Academic & Professional Development Delivered Remotely

1. Conceptual Frame
2. Tech Advantages
3. Key Finding for Students At-Risk
4. How We Do the Work
5. Components of Doing It Yourself
6. FAQs
7. Contacts and Open Ed Resource Options

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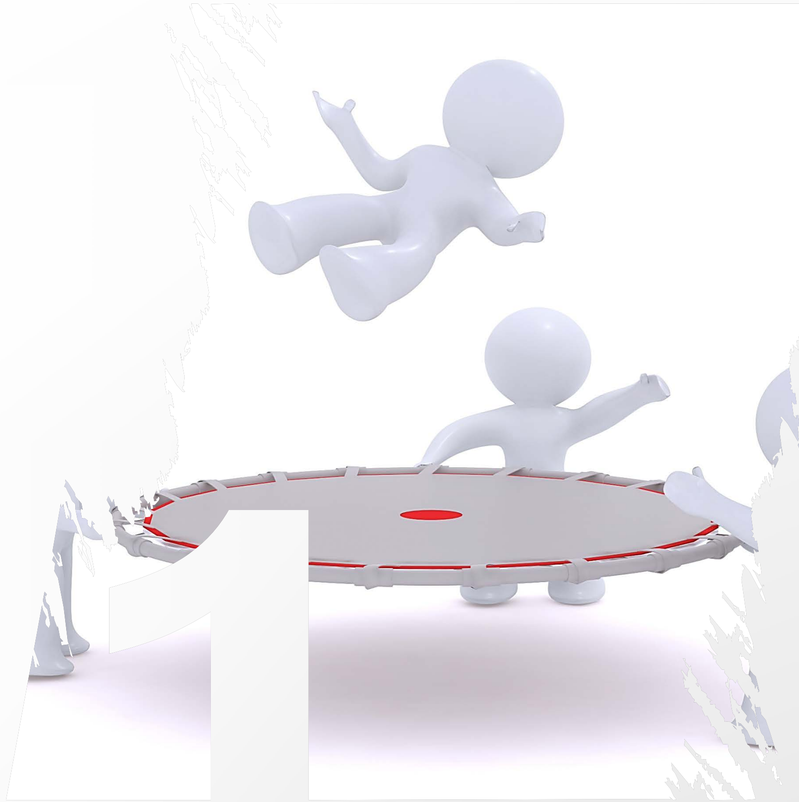
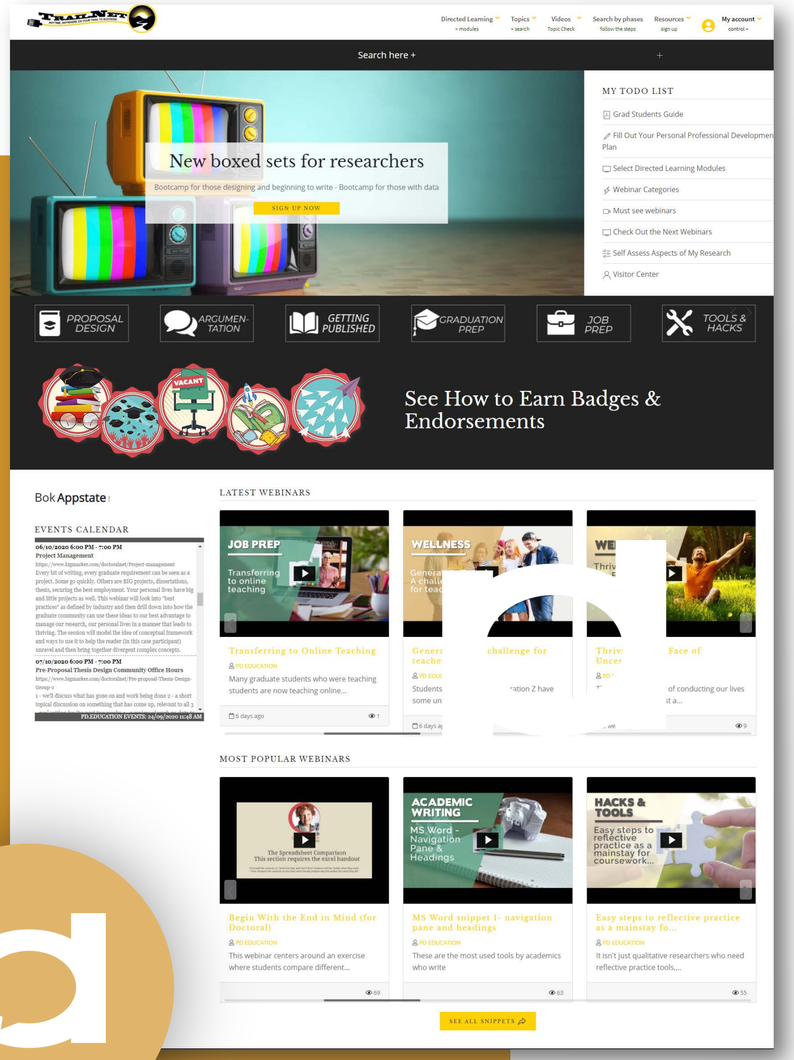
Conceptual Frame

