaps in current course materials?*
   - ❑ *How are my students currently engaging with the textbook and videos?*

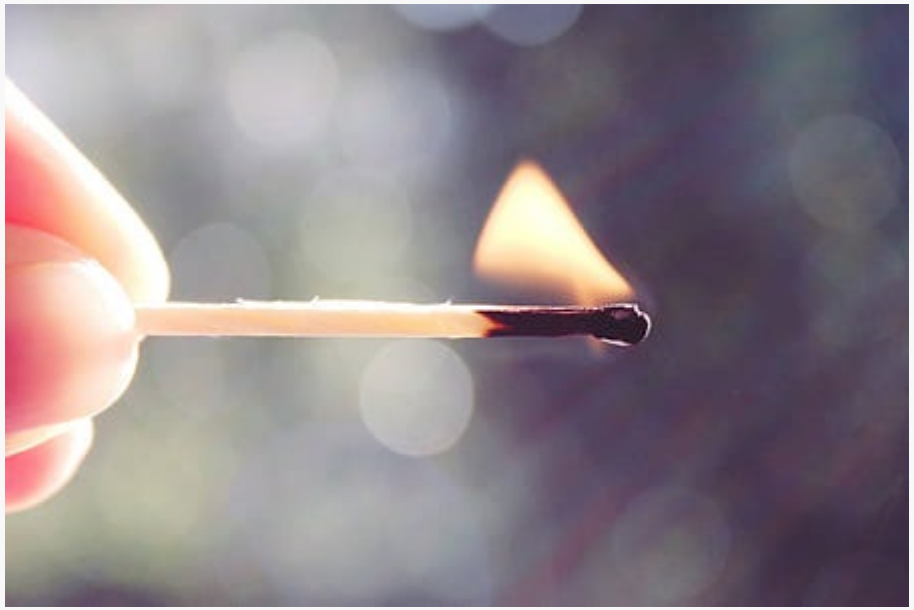
2. **Research Resources**
   - ❑ *What available materials and tools would align with course objectives?*
   - ❑ *How should I assess the credibility, accuracy, and relevance of resources?*
   - ❑ *What learning curve would there be for faculty and students to use?*
   - ❑ *What cost implications are there to use the resource?*
   - ❑ *Are selected materials accessible and usable in my LMS?*

Integrating Innovative Materials (cont.)

3. **Pilot Testing**
   - ❑ Implement in a single lesson/module (start small)
   - ❑ Evaluate interaction, engagement, and comprehension (real time and historical comparison)
   - ❑ Gather data from learners (survey, informal/formal)

4. **Feedback Loop**
   - ❑ *What value did this change add? (ROI)*
   - ❑ *What will I expand and refine?*

Your Mission
(should you choose to accept it)



1. Select one topic to revise.
2. Explore innovative instructional materials aligned to your objectives.
3. Determine if an “add-on” or “replacement” of traditional materials.
4. Monitor response from learners.
   What do they think?
5. Repeat!

Questions?

Thank you for attending. Please complete the session survey!

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