Welcome to today's University Business web seminar

How to Build Quality, Flexible and Humanized Online Learning Experiences

Kurt Eisele-Dyrli
Web Seminar Editor
University Business

Shane Lovellette
Strategy Lead
TechSmith

Cheryl Chapman
Department Chair of
Career Education
Coastline Community
College

Thank you for joining us! The web seminar will start promptly at 2:00 ET.

UB University Business

TechSmith®
Show what you know

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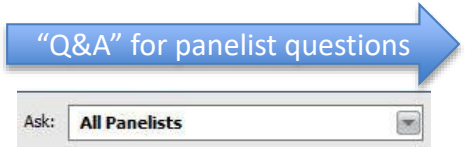

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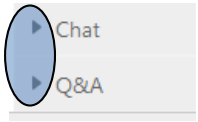

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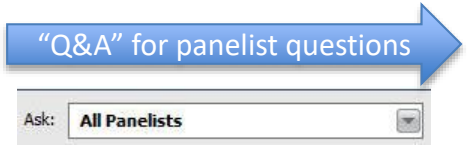

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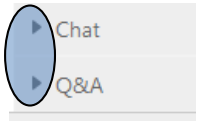

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Poll Questions

1. What course modality do you primarily teach in?

- ❑ Hybrid/blended
- ❑ Flipped
- ❑ Face to face
- ❑ Fully online
- ❑ Hyflex

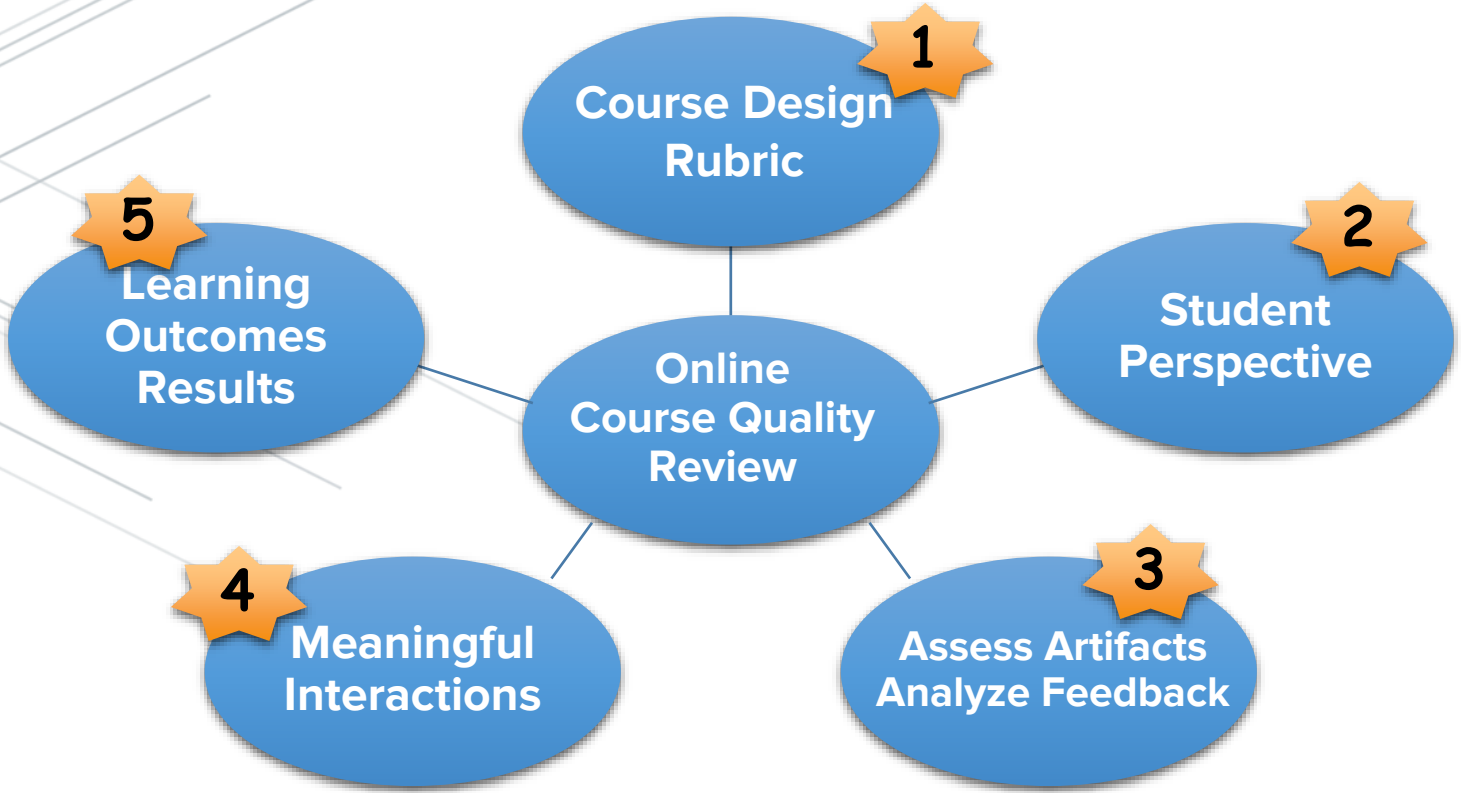
2. What is your experience level teaching online?

