Online Course Development and Teaching Certificate Program  
September 22 – November 14 (8 weeks)

Why is this Program Important?

The Office of Academic Affairs values high quality course development and teaching. Quality instruction is one of the most important elements of a student’s experience at EKU. It is vital to the knowledge and competencies students seek, and it casts a lasting impression, often affecting careers and personal growth. Toward that end the Office of e-Campus Learning is offering a Certificate Program in Online Course Development and Teaching. Having studied a number of quality professional development and training programs and researched best practices, The Instructional Development Center (IDC) has developed a professional development Certificate Program designed to encourage and support best practices in online teaching. These best practices in online teaching are essential to student success.

What is the Goal of the Certificate Program?

The goal of the program is to facilitate the use of best practices by faculty in online course development and teaching that leads to the delivery of high quality online courses that distinguishes EKU as one of the premier universities in online teaching in the nation.

Who Should Participate / Register?

The target audience for this Certificate Program is faculty who are:

- currently developing an e-Campus or online course;
- planning to develop an online course in the next six to nine months; and /or
- teaching an online course in the Spring 2015 semester.

Faculty who are new to online teaching or have taught online courses for fewer than three years are strongly encouraged to complete the program. Veteran online faculty are also encouraged to attend due to the likelihood that new information, approaches, and innovations will be introduced.

How do I Register?

Faculty interested in participating should complete the short application and submit it to the IDC, Madeline.Flynn@eku.edu. You will receive a follow-up communication once you are confirmed for the program.

What will be included in the Program’s Content?

Topics covered in the course will include:

- Methods of enhancing teacher presence and student engagement
- Overcoming tired habits like the overreliance of PowerPoints as the primary tool of engagement
- Effective use of Discussion Boards
- Maximizing the use of Faculty and Student Webcams (for some meaningful purpose if this is your desire)
- Developing short faculty videos that students actually want to watch
- Using wikis, journals and blogs as tools that can provide enjoyable group projects
- How to give students what they want – affirmation and meaningful feedback in a timely manner
- Understanding the instructor’s role in retention strategies / processes you can use to get students across the finish line
- Maximizing the use of course evaluations - you mean somebody actually reads these things?
What is the Format of the Program?

This will be a hybrid course, with four face-to-face (f2f) meetings of approximately 3 ½ hours each, with the remaining activities being delivered fully online. The training can be characterized as highly “hands-on” and engaging, with faculty expected to complete assignments and participate in discussion boards, group exercises, and other interactive exercises. Assignments will involve completing projects and learning teaching strategies that faculty will employ in their respective classes. For example, you will be asked to design a wiki, journal, or blogging exercise that you can use in your online courses. You will also be asked to develop a video / audio product that is used to convey knowledge and/or teach skills that is important to learning outcomes in the faculty member’s course.

What are the Expectations of Faculty?

This is a rigorous 8-week program that will include high levels of engagement and participation. The course will have assessments and assignments each week, and participants are expected to complete multiple short projects, at least one of which can be “showcased” to members of the university community. If there are any doubts about being able to commit the necessary time to this program, faculty should not register. The course will facilitate the work that is essential to developing an online course. Therefore, if participants are engaged in course development, this program will complement the other course development activities taking place.

What are the Criteria for Participation?

To participate and successfully complete the Certificate Program faculty...

- Must be a full time faculty member.
- Must either be teaching online already or preparing to teach an online course in the next 6-9 months.
- Must be willing to complete all aspects and assignments associated with the eight week course.
- Must attend ALL of the four face-to-face 3 ½ hour sessions.
- Must be willing to devote 7-10 hours per week to completing the assignments and engaging in the course.
- Priority will be given to faculty who are in the early development stages of an online course.

Note: Faculty may not be granted reassigned time since this is a professional development opportunity.

What are the dates of the face-to-face sessions?

- Monday, September 22 (afternoon)
- Friday, October 10 (morning)
- Friday, October 24 (morning)
- Friday, November 14 (morning-showcase day)

What Professional Development Resources are Provided for Completing this Program?

Every faculty member who successfully completes the IDC’s Online Course Development and Teaching Certificate Program will receive a $500 allowance that can be used to seek additional professional development designed to enhance teaching skills. Funds can be applied to registration fees and/or travel related costs (i.e., transportation, accommodations). In particular faculty are encouraged to take advantage of opportunities delivered by The Online Consortium (formerly Sloan Consortium), The University of Wisconsin’s Distance Teaching & Learning Conference, and Lilly Conferences on College and University Teaching & Learning. Funds can be used for additional professional development activities (e.g., webinars) provided that the purpose is related to improvements in teaching. These funds will be provided and administered by the Office of e-Campus Learning.