FINE TUNING FACULTY DEVELOPMENT IN BLENDED AND ONLINE LEARNING

March 18 - 20, 2013
Houston, TX
OVERVIEW

Join us in Houston to learn new ideas and best practices for fine tuning your blended and online learning faculty development program. You will leave this event with an action plan designed to help your institution focus on the most impactful activities for supporting continuous faculty professional development, enhancing teaching effectiveness, and proactively responding to new standards in teaching.

This conference is designed specifically for faculty development professionals, instructional technologists, faculty, and academic leaders who have considerable experience developing faculty to teach effectively in blended and online environment.

LEARNING OUTCOME

After participating in this conference, you will be able to create and evaluate your faculty development plan.

WORK AND LEARN

Throughout the conference, you will be working in teams with people who are from similar institutions and who have similar job functions/responsibilities as you. Our instructors will emulate a flipped teaching/classroom model, which will allow us to maximize conference time for learning and collaborative activities as you complete a workbook.

WHAT TO BRING

To fully participate in this event, you will need a mobile device or a laptop computer with wireless capability. Additionally, in advance of the conference you will receive a faculty development guide via email, and we strongly urge you to review this document before the conference. During and after the conference, proceedings and other resources will be made available to you in the cloud.

Attend as a Team and Save!

We know that critical issues and challenges require the input and support of many campus stakeholders. To help make it possible for your team to attend, every fourth conference and/or workshop registrant can participate FREE of charge!
AGENDA

MONDAY, MARCH 18, 2013

12:00 - 1:00 p.m.  Conference registration
1:00 - 1:30 p.m.  Welcome and opening remarks
1:30 - 3:00 p.m.  Horizontal and Vertical Integration of E-Learning
Implementation of e-learning has both horizontal and vertical integration challenges. Where does e-learning fit into the institution’s vision and plans, and the curriculum? How will it affect staff training and support? Student services, student training and support, and copyright and intellectual property are also impacted.

3:00 - 3:15 p.m.  Break

3:15 - 4:45 p.m.  Competencies for Online and Blended Teaching Success
The key to an effective faculty development program is the articulation of the skills and competencies necessary for online instructor success. We will share many competency lists and rubrics from different institutions—including Quality Matters and UCF—and encourage selecting/developing a set of competencies that can lead to a meaningful self-evaluation and constructive dialogue with trusted colleagues. We will demonstrate how to integrate competencies more formally into faculty development/evaluation and share some pros and cons for doing so.

• Online instructions competencies
• Metrics for establishing faculty development success

5:00 - 6:00 p.m.  Networking reception (included in registration fee)
AGENDA

TUESDAY, MARCH 19, 2013

8:30 - 9:00 a.m.  Continental breakfast (included in registration fee)

9:00 - 10:15 a.m.  Faculty Engagement
In this session we will take an in-depth look at motivational and environmental factors that impact the success of faculty engagement of professional development efforts. We will explore challenges from both the faculty member’s perspective and the institution's perspective.

10:15 - 10:30 a.m.  Morning break

10:30 a.m. - 12:00 p.m.  Pedagogy of Faculty Development - Pedagogical Practices
If good teaching has the elements of effectiveness and significance, how are these outcomes achieved? The online environment in which this interaction between teacher and learner takes place requires careful consideration of teaching theory, practice, and flexibility. We will share some pedagogical practices that have proven impactful, and we will provide more artifacts illustrating these practices in action and how they are linked to research and best practice literature.

12:00 - 1:15 p.m.  Lunch (included in registration fee)

1:15 - 2:30 p.m.  Classroom Techniques for Students Engagement
This session will explore a variety of strategies that can be used to assure the quality of online teaching and learning experience. These strategies include the Quality Matters Program and other team-oriented review processes. You will develop a classroom and online techniques for student engagement and set quality metrics for measuring them.

2:30 - 2:45 p.m.  Afternoon break

2:45 - 4:15 p.m.  Developing Learning Outcomes and Relating them to Assessments
Along with a general emphasis on good instructional design principles, it is important to help faculty overcome resistance to what sometimes seems an artificial design process. This can be done by starting where faculty live—at the activity or assignment level—then working backward to derive learning outcomes and working forward to ensure appropriate assessments. We will share some resources to support that process and discuss the following:
• Developing learning outcomes and relating them to assessments as a way to begin developing an effective course
• The basics of instructional design, a sense of cognitive load, and strategies for beginning to change and make plans for long-term course overhaul
AGENDA

WEDNESDAY, MARCH 20, 2013

8:00 - 8:30 a.m.  Continental breakfast (included in registration fee)

