

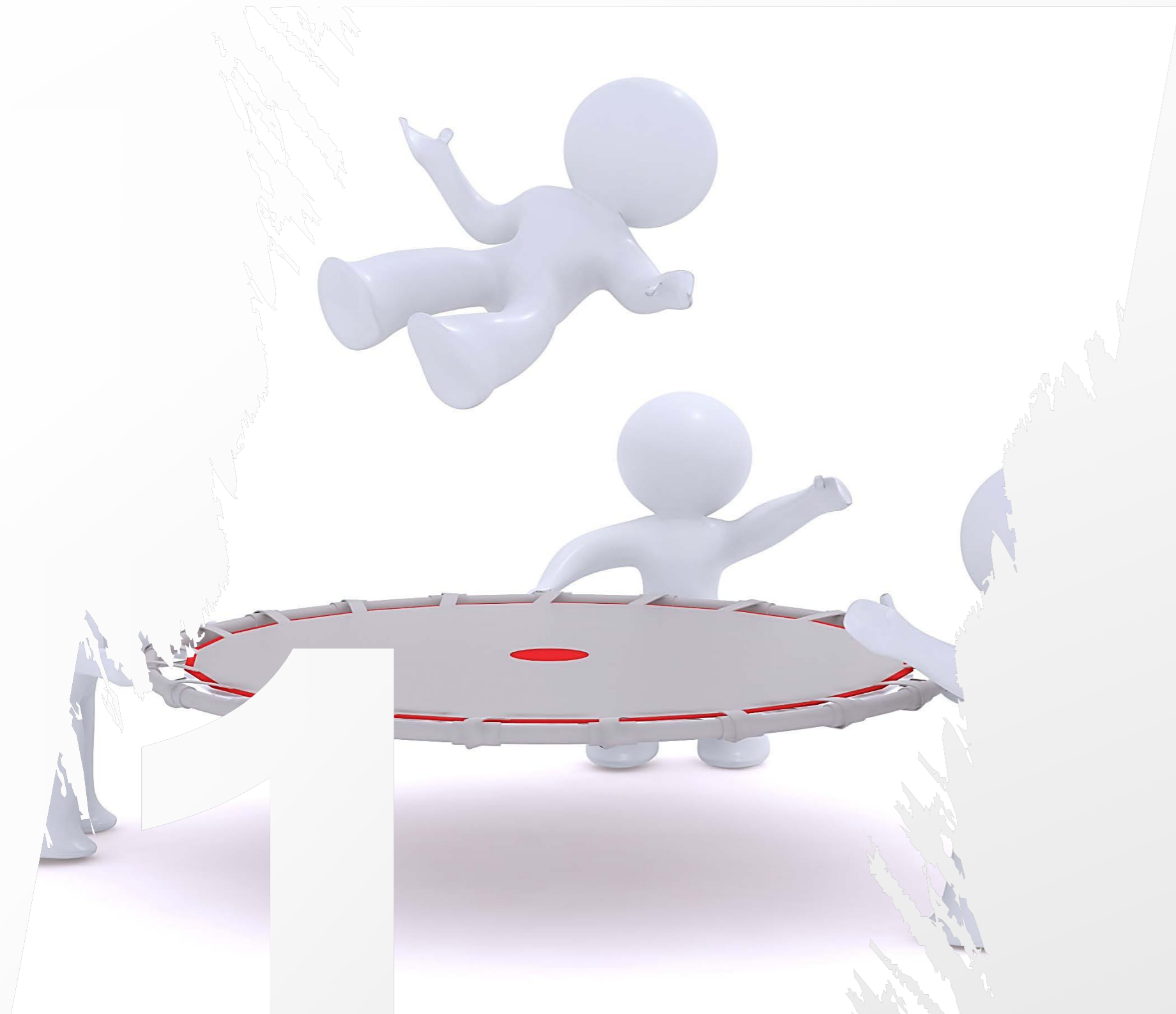
Academic & Professional Development Delivered Remotely

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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

