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

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

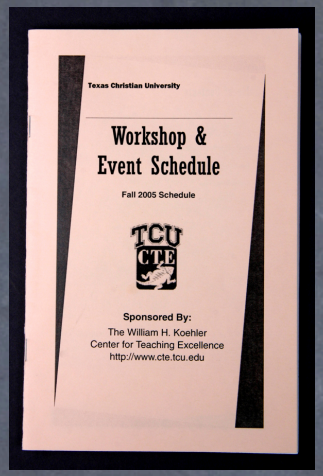
*Workshop Needs

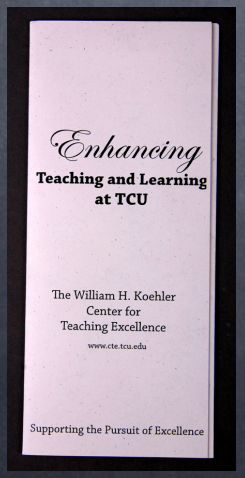
- What workshops are you lacking?
- What workshops are you interested in learning more about?
- Staying within copyright boundaries
- Break Time Discussion

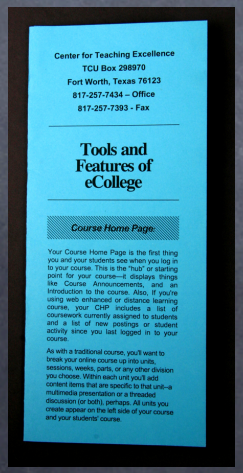
Marketing Your Center
Keep It Simple

- 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

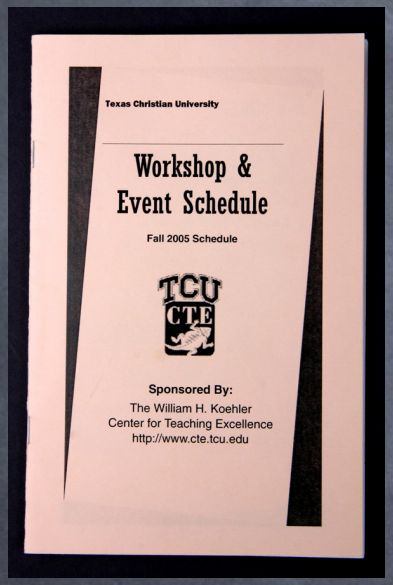


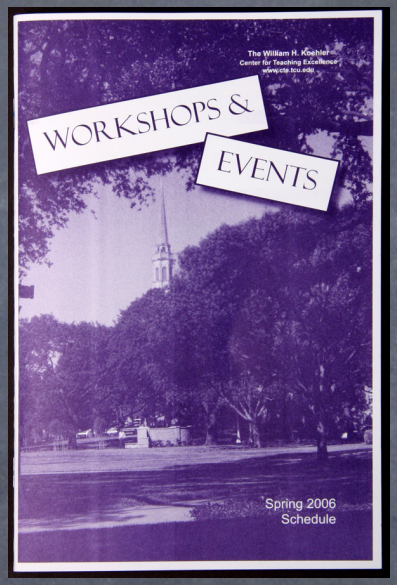


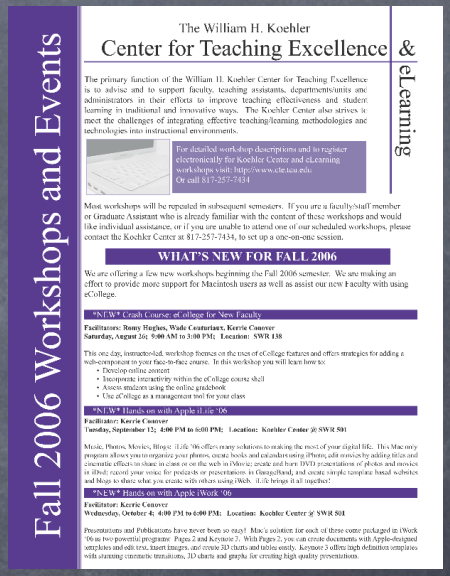


- Older Publications created in Publisher and Word
- Very basic form, limited design
- Excessive amount of pages and words

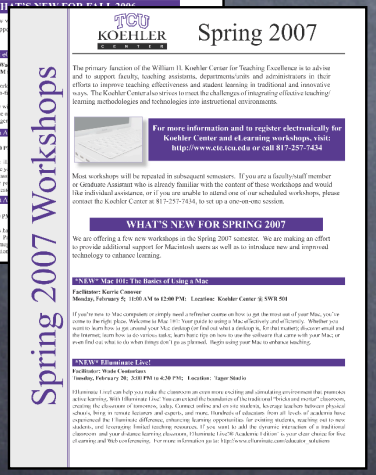
Evaluation of Publications

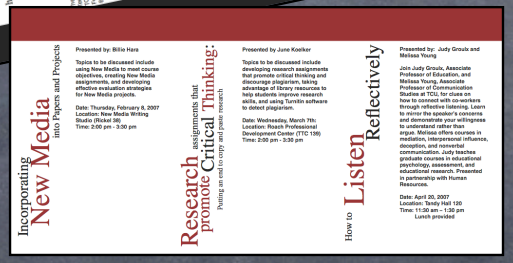


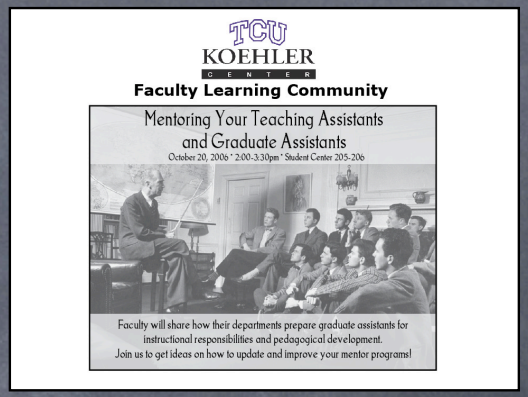




Create a Brand







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