Academic & Professional Development



Remote Environment



1. **Synchronous Evergreen Resources** Repurposed
2. Focussed, **Interactive Self Assessments**
3. **Learning Management System** used as access point for the big issues

Tech Advantage

24/7

1. Control over the time for delivery
2. Face to Face when needed – or at the least the ability to get your questions answered.
3. Global awareness of similarities of issues
4. Anonymous neutrality

For Some Students Remote Tools are the Preferred Mode of Delivery – They watch over and over again.

Student discussing why she attended both the preproposal and post data bootcamps this summer. Clip is part of interview data used by permission for this purpose.

Key Finding for At-Risk Population

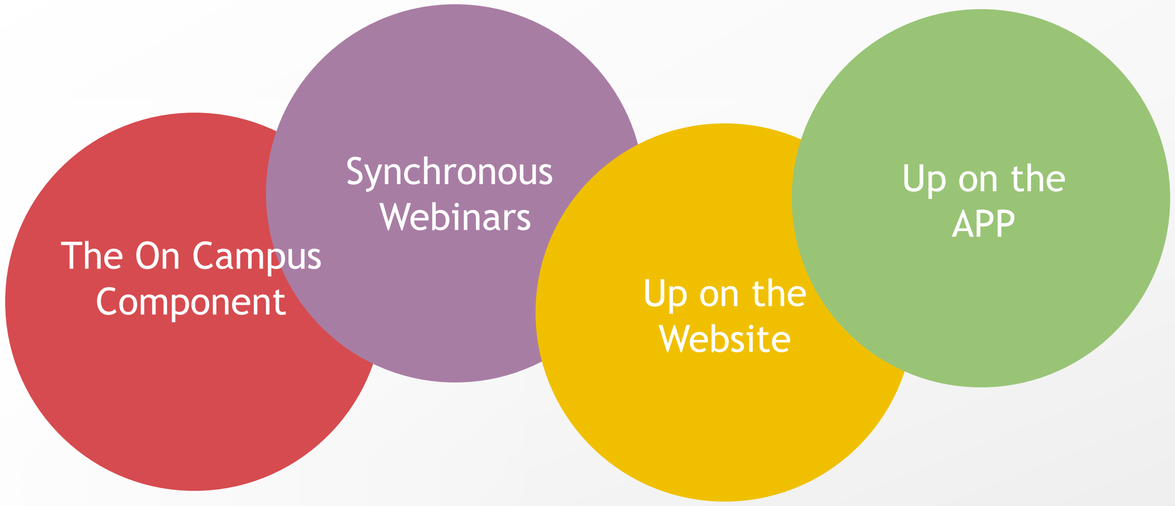
Be Redundant!

Redundancy Counts

On campus or remote, you need redundance between service providers to ensure your support finds the student when they need it. The following is one scenario