Conceptual Frame

Academic & Professional Development



Remote Environment



The screenshot shows a website interface with a top navigation bar containing links for 'Directed Learning', 'Topics', 'Videos', 'Search by phases', 'Resources', and 'My account'. A search bar is located below the navigation. The main banner features three vintage-style televisions with the text 'New boxed sets for researchers' and a 'SIGN UP NOW' button. A sidebar on the right titled 'MY TODO LIST' includes items like 'Grad Students Guide', 'Fill Out Your Personal Professional Development Plan', and 'Select Directed Learning Modules'. Below the banner is a row of icons for 'PROPOSAL DESIGN', 'ARGUMENTATION', 'GETTING PUBLISHED', 'GRADUATION PREP', 'JOB PREP', and 'TOOLS & HACKS'. A section titled 'See How to Earn Badges & Endorsements' displays several circular icons. The main content area is divided into 'EVENTS CALENDAR', 'LATEST WEBINARS', and 'MOST POPULAR WEBINARS'. The 'LATEST WEBINARS' section includes cards for 'JOB PREP', 'WELLNESS', and 'Thriving Under Uncertainty'. The 'MOST POPULAR WEBINARS' section includes cards for 'Begin With the End in Mind (for Doctoral)', 'ACADEMIC WRITING', and 'HACKS & TOOLS'. A 'SEE ALL SNIPPETS' button is located at the bottom of the 'MOST POPULAR WEBINARS' section.

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!



3

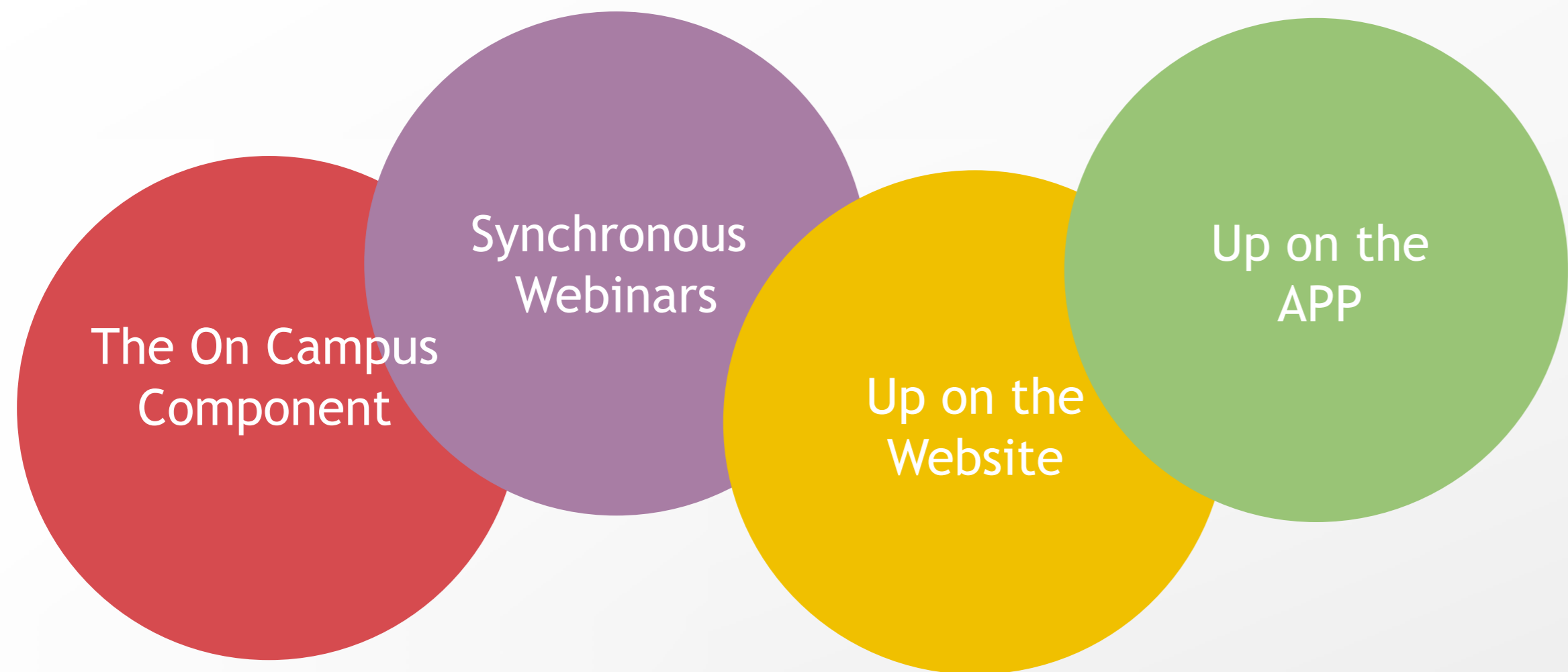


Redundancy Counts

On campus or remote, you need redundancy 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

