Berkeley’s Academic Innovation Studio (AIS): A Collaborative, User-Centered Model for Faculty Development

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ais.berkeley.edu
AIS Vision
The Academic Innovation Studio catalyzes innovation by bringing together faculty, researchers, graduate students, and service providers to **inspire and support experimentation, connect people, and share ideas.**
Key Partnerships from the Beginning

- Research IT
- Center for Teaching & Learning
- Collaborative Services (Google, Box, etc.)
- Educational Technology Services
- Library
UX Design and ITSM = Natural Partners!
UX Activities
Field Research

Go to where the users are to see how they really work

Faculty Interview Prep

<table>
<thead>
<tr>
<th>Task list</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Develop user matrix (user attribute/behavior distinctions to try to capture)</td>
<td>X</td>
</tr>
<tr>
<td>Identify list of faculty to invite</td>
<td>X</td>
</tr>
<tr>
<td>Create recruiting message</td>
<td>X</td>
</tr>
<tr>
<td>Determine “thank yous” - gift cards?</td>
<td>X</td>
</tr>
<tr>
<td>Develop intro / context setting for interviews</td>
<td>X</td>
</tr>
<tr>
<td>Create interview question list</td>
<td>X</td>
</tr>
</tbody>
</table>
Analysis, Synthesis of Research

Make sense of it all

instructor persona dimensions

GSI 
Seminar 
Teaching 
Basics 
Cautious 
Sage on the Stage 
None 
DIY 
Instructor Type 
Class Size 
Primary Focus 
Tech Savvy 
Innovation in Technology 
Pedagogical Style 
Interest in Active Learning 
Professional Development 
Tenured 
Lecture 
Research 
Programming Abilities 
Risk Taker 
Guide on the Side 
High 
Classes / Workshops

Faculty Key Insights

This rolup of key insights brings together ideas and feedback from instructors into one document. (The goal is to dispersonalize any aggregate data.)

"Simplify and make it easy for me!"
- Too confusing where to go for services and help
- Don't have time!
- Can't find stuff on ETS website – I just Google!
- Some instructors feel that time spent on teaching innovation (trying new things) takes away from (more important) research - a zero sum game
- There is some confusion about where to go for what
- ETS needs to maintain support staff on campus, face-to-face presence very important
  - 2 people (ETS) sitting there waiting to answer questions, no long lines, people won't come if they think they have to wait for just 1 person!
  - It will be like the genius bar!

Faculty/Instructors are very busy . . .
- Changing my teaching style is a big commitment, a lot of work and a lot of time
- Will need to clearly show the value in order for most to try / adopt new approaches and tools
- Always a balance with research requirements / desires
Vision Cards

Provide cards of abstract images and ask users to collaboratively select cards that best describe their current & envisioned experience.
Ideal Experience Mapping

Ask users to map an “ideal experience”
Vision Cards + Experience Mapping

Principles & Vision Statement

Experience Principles of the AIS

- Feeling safe, comfortable, and welcome
- Visibility of recent and ongoing work
- Long-term relationship / point of contact
- Ability to test and iterate
- Seamless support experience
- Learn with and from other faculty
Floorplay workshop

Chips help us define the spaces within the space
Body Storming

Figure it out by trying it out
Floorplay Workshop + Bodystorming

↓

Space Plan
Journey Mapping

Map our customer’s journey over time through our service
Journey Mapping ⇒ New Service Ideas

The Experience of an Instructor New to Using Clickers in Fall 2015

Pre-Semester
- Starting to get excited about possibilities
- Preparing for the first day of class
- New to using Clickers
- Not sure which Clickers to offer the class

Current Experience
- Class size is too large
- Student registration complicates things
- Why are they so slow?
- What are these things used for?
- Not sure which Clickers to offer the class

New Service Ideas
- Improved instructor training
- Enhanced software upgrade
- Additional support for faculty
- Facilitating community building
AIS Reality
AIS as an “enabling” service / program