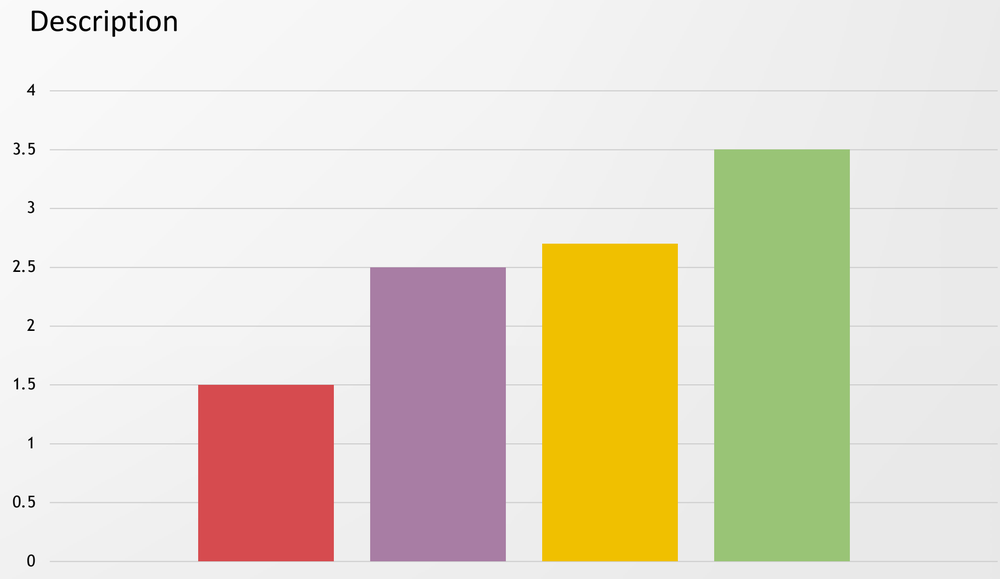
2) You then produce webinars on similar topics – unpacking the subtleties