- ❑ None
- ❑ Less than 1 year
- ❑ 1-3 years
- ❑ 3-5 years
- ❑ 5 years or more

How to assess course quality?

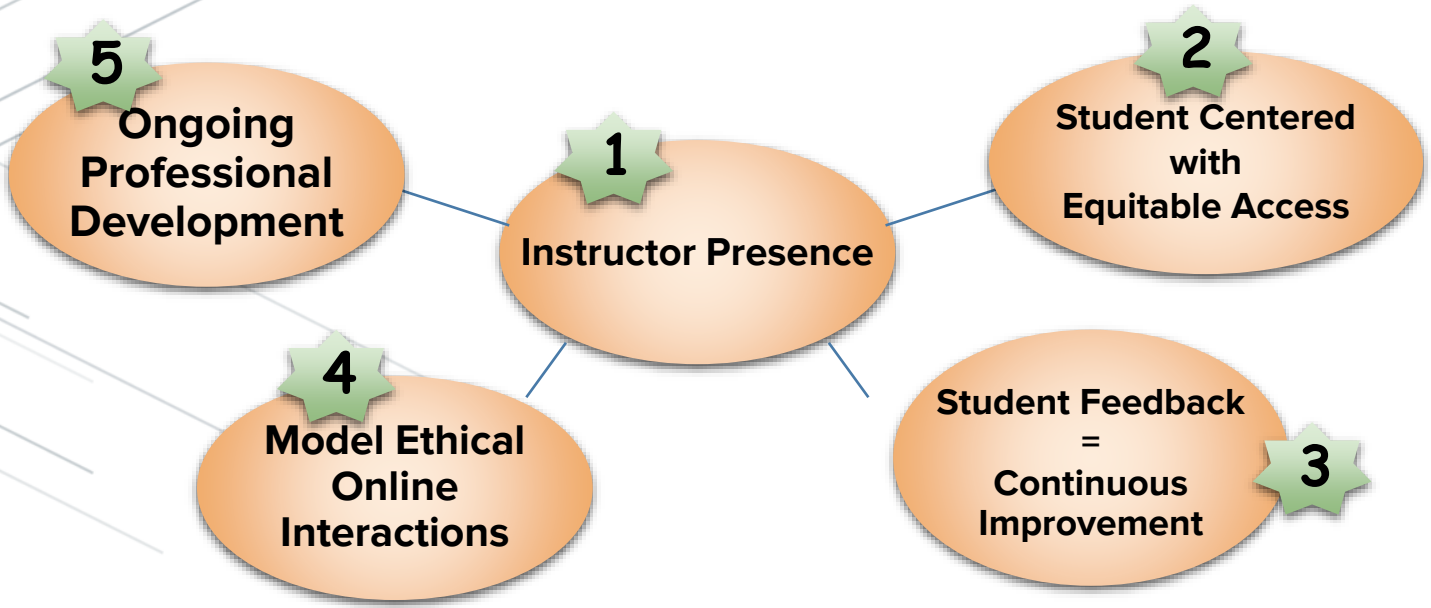
What do we measure?

