EDUCAUSE on Campus

What is EDUCAUSE on Campus? Using EDUCAUSE resources—video, readings, and discussion guides—you can create programs and completely design local professional development events. Combined with the EDUCAUSE Event Planning Kit, containing resources to plan your meeting and facilitate discussions, you can bring innovative ideas and thought leadership from across higher ed IT to your faculty and staff in an easy, cost-effective fashion. This document will take you through the basic steps to prepare and customize the content for your program.

Step One: Decide Purpose and Length of Event

The first question to ask yourself or your event team is, What is the purpose of this program? Is it to get a diverse group together to build a team while learning more about a specific topic? Do you plan to develop a more intense, assignment-driven experience on a highly focused topic for your attendees? Or do you want a fun, full-of-activity escape from daily work where you can learn more about a broad topic? Knowing the demographic of the people you are working with will be crucial here. That will influence your determination of what you intend to accomplish with your program. Once you have that question answered, you can move on to the next step.

Step Two: Develop Your Curriculum on Your Program’s Topic or Theme

The next step is to consider your theme and curriculum. What is the main thrust of this experience? What is the primary goal you want all your participants to meet? How would you define success, in terms of what your people walk away with? Once you figure out the main theme and these learning objectives, you can use the content on the following pages to create a highly customized curriculum for your program.

As you assemble your program using the suggested content on the following pages, be sure to search for more current content on the EDUCAUSE website as resources, articles, podcasts, webcasts, and other valuable content is added every day.

Step Three: Plan the Logistics and Host Your Program

Using the two-part EDUCAUSE Event Planning Kit, plan the logistical details for your site and prepare to facilitate the group learning experience on the day of your program. The kit provides easy-to-use promotional tools to help you create awareness and encourage participation. You will also find tips and strategies to continue the conversation about the event’s topic or theme.

So, take a look at the content and activities we have assembled on the following pages. With a little bit of planning you will be able to leverage the best thinking in higher ed IT to put together a great professional development activity right on your campus.
Advancing Innovation in Teaching and Learning with IT in an Era of Budget Cuts

Program Overview

As the realities and repercussions of the economic downturn continue to reverberate on campus, IT departments and faculty are continuing to search for ways to do more with less in the classroom. Our conversations about innovation “on a shoestring” continue to be dominated by phrases like open source, cloud computing, Creative Commons, and Web 2.0. But what do these terms really mean? How are campuses balancing tighter budgets with the need for innovation? And what are the trade-offs when we consider these seemingly “free” tools for our campuses?

Using this program, IT staff will consider the repercussions of the economic downturn on campus services and, in particular, classroom innovation. Using community examples and interactive activities, participants will consider the ways that new technologies might be leveraged for greater efficiency while contemplating critical questions related to campus policies and institutional culture. Content included in this kit was developed by members of the EDUCAUSE community as part of the Top Teaching and Learning Challenges project. Find additional resources here.

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1. Pre-Event Activities

1.1. Pre-Event Homework

To provide attendees with background in the topic, consider suggesting the following resources as pre-event homework:

- Stuart Lee and Kate Lindsay, “If You Scan It, They Will Come: Oxford University’s Exploration of Community Collections,” EDUCAUSE Quarterly, vol. 32, no. 2, 2009.

1.2. Pre-Event Conversation Starters

To help participants begin connecting around key ideas before the session begins, consider posing the following questions for discussion. Discussion might occur on a discussion board, through e-mail, or in a face-to-face meeting during the program.

- How has the economic downturn impacted the way that your campus delivers IT services? How has it impacted your staff? Your classrooms?
- How has the university reacted to the economic crisis?
- Where might opportunities lie to leverage technology to “do more with less”?
- What are the implicit concerns of elevating the cost-effectiveness of tools over their effectiveness for student outcomes?
- As we consider new innovations in the classroom, how can we work to keep faculty up-to-date and engaged without taxing our own professional development budgets?

2. Opening Session


Some are prepared to concede that the current global financial crisis may take its toll on a number of universities. Mergers, consolidations, and perhaps even closures are all possible outcomes of the financial crisis. Viewed as only a financial crisis, crisis management has attempted to attack the economic equation by constraining and redirecting inputs. Fewer students, fewer offerings, suspend sabbatical leaves, salary freezes, and staff layoffs are all intervention strategies for the financial ledger. If indeed a crisis is a terrible thing to waste, future generations of learners will no doubt look back at the global economic crisis of 2008–09 and reflect on which institutions were agile enough to bring the wisdom of its scholars together with the acumen of its technology leadership and the ingenuity and determination of the universities leadership team to make a difference. In this one-hour webinar, Gonick explores a range of technological-informed “opportunities” from the pragmatics of shared services models to “transformational” arcs of activities in internationalization and open educational resources.
Suggested Discussion Questions:

- As we consider the impact of the economic downturn on campus, where do opportunities for innovation lie?
- Is our current situation an example of the “new normal”? Or should campuses expect a return to post-downturn budgets? What are the implications for either approach?
- How can we investigate and prioritize areas where technology can make the most impact for classroom efficiencies?

2.1. Additional Themed Session Suggestions

Exploring Today’s Technologies

As you develop your program, consider these resources for plenary sessions or concurrent sessions for attendees to investigate and consider emerging tools and their potential for both greater efficiency and learner success. Each group of resource is bundled by theme and includes a suggested overview resource/handout.