4) Snippets are made to redisperse key ideas across platforms

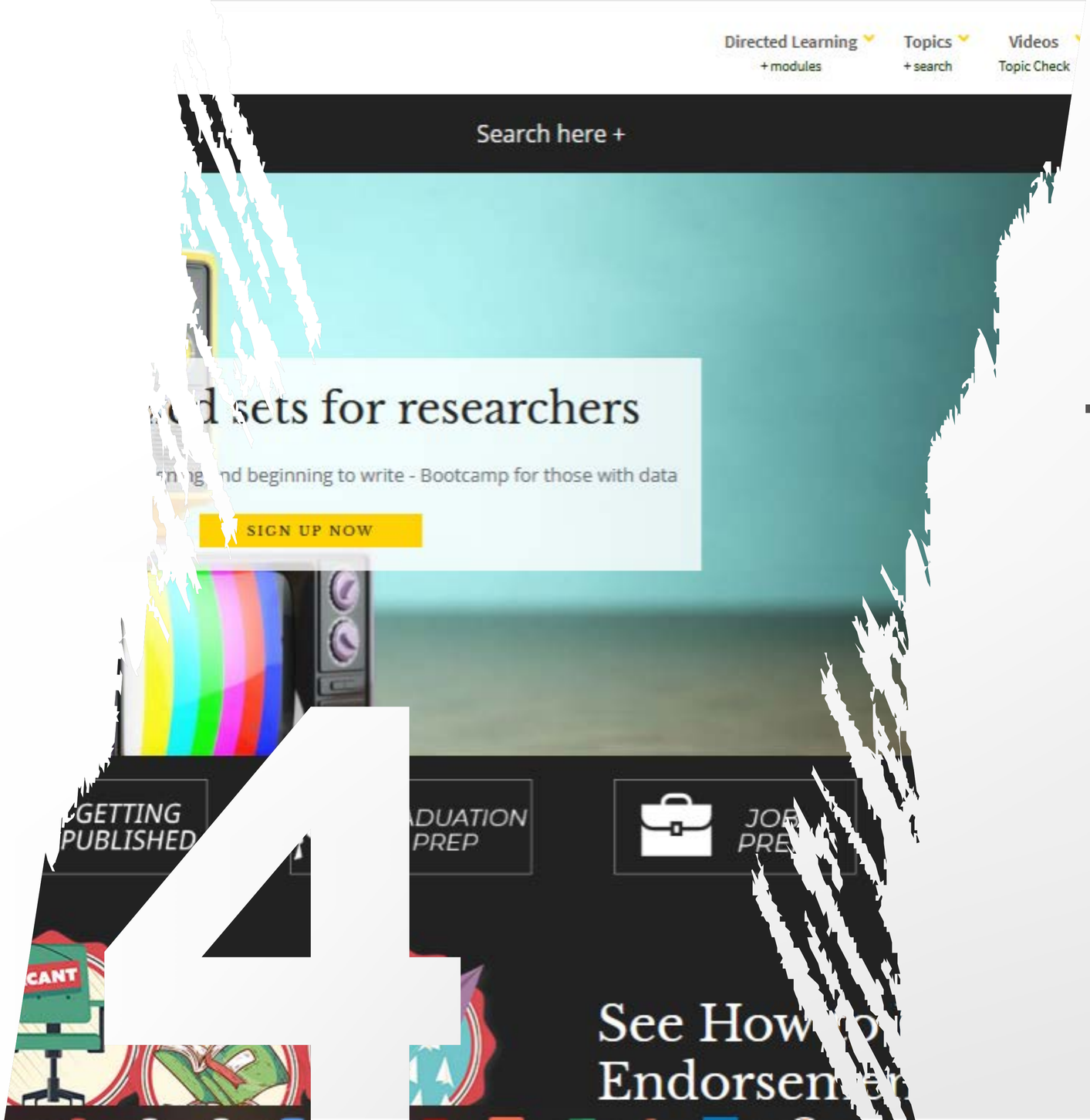


1) The writing center has guidelines and gives seminars

3) Those webinars are available as recordings on the website



A common effective frequency level is “3+” meaning that the effective reach is equal to the number or percentage of people reached who were exposed to the message at least three times. FREQUENCY: The average number of times that an individual reached is exposed to the same or similar material in a specific period.