5 Steps to Assess Course Quality



Morrison, Debbie. "How 'Good' is Your Online Course? Five Steps to Assess Course Quality." *Online Learning Insights*. N.p., 01 June 2015. Web. 19 June 2017.

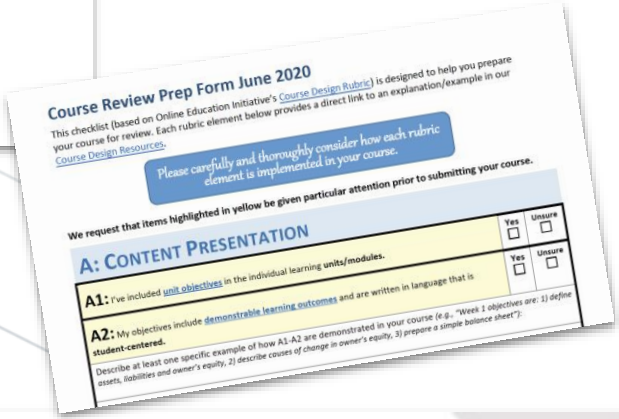
5 Principles for Quality Online Teaching



5 Principles of Quality Online Teaching https://onlinenetworkofeducators.org/wp-content/uploads/2018/01/Principles_for_Quality_Online_Teaching_ACC.pdf

California Community Colleges | Online Education Initiative

COURSE DESIGN RUBRIC


Course Review Prep Form June 2020

This checklist (based on Online Education Initiative's Course Design Rubric) is designed to help you prepare your course for review. Each rubric element below provides a direct link to an explanation/example in our Course Design Resources.

Please carefully and thoroughly consider how each rubric element is implemented in your course.

We request that items highlighted in yellow be given particular attention prior to submitting your course.

A: CONTENT PRESENTATION

	Yes	Unsure
A1: I've included unit objectives in the individual learning units/modules.	☐	☐
A2: My objectives include demonstrable learning outcomes and are written in language that is student-centered.	☐	☐

Describe at least one specific example of how A1-A2 are demonstrated in your course (e.g., "Week 1 objectives are: 1) define assets, liabilities and owner's equity, 2) describe causes of change in owner's equity, 3) prepare a simple balance sheet"):

QUALITY MATTERS QM

QOCI Rubric
Quality Online Course Initiative

QOLT
quality online learning & teaching

CSU

TechSmith®

Encourage Interaction

Student to Student
Student to Faculty
Faculty to Student

Develop Cooperation

among students

Promote active learning

Give prompt feedback

Emphasize time on task

Communicate high expectations

Universal Design for Learning (UDL)

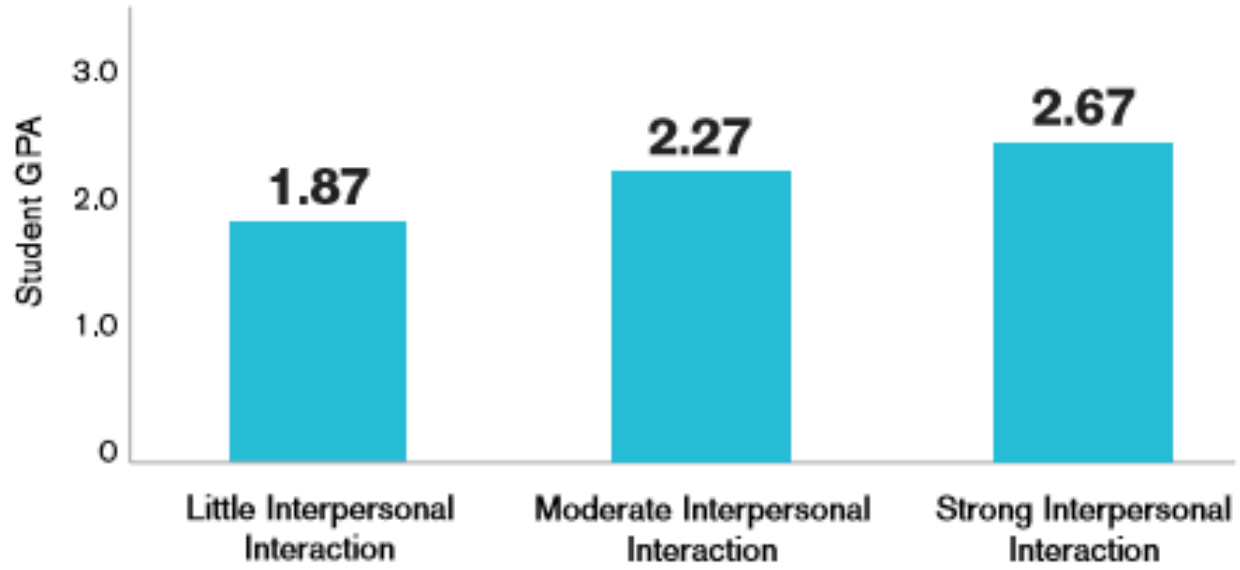
Chickering, Arthur W., and Zelda F. Gamson. "Seven Principles for Good Practice in Undergraduate Education." *AAHE Bulletin, p3-7 Mar 1987 [*https://eric.ed.gov/?id=ED282491]