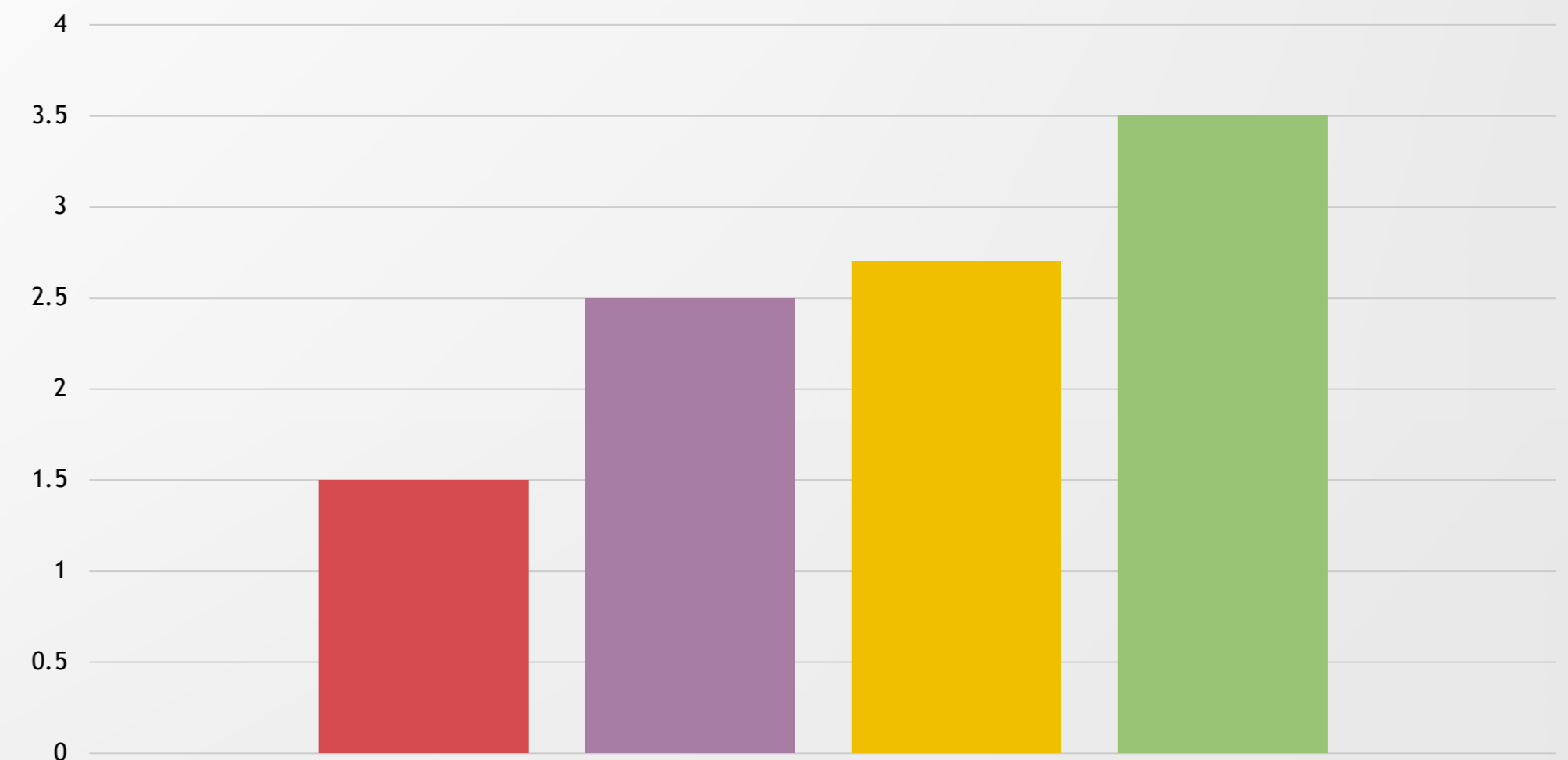
4) Snippets are made to redisperse key ideas across platforms