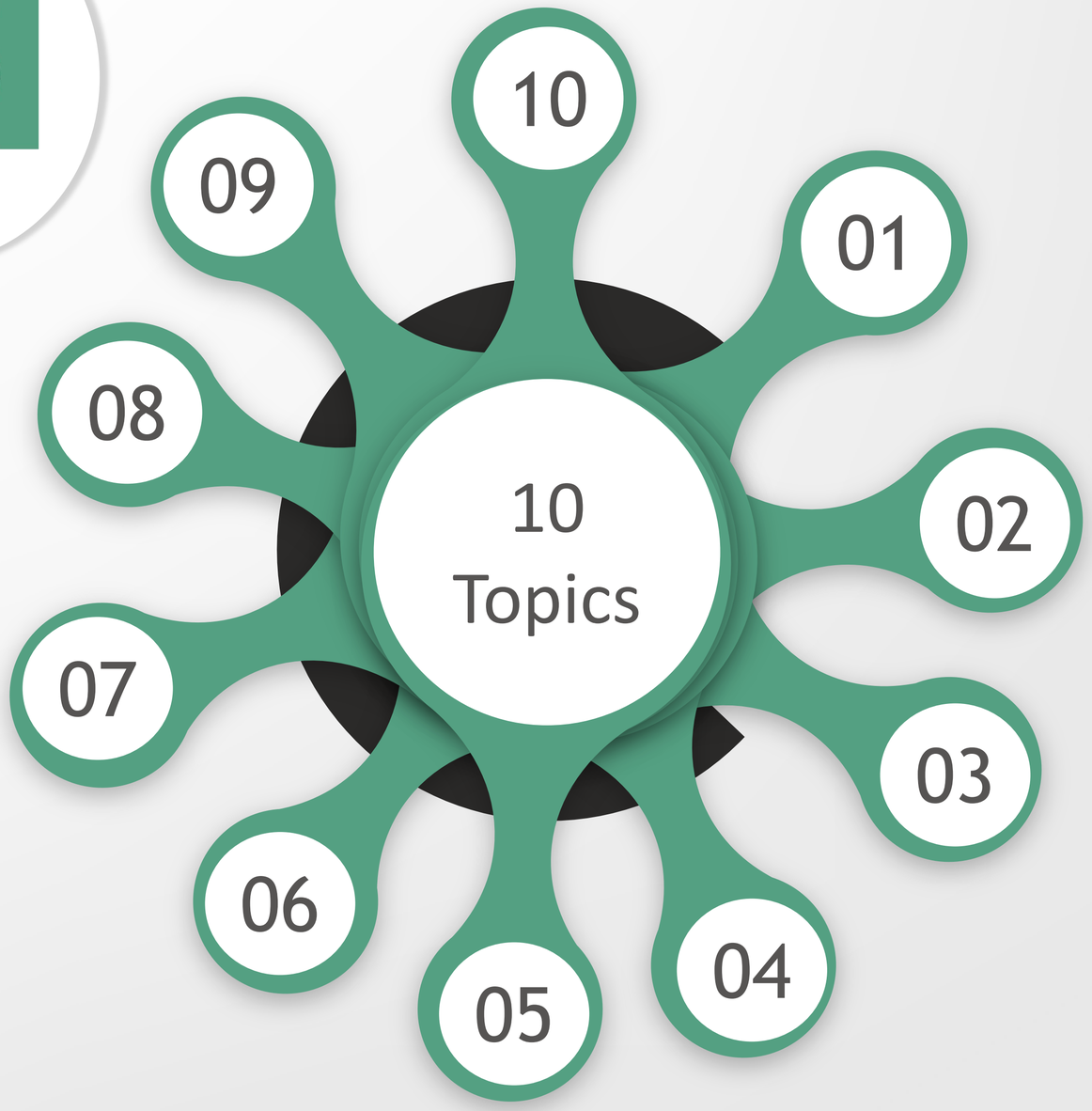


How We Do the Work

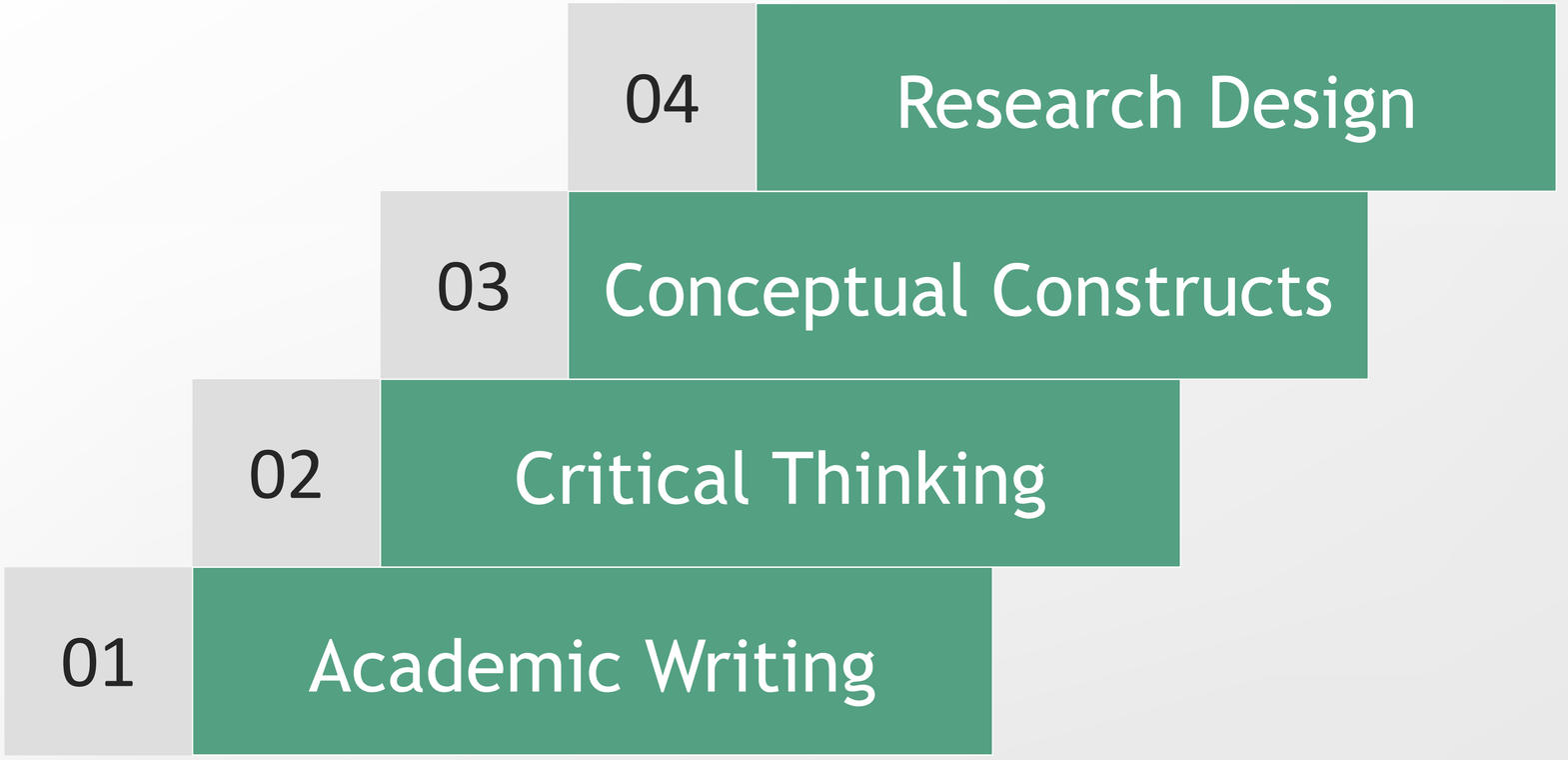
The Tools...