8:30 - 10:00 a.m.  The Technology Fit
The general approach for this session will be to address it from an individual faculty perspective within the context of institutional parameters. We will appeal to pedagogical reasons for using certain classes of web-based tools and then address institutional concerns (what it means to be “institutionally supported versus not, FERPA concerns, etc.). We will use the following issues as linchpins for our discussion.
- Successfully launching Web 2.0
- New and emerging technologies—process for vetting and integration, and discussion on buy-in
- Managing impact of new and emerging technologies

10:00 - 10:15 a.m.  Break

10:15 - 11:45 a.m.  Timing, Resource Allocation, and Workload
An online teaching environment can require faculty to commit significantly more time than they would for a face-to-face class. Unless faculty are provided specific strategies that match their teaching and learning styles, they are in jeopardy of over-committing to the online teaching workload. This can lead to frustration and disillusionment with the potential of online education. We'll discuss approaches for managing faculty time and workload while enduring a heavy teaching, research, and service schedule.

11:45 a.m. - 12:30 p.m.  Bringing it full-circle & wrap up
INSTRUCTORS

EDWARD C. BOWEN / Director of New Course Design and Development, R. Jan LeCroy Center for Educational Telecommunications
Dallas County Community College District

Ed oversees the creation and distribution of high-quality, technology-based distance learning products and services to students and educational institutions worldwide. Prior to this, he served as the executive dean of distance learning for the Dallas TeleCollege. In this capacity, Ed oversaw the design, development, and delivery of online courses for the Dallas County Community College District; developed online faculty training workshops and materials; mentored, reviewed, and evaluated the performance of online faculty; and served on various DCCCWD working groups that focused on online course training, development, delivery, and quality. Under his leadership, the Dallas County Community College District, which is composed of seven separately accredited colleges, implemented Quality Matters. Ed served as a chair for Quality Matters reviews and is a certified Master Reviewer. He has been serving in distance learning leadership roles for over 20 years and frequently presents at national, state, and local distance learning conferences.

JENNIFER SPINK STRICKLAND / Interim Director, Center for Teaching and Learning
Mesa Community College

Through her leadership in the Center for Teaching and Learning, Jennifer supports Mesa Community College’s 300+ residential faculty and 1100+ adjunct faculty in ways that foster student success by promoting innovative teaching and learning through ongoing professional development and collaboration. She supports the faculty by developing, delivering, and overseeing training programs, including: adjunct orientation, adjunct convocation, new faculty experience, Quality Matters, learning spaces, iPads, and more. She also coordinates and develops training, including: learnshops on pedagogy, assessment, starting the semester off right, and best practices in teaching and learning.

KELVIN THOMPSON / Assistant Director, Center for Distributed Learning
University of Central Florida

In his role as an assistant director and a graduate faculty scholar at UCF’s College of Education, Kelvin has collaborated in the design of hundreds of online and blended courses over the past 14 years. Kelvin developed the BlendKit Course open courseware (http://bit.ly/blendkit) as part of UCF’s Blended Learning Toolkit. His personal research interests center on how interaction affects learner engagement. Information on his Online Course Criticism qualitative evaluation model for facilitating the scholarship of teaching and learning in online and blended environments is available online (http://onlinecoursecriticism.com).
HOTEL RESERVATIONS

The conference will be held at:
Omni Houston Hotel
4 Riverway
Houston, TX 77056

To reserve your room, call 713-871-8181. Please indicate that you are with the Academic Impressions group to receive the room rate of $189 for single or double occupancy, plus applicable tax.

A room block has been reserved for the nights of March 17 - 19, 2013. Reservations must be made by February 22, 2013. There are a limited number of rooms available at the conference rate. Please make your reservations early.

The Omni Houston Hotel is centrally located in the prestigious Uptown Post Oak/Galleria area and is just minutes from all of the excitement Houston has to offer. You will be just a short shuttle or taxi ride from the Galleria shopping and dining district. Two airports service the Houston area and are within 25-30 minutes of the hotel.

FROM GEORGE BUSH INTERCONTINENTAL AIRPORT - IAH (approximately 30 minutes)
- Taxi Service: Approximately $53 per way
- Shuttle Service: Approximately $24 one way per person (Super Shuttle 1-800-258-3826)
- Limo Service: Approximately $70

FROM WILLIAM P. HOBBY AIRPORT - HOU (approximately 25 minutes)
- Taxi Service: Approximately $44 one way
- Shuttle Service: Approximately $19 one way per person (Super Shuttle 1-800-258-3826)
Questions about the event? Call us at 720.488.6800 to help determine if this event is right for you.

Register online at www.academicimpressions.com

REGISTRATION FEES

Your registration fee includes: Full access to all conference sessions and materials, access to the networking reception on Monday, breakfast and lunch on Tuesday, and breakfast on Wednesday, as well as refreshments and snacks throughout the conference.

