OVERVIEW
In light of the increased demand for high-quality blended courses and programs, instructional designers and course developers are facing new design challenges. To ensure the development of effective courses and a high level of engagement for a variety of learners, course developers must effectively use the online and physical classroom environments, establishing measurable learning outcomes and the means for achieving them.

Discussion topics will include:

• Developing instructional designs that are aligned with course objectives
• Facilitating interactivity in online and face-to-face environments
• Constructing instructional strategies
• Utilizing technologies to support learning
• Implementing and evaluating course delivery

WHO SHOULD ATTEND
Whether your institution is already offering blended courses or just getting started, instructional designers, course developers, instructional technologists, and anyone involved in the design and development of blended courses will benefit most from this conference.

LEARNING OUTCOME
As a result of this conference, you will be able to design blended courses more effectively.

CONFERENCE FORMAT
The conference is structured to balance information sharing, targeted learning activities, group work, and collaboration with colleagues. Through the use of case studies and collaborative work, you will be able to directly apply the knowledge that you have gained during the conference with guidance from the instructors.

WHAT TO BRING
Required materials and equipment for the course are:

• An actual course syllabus from your institution. You will have the opportunity to design a section or chunk of your course into the blended format.
• A laptop with wireless connectivity. Conference proceedings will be available online or on a flash drive.
AGENDA

MONDAY, JULY 25, 2011

8:00 – 9:00 a.m.  Registration and Continental Breakfast for Pre-Conference Workshop Participants

9:00 a.m. – 12:00 p.m.  Optional Pre-Conference Workshop: Cloud-Based and Classroom Technology for Learning and Engagement

Blended courses provide a variety of opportunities for utilizing student-owned, institutionally provided, and “cloud-based” technologies. “Cloud” computing refers to accessing software and data from a multitude of devices and not being reliant on software contained on and accessible only from a single desktop computer. These mostly free technologies can be effectively used to enhance collaboration and engagement in blended courses. This workshop provides an overview of the range of technology use strategies and resources that can be utilized to support learning within and outside of the classroom. We’ll address:

• The role of technology in the blended course
• Classroom technologies
• Cloud-based technologies
• Enhancing the LMS/CMS with cloud-based technology

You’ll apply some of the shared technologies and rubrics to your own course.

12:00 – 1:00 p.m.  Lunch for Pre-Conference Workshop Participants and Conference Registration

1:00 – 1:30 p.m.  Introduction and Opening Remarks

1:30 – 3:00 p.m.  Overview of Blended Models and Course Redesign

While incorporating online and face-to-face interaction components, blended courses differ from classroom and online courses; they are uniquely different and require designing a new course, even when based upon an existing one. This session introduces key elements of blended design and the process of redesigning a traditional course into a blended one.

3:00 – 3:15 p.m.  Break

3:15 – 4:45 p.m.  Begin the Transformation: Mapping the Course

The blended course redesign process includes several steps. In this segment, we’ll begin that process by providing an overview and practicing the first few mapping steps with an existing course. We will continue to work through the redesign process throughout the conference, focusing on a chunk or section of the course. Session discussions will include:

• Mapping the course: How to organize the design process for the redesign team and the faculty member
• Starting with what you have: Evaluating, redesigning, and using objectives

5:00 – 6:00 p.m.  Networking Reception (included in registration)

TUESDAY, JULY 26, 2011

8:30 – 9:00 a.m.  Continental Breakfast (included in registration)

9:00 – 10:30 a.m.  Using Technology to its Best Advantage

Technology becomes critical in the blended course. Regardless of how you choose to use it, careful consideration should be given to the benefit, instructional or non-instructional purpose, and contribution to the classroom, blend, or online component. In this session, you will be given activity options based on your needs and interests, such as a technology tour, a technology consultation, or mapping and aligning course objectives, activities, and assignments with technology.

10:30 – 10:45 a.m.  Break
AGENDA

TUESDAY, JULY 26, 2011 (CONTINUED)

10:45 a.m. – 12:15 p.m.  Connecting Classroom and Online Experiences: Building in Accountability  
Designing face-to-face meetings and online activities is often straightforward, though connecting and integrating student experiences can be challenging. Through case studies and examples, this session will illustrate a variety of approaches to designing the blend of in-class and online course components.