As you watch each video, consider these questions:

- How can emerging tools allow us to do more with less?
- What are the implications of using these tools? What questions must the campus consider? What systems must be in place?
- Thinking beyond cost-effectiveness, how can these tools foster deeper student engagement or address learning outcomes?

2.1.1. Web 2.0 Tools

Background or handout: ELI 7 Things You Should Know About series on Web 2.0 tools, including Flickr, backchannel communication, YouTube, UStream, and wikis.

- Gardner Campbell and Cindy Jennings, “Teaching and Learning with Web 2.0 Tools,” EDUCAUSE 2009 Online presentation
- Jude Higdon and Karen Howell, “Student-Generated Content for Blogs, Wikis, Podcasts, and YouTube: Leveraging Institutional and Third-Party Efficiencies for New Media Literacy,” ELI webinar, April 2009
- Joshua Kim, “The Convergence of Lecture Capture and Social Media,” EDUCAUSE Live!, January 2010

2.1.2. Cloud Computing


- Mike Dieckmann and Melissa Woo, “Cloud Computing: Hype or Hope?,” EDUCAUSE 2009 point/counterpoint
- Ted Fines and David Sisk, “A Community Discussion About Google Apps,” EDUCAUSE Live!, April 2010
2.1.3. Open Educational Resources

Background or handout: ELI 7 Things You Should Know About Open Educational Resources (May 2010) and ELI 7 Things You Should Know About Creative Commons (March 2007).

- Melody Childs, David Swartz, and Michael Korcuska, “Blackboard Moodle and Sakai,” EDUCAUSE 2009 point/counterpoint session
- Candice Thille, “Continuous Improvement in Teaching and Learning: Open Learning Initiative (OLI) and Open Learning Net (OLnet),” ELI web seminar, January 2010

3. Synthesize for Action/Session Activities

After participating in the sessions, enhance the discussion with additional information and activities that will prepare attendees to take action. Keep in mind the learning objectives and goals that were set while defining your program.

3.1. Solution-Surfacing

After exploring broad themes, consider shifting the focus of your event to exploring and discussing examples from across higher education.

- “Advancing Innovation in Teaching and Learning with IT in an Era of Budget Cuts,” Solutions in Action Series Webcast
  In this lightning round presentation, IT staff share their campus solutions for faculty development and classroom innovation on a shoestring.

  In this one-hour panel discussion, campus faculty and staff share the ways they are providing professional development and pioneering new learning strategies despite the economic downturn.

Session Activity: While watching each presentation, ask participants to reflect on the following questions:

- Which of these ideas holds the most promise for faculty on your campus?
- What are the key takeways?
- Based on these presentations, what will you do differently on campus?
4. Customize Your Event with Additional Content and Activities

In addition to content provided by EDUCAUSE, we encourage each local institution to consider ways to bring local voices into the conversation, allowing for networking among participants and interaction within your local community.

Consider:

- **Problem-Solving Workshops**: Create scenarios for individual discussion teams related to cloud computing. Individual scenarios might focus on a specific type of service or a problem that participants have faced on campus. (You could solicit potential topics from participants in advance.) Organize the group around each scenario and challenge them to read the problem, discuss, and prepare a brief presentation based on their collective ideas for a response. Present each group’s findings in a report out at the end of the session.

- **Discussion Sessions**: At the start of the session or before, ask participants to share their concerns related to cloud computing, perhaps posing the question in a poll before the event or on a whiteboard or flipchart throughout the program. Leave time in your day for participants to break into smaller groups around the big issues for informal discussion. To aid the process, consider assigning discussion facilitators who are trained to get the conversation moving and to capture key ideas. Plan time for a report out from all the groups involved.

- **A Brainstorming Carousel**: Carousels are a high-energy activity designed to generate content and build collective ideas. Consider these three questions or create your own:
  1. What are the potential benefits to utilizing cloud computing services on campus?
  2. What are the potential risks to cloud computing?
  3. What areas are most logical for cloud computing services?

Create three distinct areas in the room, one for each question, and ask participants to migrate to an area. For five minutes, ask them to react to the questions on a flipchart. When their time is up, ask the group to migrate to the next station and to spend five minutes building on the previous group’s responses. After another rotation, each group should have responded to each question. At the end of the session, ask each group to share big ideas from their last station, incorporating their comments with those of the group before.

5. After the Event

This event should just be the start of conversations with your faculty and staff about the role of computer labs on your campus. Consider using your local event as a jump start to continued professional development. Post-session events might include:

- **Problem-Solving Lunches**: Build on the community formed during your event during a series of solution-seeking brown-bag lunches. Ask faculty and staff to bring their frustrations and concerns to the group during a series of “problem-solving lunches” where they seek feedback from colleagues. Or, pose a challenge to the group each week and ask them to collaborate on potential solutions or ideas moving forward.

- **New Ideas Lightning Round**: Consider using a lightning round to highlight new initiatives or projects started after the event ends. A lightning round is delivery of a series of short (~five minute) presentations on related topics in a single session. After the session, leave time for informal interaction between attendees and speakers.

- **Virtual Community**: Use the event—and the interest generated in the topic—to build a virtual community of practice around enterprise services. Learning management systems, social networking tools like Ning, and community wikis can provide the tools necessary for colleagues to share resources, plan events, and continue conversations.
6. Additional Resources

- International Council for Innovation in Higher Education
- Christensen on Disruptive Innovation in Higher Education, Changing Higher Education