ATTEND AS A TEAM – remember, if you register as a group, every fourth registrant is free.

EARLY BIRD PRICING
Postmarked on or before March 1, 2013. For registrations postmarked after March 1, 2013, an additional $100 fee per registrant applies.

REFUND/CANCELLATION POLICY
Refunds will be issued only if cancellations are received in writing by December 21, 2012. A $100 processing fee will be assessed. After December 21, 2012 a credit (less $100 processing fee) will be issued. The credit will be valid for 12 months and can be used toward any future conferences, Web conferences, audio proceedings, or Web conference archives. In case this event is cancelled, Academic Impressions’ liability is limited to a refund of this registration fee only.

By submitting this registration form, you agree to the terms and conditions of the above cancellation policy.

Visit our website to register online:

good url for conference
ACADEMIC IMPRESSIONS CANCELLATION AND REFUND POLICIES

**Satisfaction Promise**

We want you to be satisfied with your Academic Impressions learning experience. If the program you purchased fails to meet your expectations, please contact us within 30 days and let us know. We'll credit the full amount you paid toward another AI program that may better fit your needs.

**Conferences**

For in-person conferences, substitute registrants are welcome and may be named free of charge at any time. If you cancel 8 weeks or more prior to the first date of the conference, you will receive a full refund, less a $100.00 service charge per attendee.

If you cancel within 8 weeks of the first date of the conference, you are not entitled to a refund. However, as a courtesy, we will allow you to apply your payment, less the service charge, toward a future purchase within one year from the date you cancel. Your payment is transferable to another person from your institution if you wish.

Please note that if you do not attend and you do not contact us in advance to cancel as described above, you are responsible for the entire payment. In case this event is cancelled, Academic Impressions’ liability is limited to a refund of the registration fee only.

**Webcasts and Online Courses**

For webcasts and online courses, substitute registrants are welcome and may be named free of charge at any time prior to the day of the webcast. When available, you may also switch your webcast or online course order from a live connection to an on-demand download or CD recording (and vice versa) at no additional cost (shipping charges will apply to CD Recording orders outside the U.S. or Canada).

If you cancel 8 weeks or more prior to the webcast or online course date, you will receive a full refund, less a $75.00 service charge. If you cancel within 8 weeks of the webcast or online course date, you are not entitled to a refund. However, as a courtesy, we will allow you to apply your payment, less the service charge, toward a future purchase within one year from the date you cancel. Your payment is transferable to another person from your institution if you wish.

Please note that if you do not login to view the webcast or online course and you do not contact us in advance to cancel as described above, you are responsible for the entire payment. In case this event is cancelled, Academic Impressions’ liability is limited to a refund of the registration fee only.

**Recordings, On-Demand Downloads, Monographs and Other Publications**

All sales are final. No cancellations or refunds provided.
### CONFERENCE REGISTRATION INFORMATION

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**IF THIS CONFERENCE PARTICIPANT HAS ANY DIETARY OR ACCESSIBILITY NEEDS, PLEASE LIST THEM IN THE SPACE BELOW. WE WILL DO OUR BEST TO ACCOMMODATE THESE NEEDS.**

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PAYMENT METHOD

We accept Visa, MasterCard, and American Express credit cards. To pay by check, include the check with this form or select the “invoice me” option. Fax form to 303.221.2259 or mail form along with payment to: Academic Impressions, 4601 DTC Blvd., Ste. 800, Denver, CO 80237

CREDIT CARD

Name on Card

Account Number

Billing Address

Billing City

Billing State

Billing Zip Code/Postal Code

Exp. Date

Security Code (last 3 digits on the back of Visa and MC or 4 digits on front of AmEx)

Remember, if you register as a group, every fourth registrant is free.

CHECK/INVOICE

☐ My check is included and covers ________ registration(s) Check # ____________________________

☐ Please invoice me, Purchase Order # ____________________________ (PO # not required to receive invoice)

AMOUNT TO CHARGE:

FREE HIGHER ED NEWS AND ANALYSIS

Each conference registration includes a subscription to Higher Ed Impact, a free industry scan of news, trends, and research on higher education, delivered in an easy-to-scan email. Higher Ed Impact (HEI) includes:

☐ HEI: Daily Pulse - impactful news, trends, and practices, sent daily

☐ HEI: Weekly Scan - the week’s most critical news, with analysis of top stories and trends, sent on Fridays

☐ HEI: Monthly Diagnostic - practical takeaways addressing a strategic challenge facing institutions of higher ed, sent 9-12 times/year

List the names of the registrants you’d like to sign up:

Note if you do not provide any names in the above space, all attendees will be signed up for the options selected.