

So, You Hired an Industry Rockstar to Develop a Course

They Think Canvas is a Painting. Now What?

COLLEGE OF JOURNALISM AND COMMUNICATIONS

Dr. Evan Kropp and Cheryl Oberlin

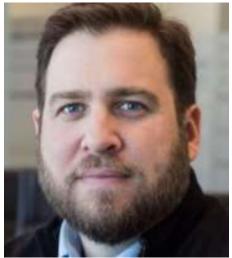
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11/8/2022 Dr Evan Kropp & Cheryl Oberlin



So, You Hired an Industry Rockstar

UF College of Journalism and Communications Online Graduate Program



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Learning Objectives

LO 1 – Examine UF CJC's Course Development

Process

LO 2 — Coach Industry Rockstars/SMEs on
 Collaborative Course Development
 LO 3 — Use Program Documents to Support
 the Development Phase



History

- About UF CJC Online
- History of Course Development Strategies (or lack of)



Let's Start with a Question

Respond via Slido

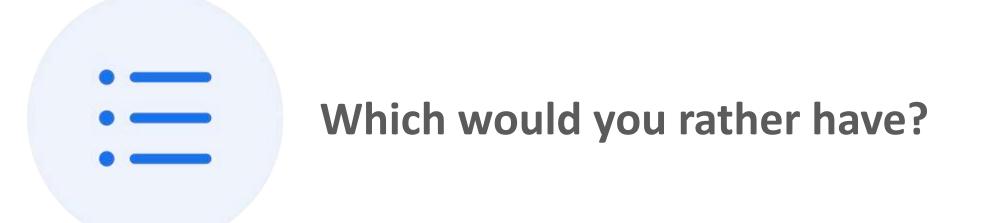




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Industry Rockstar or Subject Matter Expert



Industry Rock star noun: rockstar

A person who is treated as a celebrity, especially in inspiring fanatical admiration.

Not a current or former teacher.

AT UF CJC ONLINE WE'LL HIRE THE ROCKSTAR with a 423-page PPT EVERY TIME

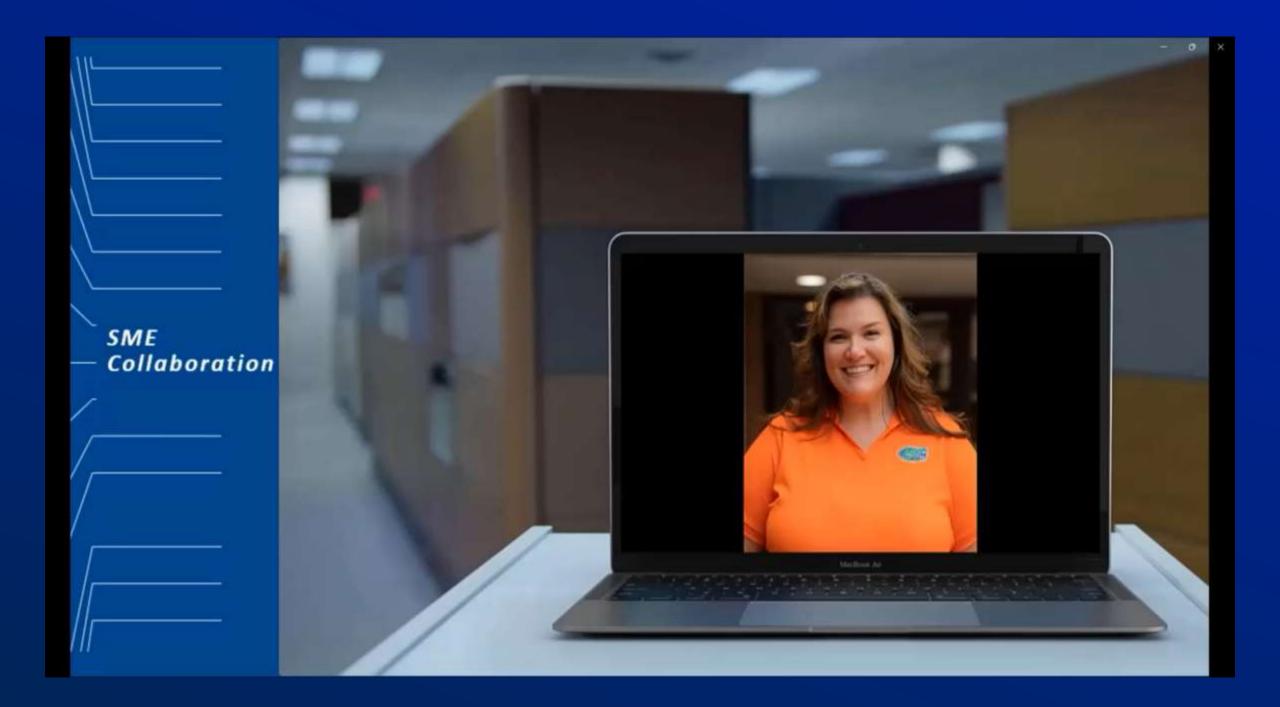
Challenges and Opportunities

Challenges

- Different development organizational methods
- Different development materials
- Varied speeds of SMEs submitting materials
- No deadline or timeline
- No real process to guide SMEs through the 8–12week development period
- Instructors who are unfamiliar with the material if they were not the course SME

Opportunities

- Creating a Course Development Agreement (signed by the Director, Asst Director, ID, and SME) with agreed-upon deliverables and correlated weekly deadlines. Like a Flipped Classroom.
- Creating a single Google Docs folder with preformatted development materials and examples of SME deliverables







Does your institution and development team use pre-formatted documents to help SMEs in the Development Process?