1. Website personalized for the University
2. Video Conferencing Platform
3. Marketing Outreach Platform
4. Learning Management System
5. Phone App

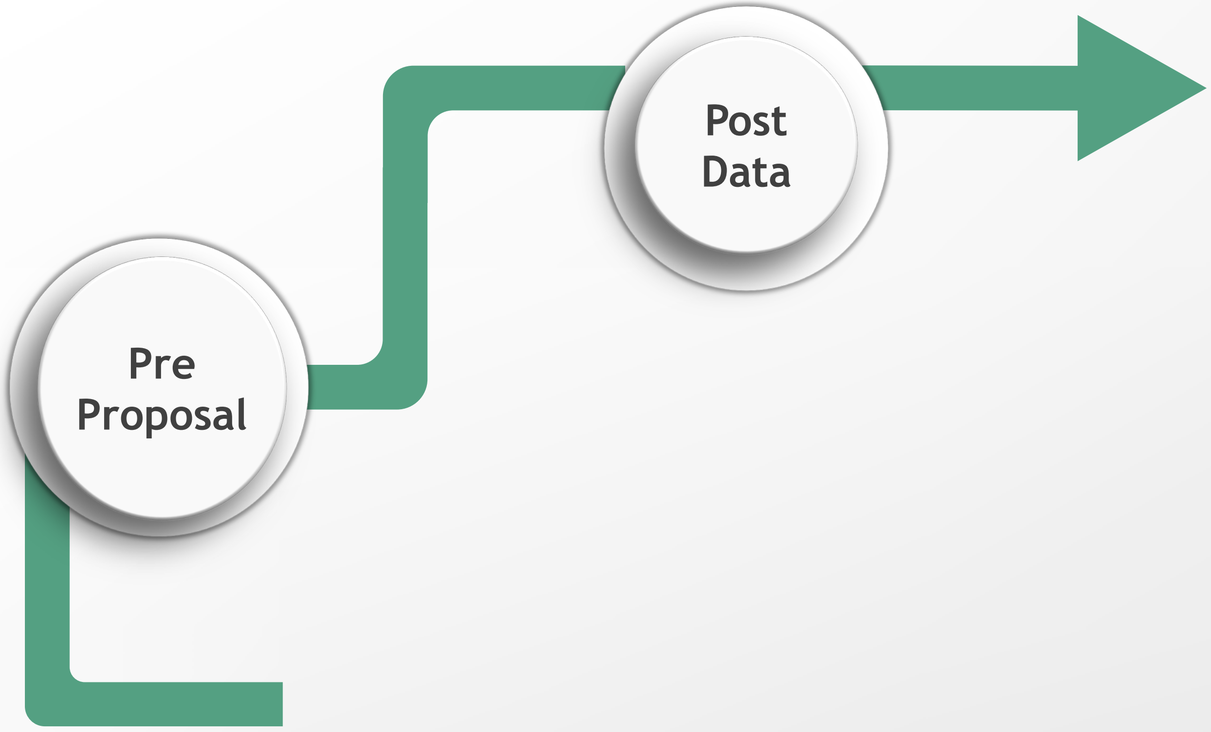
1. Academic Writing
2. Argumentation
3. Criticality
4. Getting Published
5. Grad Prep
6. Job Prep
7. Research Design
8. Thesis or Proposal Design
9. Tools and hacks
10. Wellness



Constructivist Theory



Bootcamps



Two is Better than One

Components of Doing it Yourself

When You Have to Learn to Cut Hair during Lockdown….

You start with good scissors

Step #1: Plan Your Topic Areas

This is the way pd.education defines the work

Academic Writing

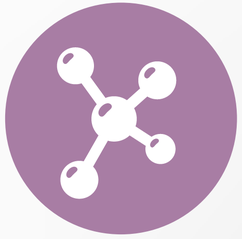
Argumentation

Critical Thinking

Getting Published

Grad Prep

Job Prep



Research Design

Thesis / Proposal Design

Tools and Hacks

Wellness

Step #2 Bring Your Team Together – Tasks Taken On Per Role

Four key tasks need to coordinate efforts and stay in sync

Content Design and Delivery

Organizes synchronous events and assures delivery, whether personally providing content or arranging outside experts

Marketing

Designs and delivers personalized content that drives the metrics of success.