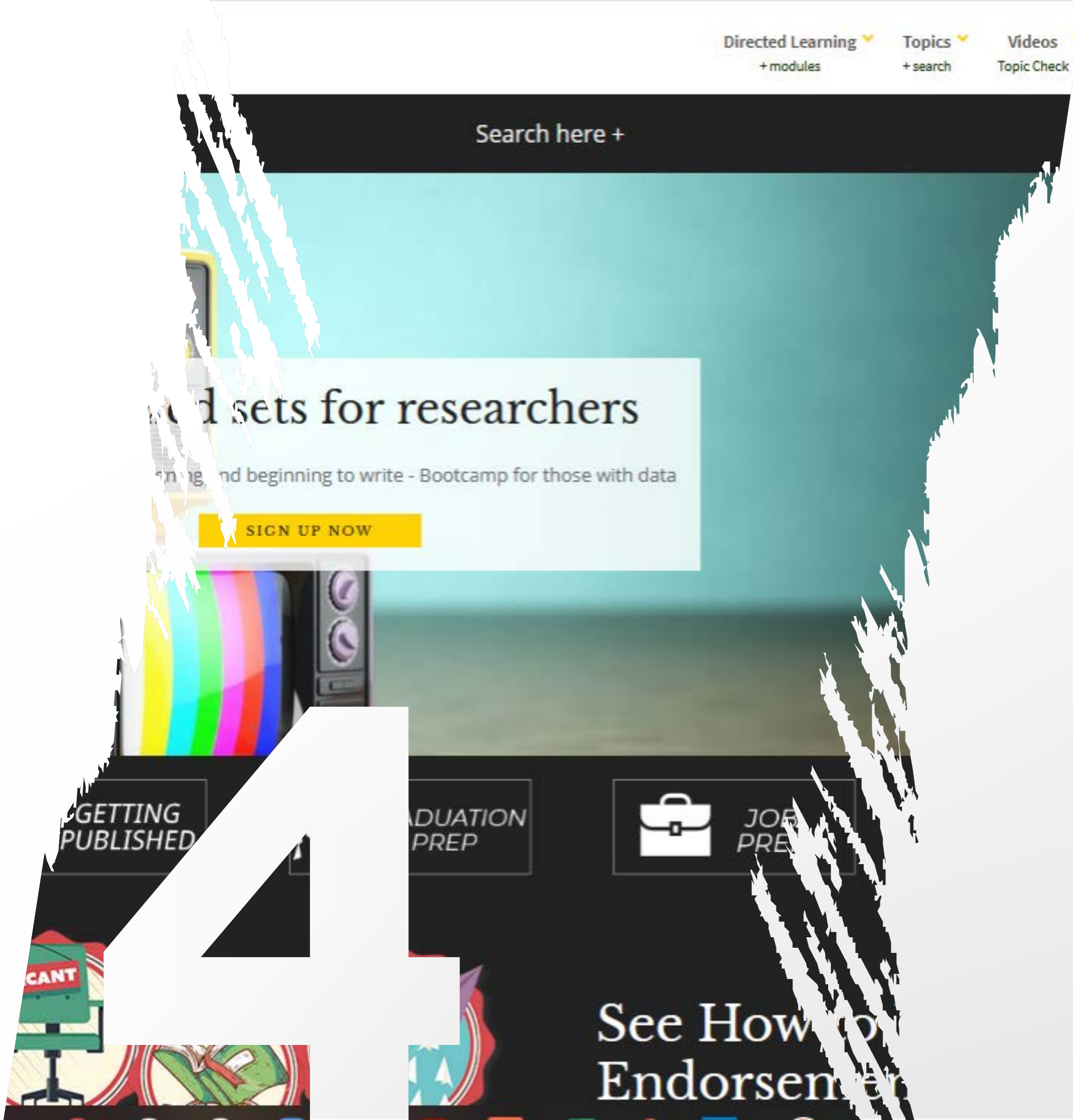
1) The writing center has guidelines and gives seminars

3) Those webinars are available as recordings on the website

Description



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.