Challenges and Opportunities

Challenges

- SMEs who are unfamiliar with creating rubrics
- Instructors who are unfamiliar with scoring assignments with rubrics
- SMEs and Instructors who are unfamiliar with "accessibility" and want "cool" looking PowerPoints
- SMEs and Instructors who are unfamiliar with measurable learning objectives
- SMEs and Instructors who are unfamiliar with alignment

Opportunity

- Professional Development training by our ID team for SMEs and instructors
- Assistance in the development process from our professional ID team on both measurable learning objectives and alignment







Does your institution provide professional development training on Rubrics?

Challenges and Opportunities

Challenges

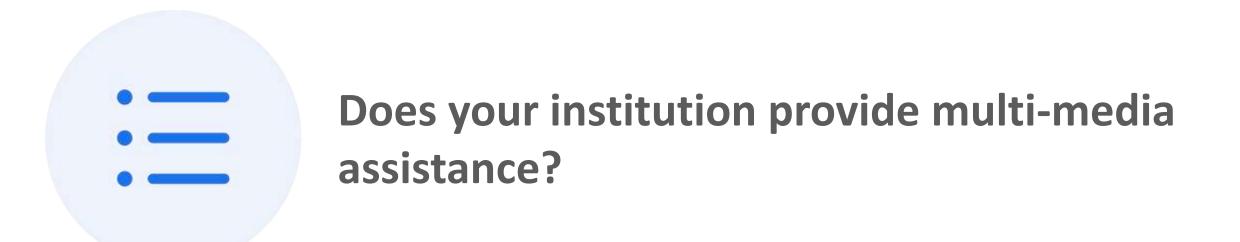
- Instructors who are Industry Rockstars they are accustomed to a multi-media team that films, edits, and produces their content
- Instructors who are teachers they are accustomed to doing "everything" on their own with no assistance financial or otherwise

Opportunity

- Multi-media assistance
- Assistance with obtaining transcripts for all multimedia assets
- Centralized storage area with backup capabilities
- Consistent video/audio standards







Challenges and Opportunities

Challenges

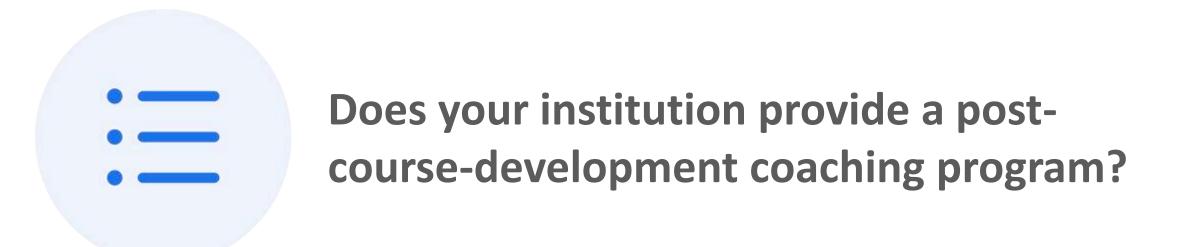
- Instructors who are Industry Rockstars they are experts in their field (SMEs) but have no idea how what an LMS is – they think a Canvas is something you paint on.
- Instructors who are Industry Rockstars experts in their field (SMEs) but have never served as a teacher in an online classroom
- Instructors who are former teachers they are not SMEs but do know and understand how to use Canvas

Opportunities

- LMS support from our ID team, multi-media specialist, and UF's e-Learning team (help desk)
- Assistance in Development from our ID team
- Professional Development Training
- Coaching post-course-development







Development Process Documents and Examples





Orange UF Template



Lead Generation Example – Home Page



Lead Generation Example – Module Cover Page

Module 2 - Your Steps for Scoons - Week 2

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Lead Generation Example -Steps for Success Page



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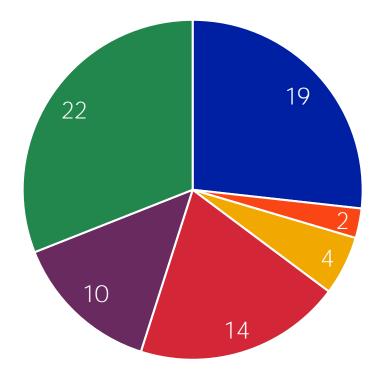


Our Progress and Current Course Segmentation



Goal: 100% QM Certified Courses by end of 2025

UF CJC Online Course Allocation - Nov 2022



- QM Certified
- Under QM Review
- Taught 2x
- Taught 1x
- In Development
- To be Developed

Resources

What We're Sharing with You Today:

- Alignment Map Example
- Course Development Agreement Example
- Timeline Buckets Example
- Meet Your Instructor Example

These are marked with a "SAMPLE" watermark.



Questions?

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