CCRC COMMUNITY COLLEGE RESEARCH CENTER

TEACHERS COLLEGE, COLUMBIA UNIVERSITY

Why Interaction Matters

Relationship Between Level of Interpersonal Interaction and Student Performance[9]



Students want you!

“Because my professor puts the effort into making the class good and seems to actually want to teach the class, it’s easier to be engaged in the class even though it’s totally online (and pretty hard).”

Student Quote

Prep: Gather All Resources!

Accessibility - Be Proactive & Successful

Web Content Accessibility Guidelines (WCAG)

WCAG 2.0 Standards incorporated into Section 508

- Headings
- Lists
- Links
- Images
- Tables
- Color
- Captions

Step 1: Authentic Assessment

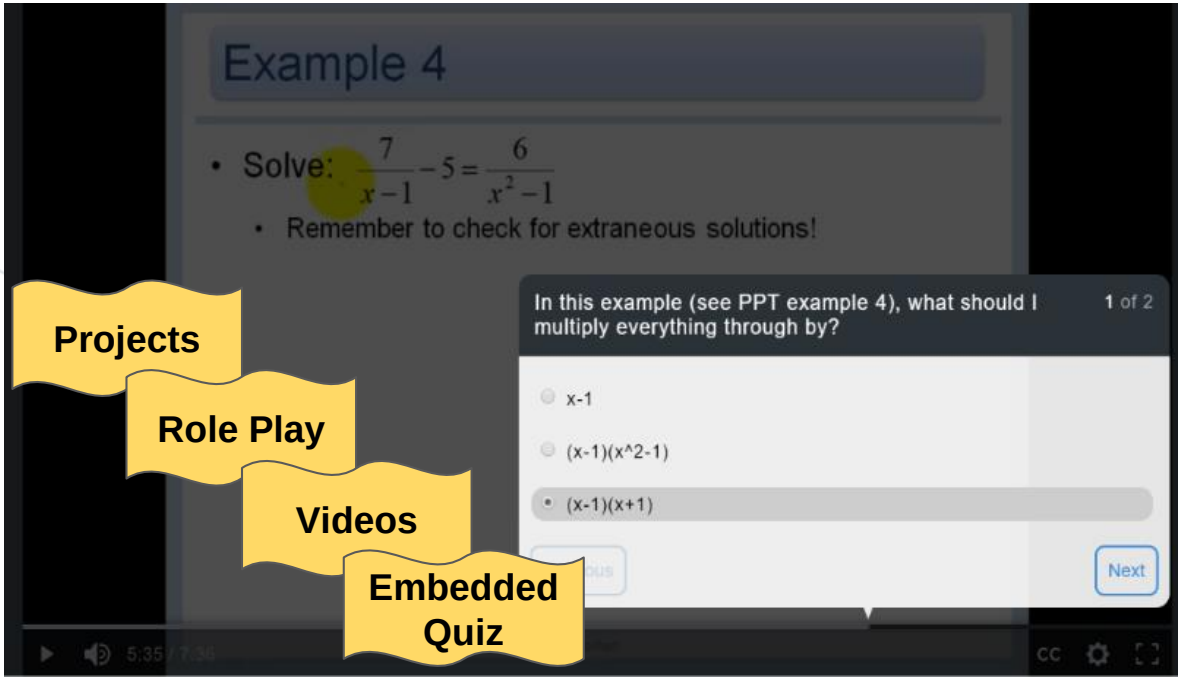
How will you assess learning?