12:15 – 1:30 p.m.  Lunch (included in registration)

1:30 – 3:00 p.m.  Feedback and Assessment in the Blended Course  
Because students are in different places at different times, feedback and assessment can be critical in their recognition of the learning process and course progress. This session will focus on when, how, and through what system you should utilize traditional assessments (quizzes, tests, projects, reports, etc.) and alternative assessments (community, collaborative, self-assessment, peer assessment, etc.). We’ll discuss functions and facets of assessment, assessment types, and when and where assessment belongs in blended courses.

3:00 – 3:15 p.m.  Break

3:15 – 4:45 p.m.  Preparing and Guiding Learners  
Student readiness for the blended course is critical to success. In this segment, we’ll review considerations and strategies that will support the learner and discuss how learner support relates to the faculty member and the rhythms of the course. We’ll discuss a continuum of student readiness, technology considerations, and student crisis points.

WEDNESDAY, JULY 27, 2011

8:30 – 9:00 a.m.  Continental Breakfast (included in registration)

9:00 – 10:00 a.m.  The Blended Course as a Work in Progress  
Once the blended course is designed, what is next? We’ll review evaluation strategies (formative vs. summative), sources of information about the course, and how to interpret observations with a focus on the needs and requirements of the students, the subject area, and the course outcomes.

10:00 – 10:15 a.m.  Break

10:15 – 11:30 a.m.  Key Issues in the Blended Course  
Blended course offerings take time and reflect institutional priorities, mission, and culture. This interactive session includes a panel discussion on key issues in blended learning, but also invites participants to contribute and address key issues as well.

11:30 a.m. – 12:00 p.m.  Program Takeaways and Next Steps
INSTRUCTORS

Alisa Cooper, Assistant Chair and Professor of English, Glendale Community College
In her role as assistant chair and e-courses coordinator for the English department at Glendale Community College, Alisa works with faculty to create and improve their online and blended courses. She currently serves as a technology specialist for the Maricopa District, providing a podcasting and vodcasting series and teaching with technology and mobile learning workshops for the Maricopa Center for Learning and Instruction. Alisa previously served as an interim instructional technologist for the Title V Grant at Phoenix College.

Veronica Diaz, Associate Director, EDUCAUSE Learning Initiative (ELI) and Former Instructional Technology Manager, Maricopa Center for Learning and Instruction, Maricopa Community Colleges
Prior to assuming her role with ELI, Veronica supported and led learning technologies and faculty development initiatives for Maricopa’s 10-college system. She was also the co-principal investigator for a Technological Literacy National Science Foundation grant. Previously, she was responsible for the University of Arizona College of Management’s teaching and learning with technology initiatives and was principal investigator of the Hewlett Packard Technology for Teaching grant and HP’s Tablet PC Initiative. Active in the field of online and hybrid learning and teaching innovation, Diaz is the co-chair of the EDUCAUSE Advisory Committee on Teaching and Learning and has presented seminars nationally on faculty use of instructional technology, blended learning delivery models, intellectual property policies for distributed learning environments, and emerging technologies.

Patricia McGee, Associate Professor of Instructional Technology, The University of Texas at San Antonio (Chair)
As associate professor of instructional technology in the department of Educational Psychology, Patricia has designed and taught more than 20 online and blended courses. She is the recipient of a US Distance Learning Association (USDLA) Gold Award for Online Technology. She has been awarded research fellowships with the National Learning Infrastructure Initiative (EDUCAUSE Learning Initiative), American Society of Engineering Education (ASEE)/Navy, and the ASEE/Air Force. Her professional work and consulting includes K-20 education, military, nonprofit, for-profit, and public sector projects. At the University of Texas at San Antonio, she is involved in both blended and online learning initiatives, serving on advisory and planning committees and conducting research. A prolific author, Patricia publishes in the areas of online and blended pedagogy, faculty technology use, and emerging learning systems and tools.