- Expose faculty to new ideas
- Connect faculty to each other
- Connect faculty to campus resources and services
- Help faculty engage with larger campus initiatives (e.g., accessibility, connecting teaching and research)
- Foster collaboration among service providers
Meet instructors where they are

Connect instructors to each other

Create a safe space for exploration and risk-taking

Offer proactive, integrated guidance

Advocate for and empathize with instructors

Positively impact student learning experiences
## Organized Serendipity

### Drop-In Office Hours

<table>
<thead>
<tr>
<th>Service</th>
<th>Services Provided</th>
<th>Schedule</th>
</tr>
</thead>
<tbody>
<tr>
<td>EDUCATIONAL TECHNOLOGY SERVICES</td>
<td>bCourses, clickers, classroom technology, academic integrity, online course evaluations, DIY media</td>
<td>Mon–Fri, 9–5</td>
</tr>
<tr>
<td>LIBRARY</td>
<td>course reserves, open access content, scholarly publishing, digital resources, research tools</td>
<td>Mon &amp; Tue, 9–11</td>
</tr>
<tr>
<td>RESEARCH IT</td>
<td>research data management, high-performance computing</td>
<td>Mon &amp; Tue, 9–12</td>
</tr>
<tr>
<td>CENTER FOR TEACHING AND LEARNING</td>
<td>help with pedagogy, assessment, teaching with technology</td>
<td>Tue, 10–12 &amp; by appt</td>
</tr>
<tr>
<td>LIBRARY MEDIA RESOURCES CENTER</td>
<td>streaming video, digital/analog library collection, viewing guides</td>
<td>first Wed of month, 10–12 &amp; by appt</td>
</tr>
<tr>
<td>bCONNECTED</td>
<td>bMail, bCal, Google apps, Box</td>
<td>by appointment</td>
</tr>
<tr>
<td>DIGITAL HUMANITIES</td>
<td></td>
<td>by appointment</td>
</tr>
</tbody>
</table>

### Check Out Our DIY Media Studio
Sparking Innovation and Learning

BEYOND HYPE, HYSTERIA & HEADLINES
STRATEGIES FOR ADDRESSING MEDIA LITERACY GAPS IN THE CLASSROOM

Academic Innovation Studio | March 1, 2017
Sparking Innovation and Learning

Showcase for Teaching Innovation and Reinvention (STIR)

Become a Digital Pedagogy Fellow

May 4, 2017
Building Community...
+ Fostering Connections

“I Can’t Afford Your Class”
Campus Efforts for Affordable Textbooks & Course Content!

Friday, May 5, 3:00 - 4:15 pm
Academic Innovation Studio
117 Dwinelle Hall

Monday, May 8, 1:00 - 2:15 pm
Some Metrics

**Year One (July 1, 2016–May 10, 2017)**

- 3,147 total visits
- 130 public events for faculty/staff
- 74 private events (closed meetings) targeted to faculty
- ~540 consultations
- 12+ meetings with outside visitors to UC Berkeley

**July 1, 2017 - December 15, 2017**

- 2,550 total visits
- 69 public events for faculty/staff
- 38 faculty-oriented meetings
- 70 scheduled consultations (does not include drop-in)
- 111+ staff meetings
- 2 external visits
Campus Partnerships

Partnered with 40+ campus departments & groups, including:
- Academic Senate’s Committee on Teaching
- American Cultures Center
- Center for Studies in Higher Education
- Data Science Education Program
- Digital Humanities / D-Lab
- Division of Equity & Inclusion
- Office of Undergraduate Research and Scholarship
- Library - Digital Literacy Initiative
- Student Information Systems Project
Academic Innovation Studio

We support faculty, showcase innovation, and strive to advance teaching, learning, and research on the Berkeley campus.

Connect. Create. Inspire.
Visit us in 117 Dwinelle Hall (Level D).
Summer hours: Monday through Friday, 9:00 a.m. to 5:00 p.m.

ais.berkeley.edu
Challenges
Questions
Thank you!

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