Summative

Formative

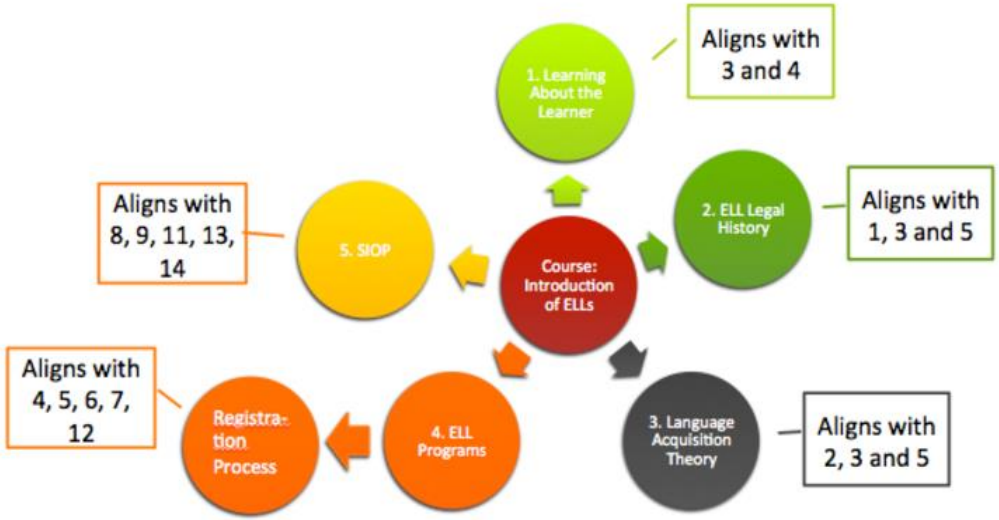
CATS

Classroom Assessment Techniques



Step 2: Map Your Course

- Learning Units
  - 5-7 Major themes
- Weekly Modules (Topics)
  - Lesson Objectives
  - Align Assessments/Objectives



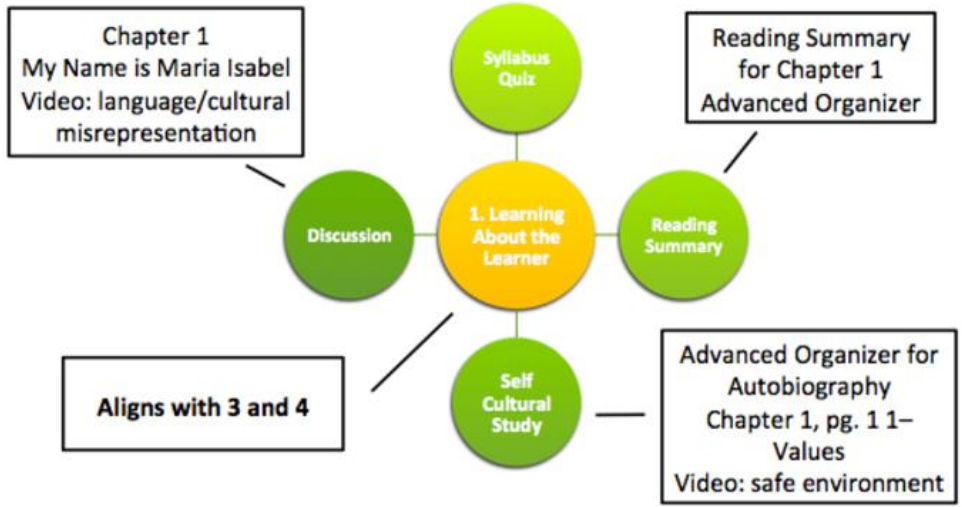
Course Map Sample

Tip: Chunking your content on each page increases readability and accessibility.