HOTEL RESERVATIONS

The conference will be held at:
Hotel Solamar
435 6th Avenue
San Diego, CA 92101

To reserve your room, call 877-230-0300. Please indicate that you are with the Academic Impressions group to receive the room rate of $159 for single or double occupancy, plus applicable tax.

A room block has been reserved for the nights of July 24-26, 2011. Reservations must be made by July 8, 2011. There are a limited number of rooms available at the conference rate. Please make your reservations early.

A hip, luxury hotel immersed in the dynamic energy of downtown San Diego, Hotel Solamar is the perfect contemporary setting for the vibrant sun-and-sea attitudes that define California. Located in the heart of the lively Gaslamp District, this Kimpton hotel offers an ideal destination for business and leisure travelers alike. It is steps away from the city’s best shopping, dining, and entertainment and is only minutes away from San Diego International airport. High-speed Internet access is complimentary for Kimpton InTouch Guest Loyalty members (to learn more, please go to www.kimptonhotels.com/intouch).
Attended as a team — remember, if you register as a group, every fourth registrant is free. 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.

Postmarked on or before July 8, 2011
☐ BEST VALUE: Best Practices in Blended Course Design and pre-conference workshop $1395 USD
☐ Best Practices in Blended Course Design $1095 USD
(For registrations postmarked after July 8, 2011, an additional $100 fee per registrant applies)

☐ Check here if you have any dietary or accessibility needs. Please list any needs in the space below and we will do our best to accommodate you.

How did you hear about this event? (email from AI, colleague forwarded email, The Chronicle, etc.)

CONFERENCE REGISTRATION INFORMATION (PLEASE PRINT CLEARLY)
Name ____________________________ Name Preferred for Badge ____________________________
Job Title ____________________________ Institution/Organization ____________________________
Address ____________________________
City ____________________________ State/Province ____________________________ Zip/Postal Code ____________________________ Country ____________________________
Telephone ____________________________ Fax ____________________________ Email ____________________________

For registration confirmations and pre-conference communication. (FOR ADDITIONAL Registrants, PLEASE COMPLETE ADDITIONAL FORMS.)
Additional Contact Name ____________________________ Additional Contact Phone ____________________________
Additional Contact Title ____________________________ Additional Contact Email ____________________________
Emergency Contact Name ____________________________ Emergency Contact Phone (day) ____________________________
(in case of emergency, we will contact this person on your behalf) Emergency Contact Phone (evening) ____________________________

FREE HIGHER ED NEWS AND ANALYSIS
Academic Impressions is happy to offer Higher Ed Impact, a free industry scan of news, trends, and fresh research on higher education, delivered in an easy-to-scan email.
☐ Sign me up for HEI: Daily Pulse — impactful news, trends, and practices, sent daily
☐ Sign me up for HEI: Weekly Scan — the week’s most critical news, with analysis of top stories and trends, sent on Fridays
☐ Sign me up for HEI: Monthly Diagnostic — practical takeaways addressing a strategic challenge facing institutions of higher ed, sent 9-12 times/year

PAYMENT METHOD
We accept Visa, MC, and AmEx credit cards. To pay by check, include the check with this form or select the “invoice me” option. Fax form to 303.741.0849 or mail form along with payment to: Academic Impressions, 4643 S. Ulster St. Ste. 350, Denver, CO 80237.

CREDIT CARD
Please charge my credit card: (Visa, MC, AmEx) ____________________________
Name on Card ____________________________
Account Number ____________________________
Exp. Date ____________________________ Billing Zip Code/Postal Code ____________________________
Security Code (last 3 digits on the back of Visa and MC or 4 digits on front of AmEx) ____________________________

CHECK/INVOICE
☐ My check is included and covers _____ registration(s)
Check # ____________________________
☐ Please invoice me
Purchase Order # ____________________________
(PO# not required to receive invoice)

REFUND/CANCELLATION POLICY
Refunds will be issued only if cancellations are received in writing by April 29, 2011. A $100 processing fee will be assessed. After April 29, 2011 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.

Questions about the event?
Call us at 720.488.6800 to help determine if this event is right for you.