

Dr. Vera Fullard

POD Conference Report- Meeting 10/24-28,2012 Seattle, Washington

1. List and provide a description of at least three sessions attended.

If You Build It. Will They Come? Marketing Your Center

This center was attended primarily by those who already had established centers and some such as OHC with Centers getting started. It was hosted by the Center for Teaching Excellence at Cornell University. The presenters stressed that the Centers should have visibility and credibility. The primary focus of the session was on creating a strategic marketing plan. It was stressed that the marketing plan should be tied to the mission and objectives of the Center. A Marketing Action Plan Template was distributed to all attendees. Multiple marketing strategies were discussed including personal invites, emails, personal notes, posters, emails, newspapers, newsletters, web pages and social media. It was also noted that blended centers exist which serve face-to-face and on-line customers.

Faculty Development In A World of Constant Change

This session was hosted by the University of Michigan. The session focused on strategies for 1) Involving teaching Centers in Active Learning Classrooms, 2) involving Teaching Centers in the Online Revolution and 3) Supporting and Connecting Campus Initiatives through Learning Communities. It was stressed that Teaching centers should design a "pipeline" with various entry points for faculty who have different background capabilities for teaching in active learning spaces. It was also recognized that the online revolution is still being hotly debated and that our traditional focus on learning must expand. In regards to learning communities, it is recognized that learning communities need not be homogeneous and can be interdisciplinary and can include faculty staff and students. Learning communities must be nurtured, sustained and resourced.

Student Learning: The 21st Century Measure of Teaching Effectiveness

This session was hosted by Clemson University. This was an interactive session which encouraged attendees to use direct and indirect measures to assess student learning, particularly integrative essays, pre and post surveys, and knowledge surveys. Faculty were encouraged to measure student learning in their courses directly and submit the results in faculty reviews. Faculty were also encouraged to use surveys or other strategies to determine if the course improved skill/abilities of students in each of the following: communication, content mastery, critical/higher-order thinking, research skills, quantitative reasoning, creativity, social and international skills, and computing.

2. Discuss at least one significant item you learned from the conference that you were unaware of and would like to share with the College.

Several sessions kept referring to MOOCs. I found out these were massive open online courses. These are different from the regular on-line courses. These classes are aimed at expanding a university's reach from thousands of tuition-paying students who live in town, to millions of students around the world.

3. What one program/activity would you recommend that we implement immediately? (Short Term)

We will forge ahead as planned with surveys, meetings and focus groups for faculty involved in the learning communities next semester.

4. What one program/activity would you recommend that we implement in FY 14 budget?

Continue to work on staffing needs and other activities for the center.

5. If we had available funds, what other activities would you recommend we implement?

Perhaps encourage faculty innovation through competitive mini-grants.