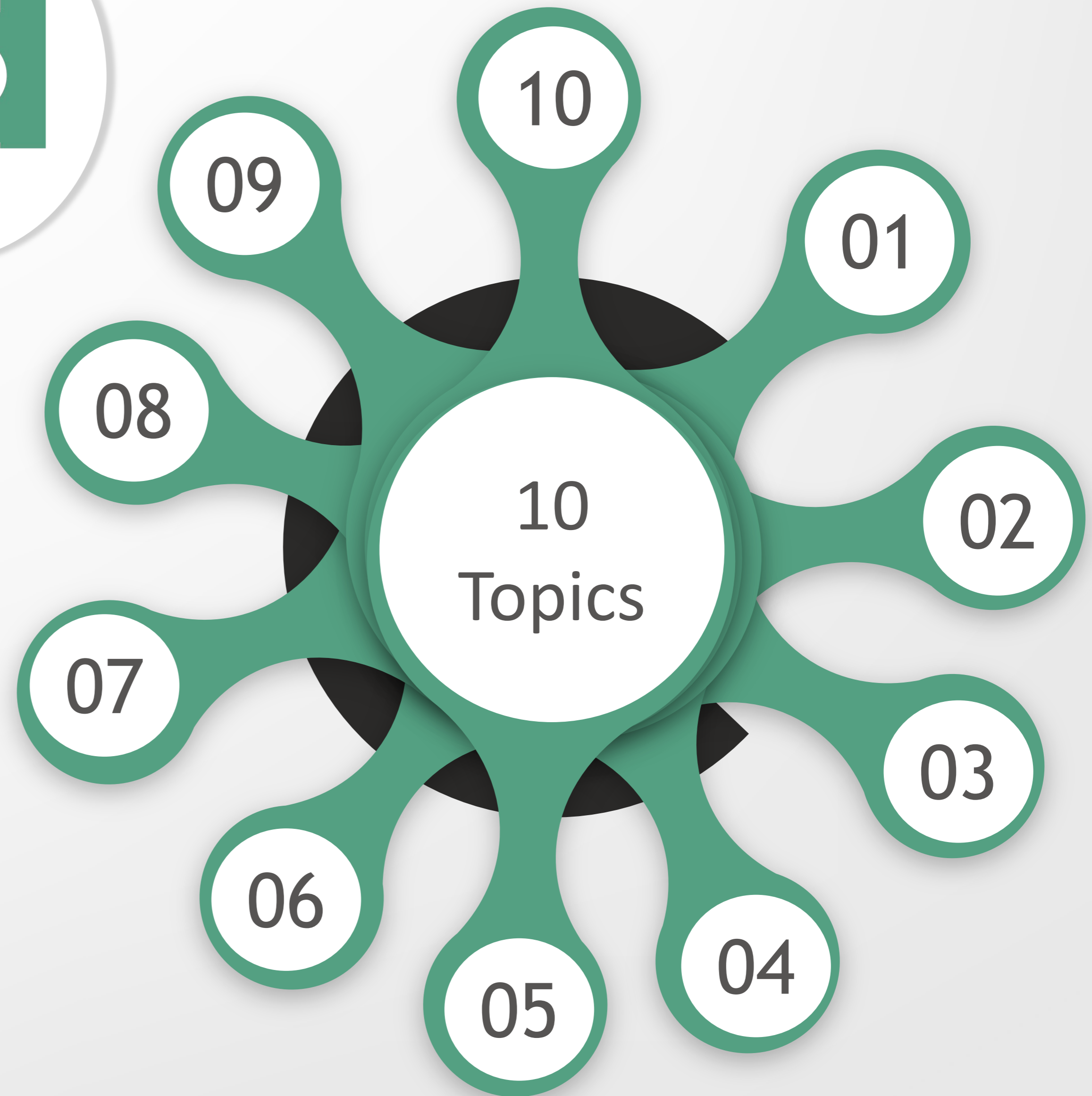
How We Do the Work

The Tools...