Data Analyst

Oversees data collection and analysis so that the key performance metrics are ready when they are needed to drive the next strategy for all stakeholders.

The Design Team

Listens to all the needs, redesigns the visual and user experience on a regular basis to ensure the best visual environment for your ideas.

Step #3 Set Goals for Your Services

How are you going to repurpose everything you do so that more students will see it?

How are you going to reach ONLY the students that are the special target for that content (when appropriate)

Newsletter or Word of Mouth

.5%

Brings some % to the event

Overall adoption

12%

Average year-in, year-out

Creative Marketing

22%

Lift for personalized content delivered to specific groups

Multiple notices increase attendance

35%

Sign up for webinars the day before the event

Step #4 - Team Engagement at Different Levels

Seldom all at once, yet collaborative process builds the platform

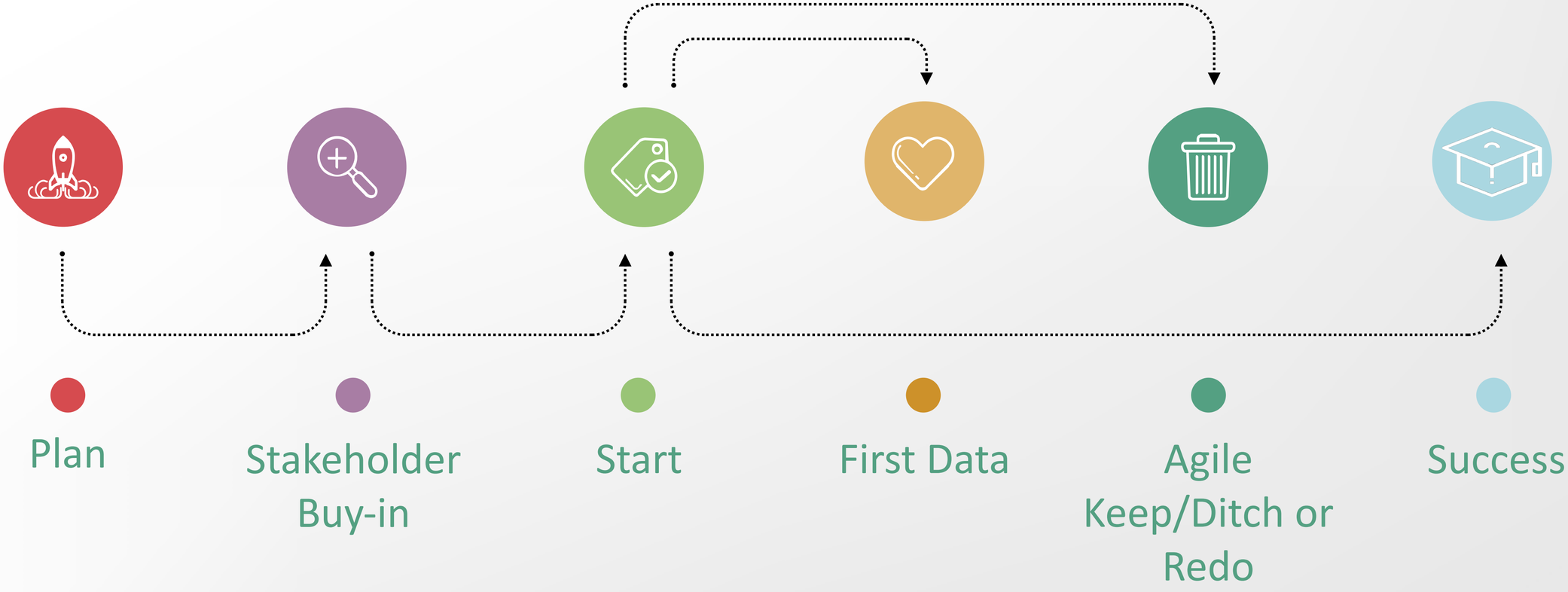
Roles

Four key roles collaboratively build your platform

1. **Content design and execution** drive the ship
2. **Data analytics** has to underpin everything
3. **Web design** and upgrades periodically own the show
4. **Marketing** materials to engage students are light but continuous

Flowchart

Your work runs 2-3 months ahead of when the work needs to go live, in order to give IT their time to work. Analytics need to run right behind activity in order to ensure you have the data you need to plan and implement the next iteration. Repurposing and posting synchronous content for the asynchronous view needs to be ongoing.



