

# Train the Trainer Day 2

Developing Training and Marketing Your Center

# eLearning

- \*Year 1 and 2 challenges - TCU Training Development document in binder day two tab
- Selecting one CMS
- Developing Training
- Marketing
- Managing growth
- Training space issues - 1 laptop only
- Staffing

# eCollege Growth

## Course and Faculty Comparison

<b>Year</b>	<b>Total Number of sections using eCollege (by year)</b>	<b>Number of sections - Spring</b>	<b>Number of sections - Summer</b>	<b>Number of sections - Fall</b>	<b>TCU Faculty &amp; TAs teaching with eCollege (Unduplicated)</b>
<b>2002</b>	162	22	23	117	78
<b>2003</b>	374	152	42	180	130
<b>2004</b>	592	205	71	316	201
<b>2005</b>	988	329	106	532	390
<b>2006</b>	1381	563	142	676	525
<b>2007</b>	1729	699	174	856	597
<b>2008</b>	2028	830	193	1005	797
<b>2009</b>	1301	1086	215	0	596

# eCollege Bootcamp

- Started May 2003 as a two-day workshop
- Introduce all tools, teaching tips and basic use of eCollege
- 2005 added ½ day
- 2006 added full third day
- Max 8 faculty per camp (can be up to 12 or as low as 6)
- 294 TCU faculty (full-time and adjunct) have attended boot camp

# Building

## eLearning 2002 - current

Bottom up approach

Year 1 focus faculty needs

Pedagogy focus for all training

Pilot methodology utilized for all training with assessment

Outreach push at faculty level

Tool driven

Follow-up and Evaluations

Created reachable goals, stayed focused on Mission statement

# eLearning success

- Baby steps – small changes – reachable goals
- Assess needs via small group discussion/surveys/  
follow-up
- Select pilot audience (your supporters and respected  
faculty with a voice)
- Keep focus driven, communicate, lots of information
- Evaluations/feedback
- Building trust, confidence and respect
- Share results

# \*CMS Support and Training

- Boot Camp
- Follow up
- Pedagogy approach
- LOM
- Grading
- Syllabus
- Trends – training and multimedia
- Specific topics (Threaded Discussions, Quizzes, Dropbox)

# eLearning Support 2009

- Administer eCollege, Turnitin, Soft Chalk, OSAT and ER
- eCollege both faculty and students
- eInstruction CPS clickers training both faculty and students
- Turnitin training both faculty and students
- Soft Chalk training both faculty and students
- eCollege helpdesk both faculty and students
- Multimedia solutions both Mac and PC
- Online Self-Assessment Tool
- Enterprise Reporting
- Instructional Design Strategies

*797 Faculty  
utilized our  
services in  
2008*

# FD Training 2002 – 2005

- New Faculty Orientation Showcase
  - Showcase of Directors and summary of department responsibilities
  - 2-hour presentation on what to do the first day of class and basic teaching tips for first-time teachers
- Conversations of Teaching
- Redesign your course
- In-house Portfolio Workshop
- Most workshops only offered in Fall semester

# 2006 Year of Change

- Change is Center direction
- \*Thank-a-Teacher
- Adopted eLearning program philosophy
- Changed marketing and communication strategy
- Huge outreach to faculty
- Faculty Fellows
- New logo, website, new office design, new staff

- New Faculty Orientation – Pedagogy Focus, TCU teacher preparation
- Adjunct Faculty Orientation
- Teaching and Learning Conversations
- Classroom Observations w/Faculty Consultations
- Classroom Assessment
- Student and Core Learning Outcomes
- Plagiarism
- Portfolio Workshop
- Graduate Student Training for Teaching
- PhD preparation for Teaching
- and more.....

FD Workshops 2006 –  
Current

# 2009

- The Koehler Center for Teaching Excellence has truly become a Center for Teaching Excellence. It took seven years, lots of work, drive, determination, staff and change, but we did it. There is no distinction between eLearning or Faculty Development; we are now one vision at TCU.

# \*Workshop Needs

- What workshops are you lacking?
- What workshops are you interested in learning more about?
- Staying within copyright boundaries
- **Break Time** Discussion

# Marketing Your Center

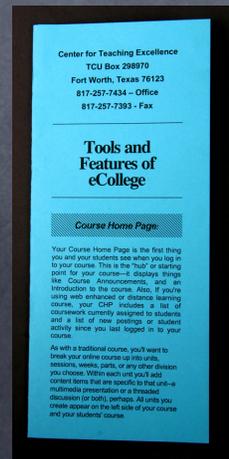
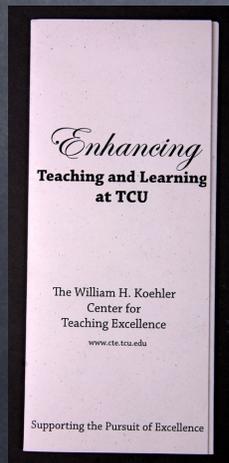
## Keep It Simple

- The importance of a good impression
- \*Publications 2001 to 2009 – see examples in binder day two
- Importance of a Logo and Branding
- Email Marketing
- Brochures
- *Insights*
- Collaboration in creating the right piece
- Going Green, utilizing existing mediums