Step 3: Design Your Modules

Include:

- Engaging content
  - Images and videos
- Student Centered Activities
  - Interactive
  - Relevant
- Authentic Assessments
  - Student video projects
  - Integrated quizzes (video)
  - Peer video conversations



Module Map Sample

Instructor Created Video = Humanizing

- Welcome Introduction
- Course Tour
  - Navigation & Syllabus
- Announcements & encouragement
- Content videos
- Impromptu videos
- Feedback on student work

Instructor Video Examples

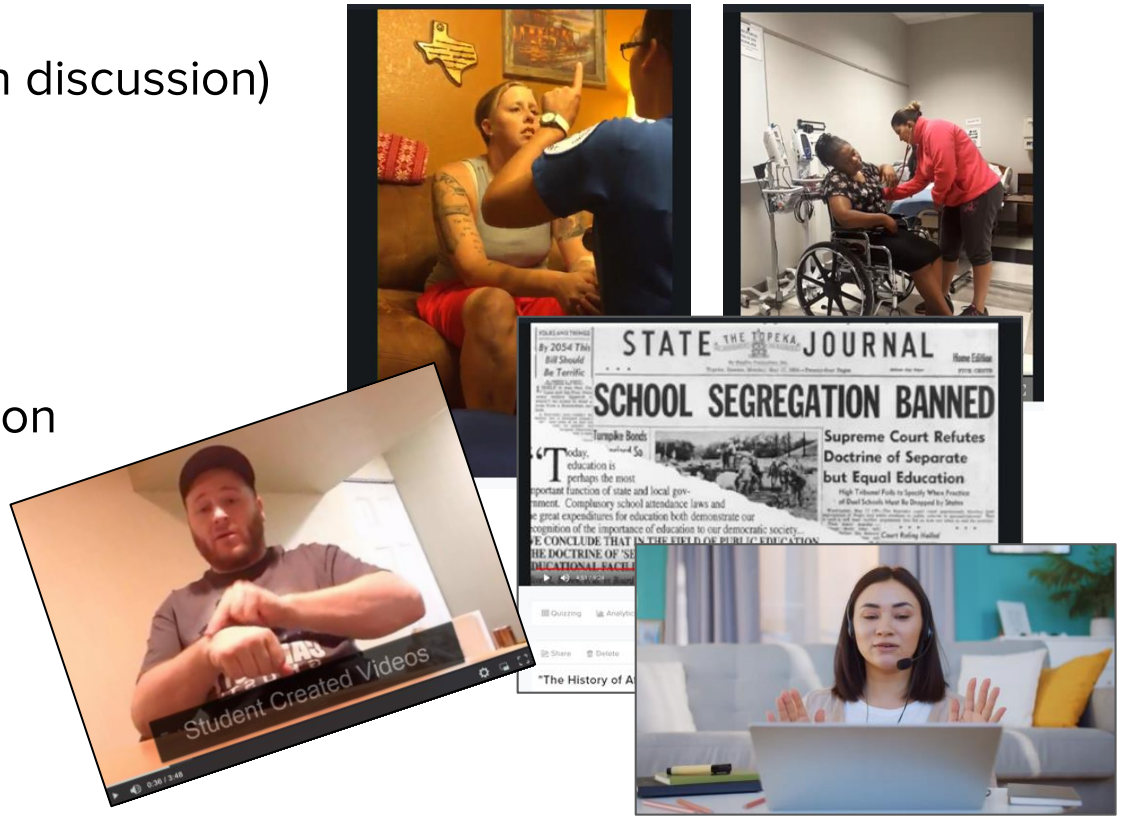
Course Introduction

Announcement

Personality Shines Through!