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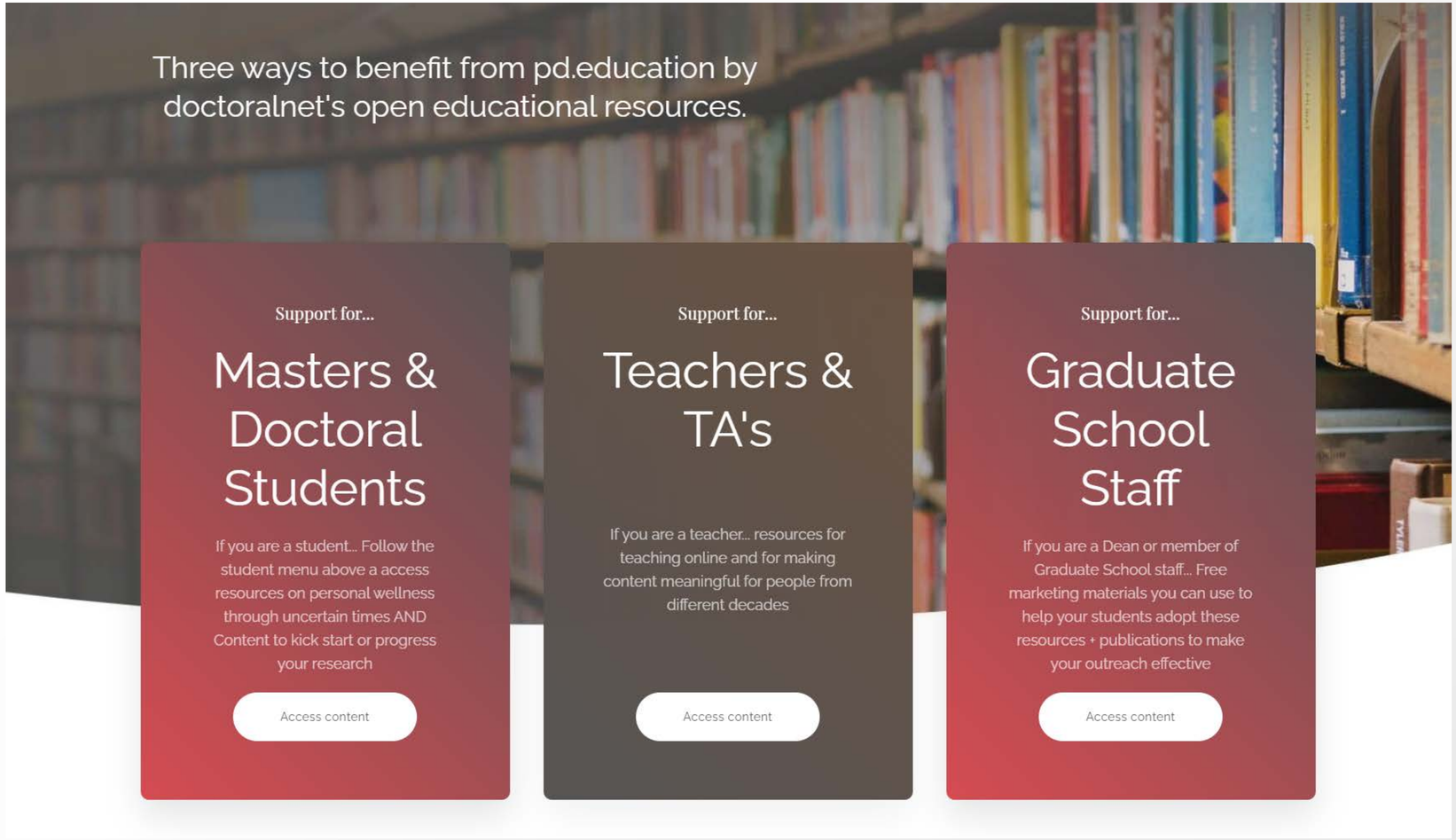
FAQs

FAQs

1. Cost
2. Time
3. Training

Open Ed Resource Options & Contact Info

https://oer.pd.education Resources



For Students

Wellness resources for troubled times

For GTAs

Resources for online teaching excellence

For Deans or Staff

Business resources to help DIY challenges

thank you!

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