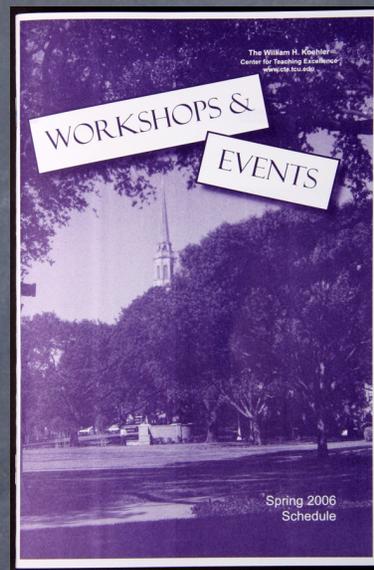
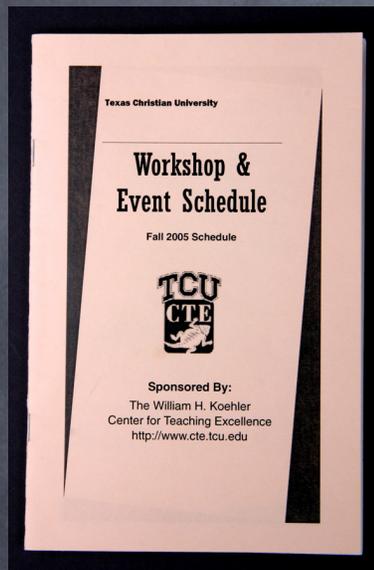
# Evaluation of Publications



- Older Publications created in Publisher and Word
- Very basic form, limited design
- Excessive amount of pages and words



# Evaluation of Publications



## Fall 2006 Workshops and Events

The William H. Koehler  
Center for Teaching Excellence & Learning

The primary function of the William H. Koehler Center for Teaching Excellence is to advise and to support faculty, teaching assistants, departments/unit and administrators in their efforts to improve teaching effectiveness and student learning in traditional and innovative ways. The Koehler Center also strives to meet the challenges of integrating effective teaching/learning methodologies and technologies into instructional environments.

For detailed workshop descriptions and to register electronically for Koehler Center and Learning workshops visit: <http://www.cte.tcu.edu>  
Or call 817-257-7434

Most workshops will be repeated in subsequent semesters. If you are a faculty/staff member or Graduate Assistant who is already familiar with the content of these workshops and would like individual assistance, or if you are unable to attend one of our scheduled workshops, please contact the Koehler Center at 817-257-7434 to set up a one-on-one session.

### WHAT'S NEW FOR FALL 2006

We are offering a few new workshops beginning the Fall 2006 semester. We are making an effort to provide more support for Macintosh users as well as assist our new faculty with using eCollege.

**\*NEW! Crash Course: of college for New Faculty**  
Facilitator: Ronny Hughes, Wade Center Chair, Kerrie Coover  
Saturday, August 26: 9:00 AM to 3:00 PM | Location: SWB 138

This one day, noncredit, workshop focuses on the most of eCollege features and offers strategies for adding a web component to your face-to-face course. In this workshop you will have time to:

- Develop an online content
- Incorporate technology within the eCollege course shell
- Assess student using the online gradebook
- Use eCollege as a management tool for your class

**\*NEW! Hands-on with Apple iLife '06**  
Facilitator: Kerrie Coover  
Tuesday, September 12: 4:00 PM to 6:00 PM | Location: Koehler Center 30 SWB 581

Music, Photos, Movies, iMovie, iLife '06 offer many solutions to making the most of your digital life. This Mac only program allows you to organize your photos, create books and eCards using iPhoto, edit movies by adding titles and cinematic effects to share on DVD or the web, in iMovie create and burn DVD presentations of photos and movies in iDVD, record your voice for podcasts or presentations in iChatterpad, and create simple complete hand-out books and blogs to share when you create with others using iWeb. It is a bridge that connects!

**\*NEW! iMovie with iLife '06**  
Facilitator: Kerrie Coover  
Wednesday, October 4: 4:00 PM to 6:00 PM | Location: Koehler Center 30 SWB 581

Presentations and Publications have never been so easy! Mac's solution for each of these come included in iWork. Use the presentation program, Pages 2 and Keynote 2. With Pages 2, you can create documents with sophisticated settings and edit text, insert images, and create 3D charts and tables easily. Keynote 2 offers rich definition compliance with existing content presentations, 3D charts and graphs for creating high quality presentations.



# *Insights Review*

- History of *Insights*
- Importance of sharing your success
- Who is your audience?

# Lunch Time

- Discussion on training needs and marketing continued

# The Trouble with Success

- \*Planning
- \*Attendance
- To do
- Costs
- \*Tracking
- Keeping up/automating processes

# Website Needs

- What information should be published?
- Demand and upkeep
- Work in progress
- Limitations at TCU
- Garbage in - garbage out
- Professionalism
- Tracking
- Helpdesk issues and solutions
- \*Databases
- \*Online forms

# \*Databases, Online Forms, Marketing

- What type of database do I need to keep?
- What online forms would be useful?
- What software should I use to create nice documents?
- Options for building training materials
- Free and cheap solutions for training materials

# Break Time

- Discussion Continued

# Keeping up with Trends

- \*Conferences
- Publications
- User Groups/Listservs
- Training/Research
- \*Free software solutions – resources in binder  
day two