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

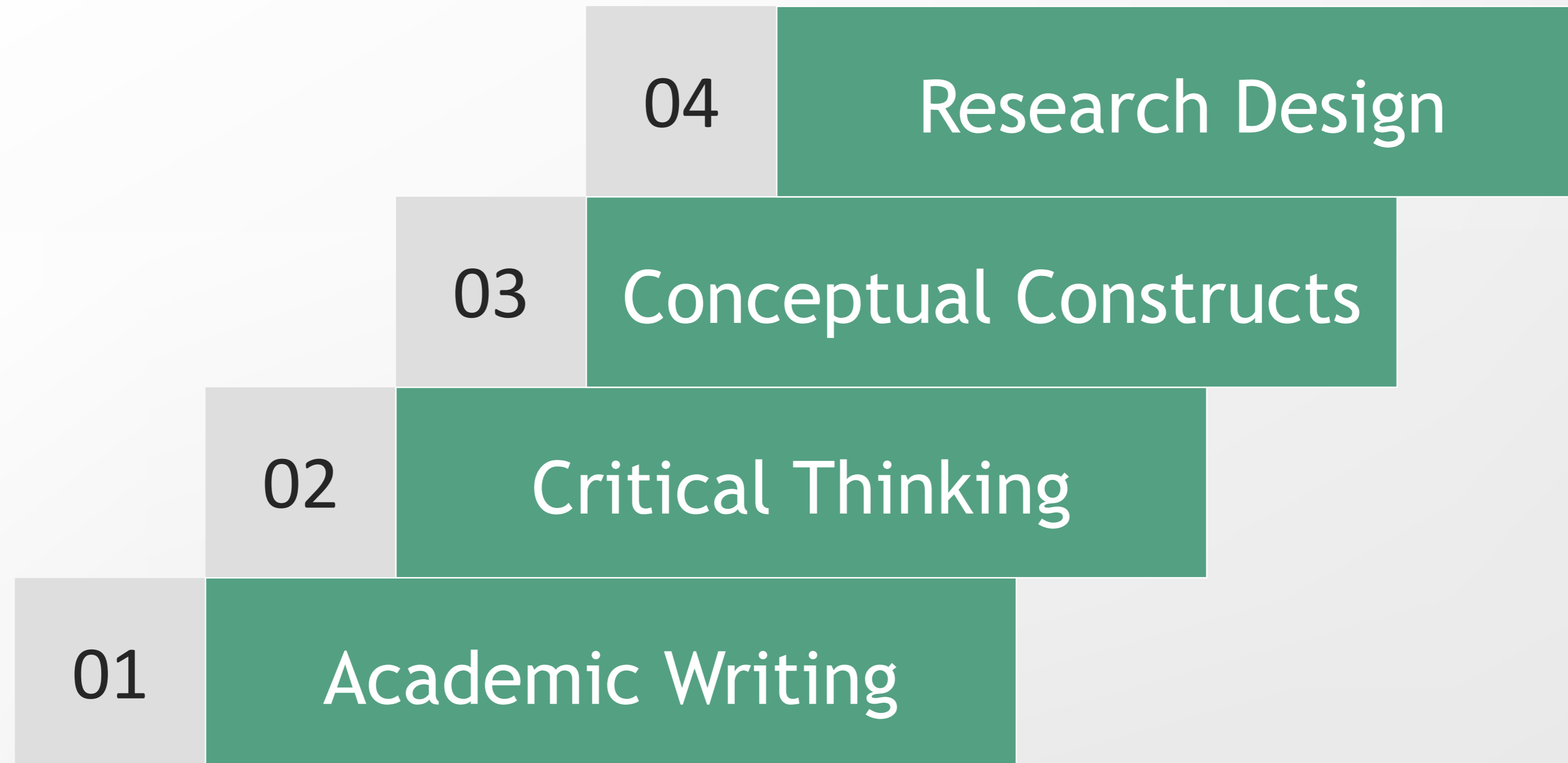


1. Academic Writing
2. Argumentation
3. Criticality
4. Getting Published
5. Grad Prep
6. Job Prep
7. Research Design
8. Thesis or Proposal Design
9. Tools and hacks
10. Wellness



