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

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

<table>
<thead>
<tr>
<th>Bottom up approach</th>
</tr>
</thead>
<tbody>
<tr>
<td>Year 1 focus faculty needs</td>
</tr>
<tr>
<td>Pedagogy focus for all training</td>
</tr>
<tr>
<td>Pilot methodology utilized for all training with assessment</td>
</tr>
<tr>
<td>Outreach push at faculty level</td>
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<tr>
<td>Tool driven</td>
</tr>
<tr>
<td>Follow-up and Evaluations</td>
</tr>
<tr>
<td>Created reachable goals, stayed focused on Mission statement</td>
</tr>
</tbody>
</table>
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
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
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