Student Created Video = Authentic Assessment

- Video Introduction (post in discussion)
- Presentation (Screencast)
- Peer reviews
- Practical Skill Demonstration
- Just in Time “Sharing”



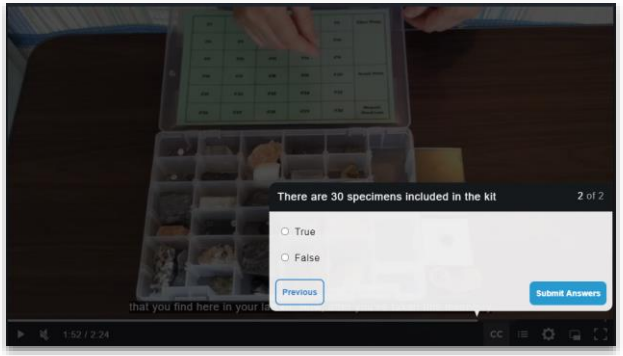
Poll Question

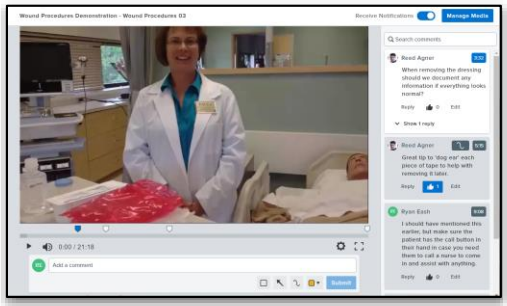
1. Which of the following TechSmith products do you use? (select all that apply)

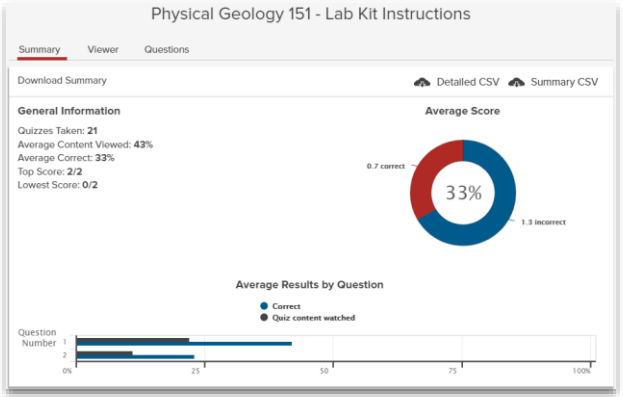
- ❑ Snagit
- ❑ Camtasia
- ❑ Relay
- ❑ Screencast
- ❑ Jing
- ❑ Video review
- ❑ None
- ❑ Other

Increase Student Engagement

- Embed Quiz Questions (assessment or review)
- Add Conversation Prompts (discussions)
- Enhance the Video - Green Screen
- Assign “Viewing” Points
- Create digestible video segments (Chunk)







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Snagit

Screen Capture and Recording Software

29+ Million Users

Camtasia

All-in-One Screen Recorder and Video Editor

28+ Million Users

Relay

Educational Video Creation and Sharing Platform

1+ Million Videos Created

Video Review

Video Collaboration & Feedback Tool

We empower people to create remarkable videos and images that help share knowledge and information

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Thank you!

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Q&A

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Have a question for our presenters? Submit it through the Q&A at the right.

Q&A

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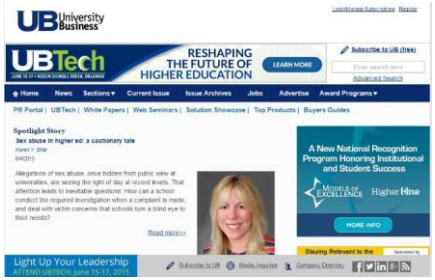

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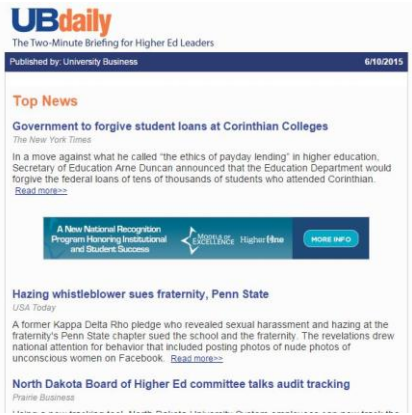

UB Daily, and other enewsletters

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