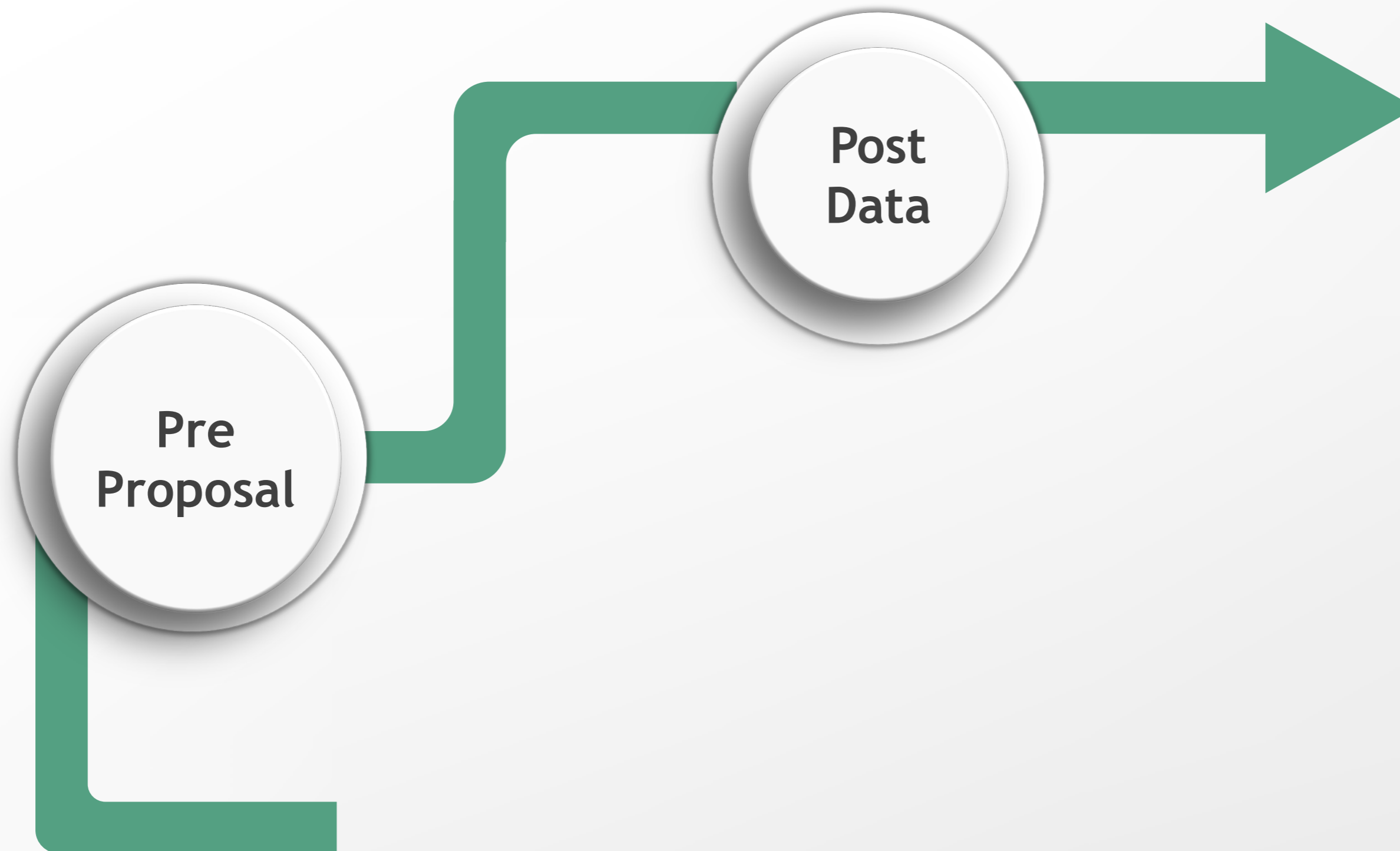


Constructivist Theory





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



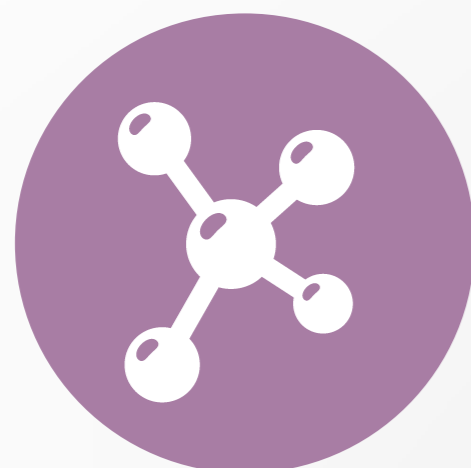
Getting Published



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

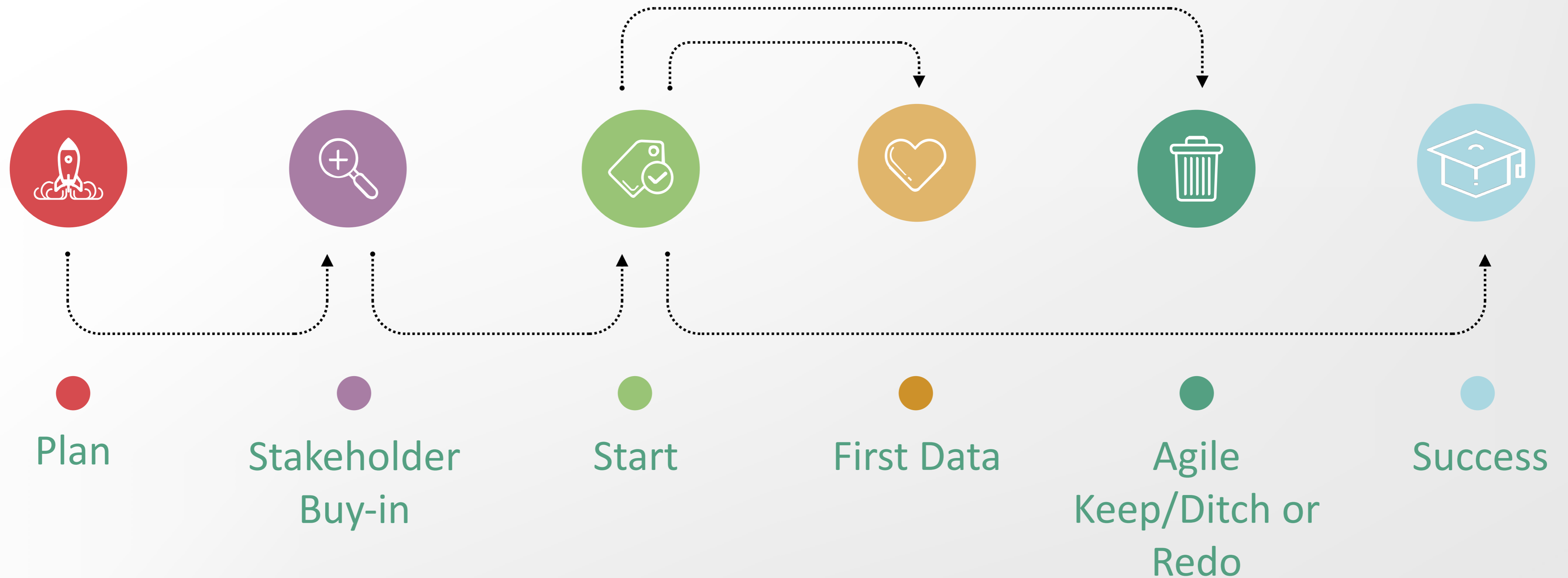
Four key roles collaboratively build your platform

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.





Information

[next >](#)



FAQs



FAQs

1



Cost

2



Time

3



Training

Open Ed Resource Options & Contact Info





<https://oer.pd.education> Resources

Three ways to benefit from pd.education by doctoralnet's open educational resources.

Support for...

Masters & Doctoral Students

If you are a student... Follow the student menu above a access resources on personal wellness through uncertain times AND Content to kick start or progress your research

Access content

Support for...

Teachers & TA's

If you are a teacher... resources for teaching online and for making content meaningful for people from different decades

Access content

Support for...

Graduate School Staff

If you are a Dean or member of Graduate School staff... Free marketing materials you can use to help your students adopt these resources + publications to make your outreach effective

Access content

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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