**ELI Online Focus Session**

**Suggested e-Mail Text for Promoting a Local Campus Event**

Please feel free to use, modify, and distribute this text on campus to help promote your local event. Information in italics should be modified to reflect your specific event details.

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Dear Colleagues:

On April 19-20, 2017 from 12:00 – 3:30 p.m. ET, you are invited to join members of the [*insert institution or department name*] community to attend, “[New Directions in Instructional Design: Keeping Pace in a Time of Rapid Change](https://events.educause.edu/eli/focus-sessions/2017/new-directions-in-instructional-design-keeping-pace-in-a-time-of-rapid-change),” a two-day, online focus session, organized by the EDUCAUSE Learning Initiative (ELI) (<http://www.educause.edu/eli>).

Join your campus colleagues for an important face-to-face dialogue while exchanging ideas with ELI’s national online teaching and learning community on the subject of instructional design:

Instructional design has emerged as the key resource for fueling change and innovation in teaching and learning. This new importance brings with it significant challenges, as instructional design must keep pace with—if not remain a step or two ahead of—the new directions and opportunities to support learners:

* What new organizational models and practices do instructional design teams need to adopt?
* How can instructional designers best make use of the increasing amount of learning data that is available?
* What kinds of evidence-based practices make the most sense for instructional designers?
* What are some professional development approaches that provide structure for instructional designers to share their mutual areas of expertise, while focusing on key areas of professional growth?

The event is scheduled on April 19-20, 2017 from 12:00 – 3:30 p.m. ET. Our campus team will be participating in *[insert the location here.] [Insert information about any food provided or specific event requests.]*

By participating with the team, you’ll have an opportunity to meet new colleagues, hear about new leadership strategies and techniques and the way they’re transforming learning at other institutions. If you’d like to join us please contact [*insert name and information*] by [*deadline date*] to reserve your space.

Full program details can be found on the [focus session website](https://events.educause.edu/eli/focus-sessions/2017/new-directions-in-instructional-design-keeping-pace-in-a-time-of-rapid-change).

Sincerely,

*[insert your contact information]*

