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.
Encouraging Faculty Adoption and Innovation in Teaching and Learning with Information Technology

Program Overview

New technologies rise and fall on an almost daily basis in the marketplace, making it increasingly difficult to keep faculty on the “cutting edge” of the very tools that stand to deepen student engagement and accelerate content mastery in the classroom. Even more challenging can be maintaining the critical balance between early adopters on campus and those who may need the extra nudge to consider new tools.

How do we encourage faculty to experiment with new technologies in the classroom? How do we shift the conversation from merely discussing emerging tools to identifying and assessing those tools that will have the greatest impact on learning and student success? How do we balance support for early adopters with time to reach out to more hesitant instructors?

Using this program, IT staff will consider the repercussions of the economic downturn on campus services and, in particular, on 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:


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.

Consider the faculty and instructors on your campus. How would you characterize their willingness to explore and experiment with technology in their teaching?

- What would you consider the major barriers to faculty adoption of new technologies?
- In the past, what strategies have you or others used to engage faculty in the process?
- What types of incentives might the university offer to foster more innovation and exploration?

2. **Opening Session**

Bruce Maas and Michael Zimmer, “What Do Newer Generation Faculty Want from IT Services?”

*Theme: Working with Digital Natives*

*EDUCAUSE Live!, July 7, 2010*

*Suggested Discussion Questions:*

- When we consider the new generation of faculty on campus, what unique challenges do they present?
- What are some strategies for reaching out to and engaging newer generation faculty?

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.

- “Encouraging Faculty Adoption and Innovation in Teaching and Learning with Technology,” Solutions in Action Series Webcast
  In this lightning round presentation, IT staff share their campus solutions for engaging and training faculty.

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 using content provided by EDUCAUSE, we encourage each institution to consider ways to bring local voices into the conversation, allowing for networking among participants and interaction with the 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

- [EDUCAUSE Faculty Innovation Wiki](#)
- [MERLOT ELIXR: Digital Case Stories of Exemplary Teaching Practices](#)
- Matthew Smock, “The Course Technology Innovation Project @ NMU: Encouraging Faculty to Innovatively Use Educational Technology,” 3rd Annual Sloan Consortium Symposium, 2010