



So, You Hired an Industry Rockstar to Develop a Course

They Think Canvas is a Painting. Now What?

COLLEGE OF JOURNALISM AND COMMUNICATIONS

11/8/2022

Dr Evan Kropp & Cheryl Oberlin

So, You Hired an Industry Rockstar

UF College of Journalism and
Communications Online Graduate Program



Evan Kropp, Ph.D.
Executive Director

ekropp@ufl.edu



Cheryl Oberlin, M.Ed., M.B.A.,
M.A.
Assistant Director

coberlin@ufl.edu

Learning Objectives



LO 1 — Examine UF CJC’s Course Development Process

LO 2 — Coach Industry Rockstars/SMEs on Collaborative Course Development

LO 3 — Use Program Documents to Support the Development Phase

UF CJC Online Graduate Program

History

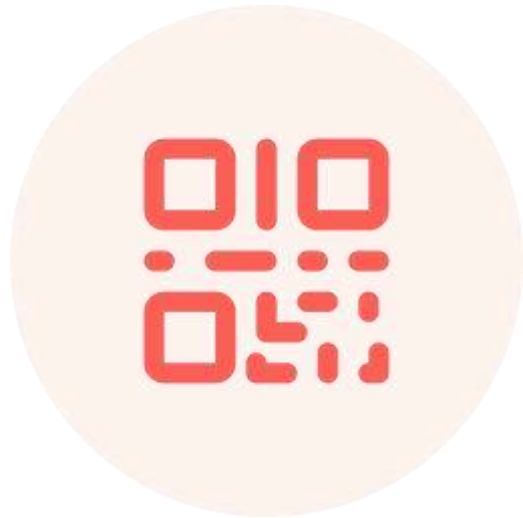
- About UF CJC Online
- History of Course Development Strategies (or lack of)



Let's Start with a Question

Respond via Slido

slido



**Join at slido.com
#5108878**

ⓘ Start presenting to display the joining instructions on this slide.

slido



Which would you rather have?

ⓘ Start presenting to display the poll results on this slide.

Rockstar Definition

Industry Rockstar or Subject Matter Expert

Industry Rock star

noun: rockstar

A person who is treated as a celebrity, especially in inspiring fanatical admiration.

Not a current or former teacher.

AT UF CJC ONLINE WE'LL HIRE THE ROCKSTAR with a 423-page PPT EVERY TIME

UF CJC Online Graduate Program

Challenges and Opportunities

Challenges

- Different development organizational methods
- Different development materials
- Varied speeds of SMEs submitting materials
- No deadline or timeline
- No real process to guide SMEs through the 8-12-week development period
- Instructors who are unfamiliar with the material if they were not the course SME

Opportunities

- Creating a Course Development Agreement (signed by the Director, Asst Director, ID, and SME) with agreed-upon deliverables and correlated weekly deadlines. Like a Flipped Classroom.
- Creating a single Google Docs folder with pre-formatted development materials and examples of SME deliverables

*SME
Collaboration*



slido



Does your institution and development team use pre-formatted documents to help SMEs in the Development Process?

ⓘ Start presenting to display the poll results on this slide.

UF CJC Online Graduate Program

Challenges and Opportunities

Challenges

- SMEs who are unfamiliar with creating rubrics
- Instructors who are unfamiliar with scoring assignments with rubrics
- SMEs and Instructors who are unfamiliar with **“accessibility” and want “cool” looking** PowerPoints
- SMEs and Instructors who are unfamiliar with measurable learning objectives
- SMEs and Instructors who are unfamiliar with alignment

Opportunity

- Professional Development training by our ID team for SMEs and instructors
- Assistance in the development process from our professional ID team on both measurable learning objectives and alignment

*Rubrics in
Online
Learning*



slido



Does your institution provide professional development training on Rubrics?

ⓘ Start presenting to display the poll results on this slide.

UF CJC Online Graduate Program

Challenges and Opportunities

Challenges

- Instructors who are Industry Rockstars – they are accustomed to a multi-media team that films, edits, and produces their content
- Instructors who are teachers – they are **accustomed to doing “everything” on their own** with no assistance financial or otherwise

Opportunity

- Multi-media assistance
- Assistance with obtaining transcripts for all multi-media assets
- Centralized storage area with backup capabilities
- Consistent video/audio standards

Multimedia



slido



Does your institution provide multi-media assistance?

ⓘ Start presenting to display the poll results on this slide.

UF CJC Online Graduate Program

Challenges and Opportunities

Challenges

- Instructors who are Industry Rockstars – they are experts in their field (SMEs) but have no idea how what an LMS is – they think a Canvas is something you paint on.
- Instructors who are Industry Rockstars – experts in their field (SMEs) but have never served as a teacher in an online classroom
- Instructors who are former teachers – they are not SMEs but do know and understand how to use Canvas

Opportunities

- LMS support from our ID team, multi-media **specialist, and UF's e-Learning team (help desk)**
- Assistance in Development from our ID team
- Professional Development Training
- Coaching post-course-development

*Instructor
Resource
Center*



slido



Does your institution provide a post-course-development coaching program?

ⓘ Start presenting to display the poll results on this slide.

UF CJC Online Graduate Program

Development Process Documents and Examples



Orange UF
Template



Lead
Generation
Example -
Home Page



Lead
Generation
Example -
Module Cover
Page



Lead
Generation
Example -
Steps for
Success Page



Lead
Generation
Example -
Assignment
Page Part 1

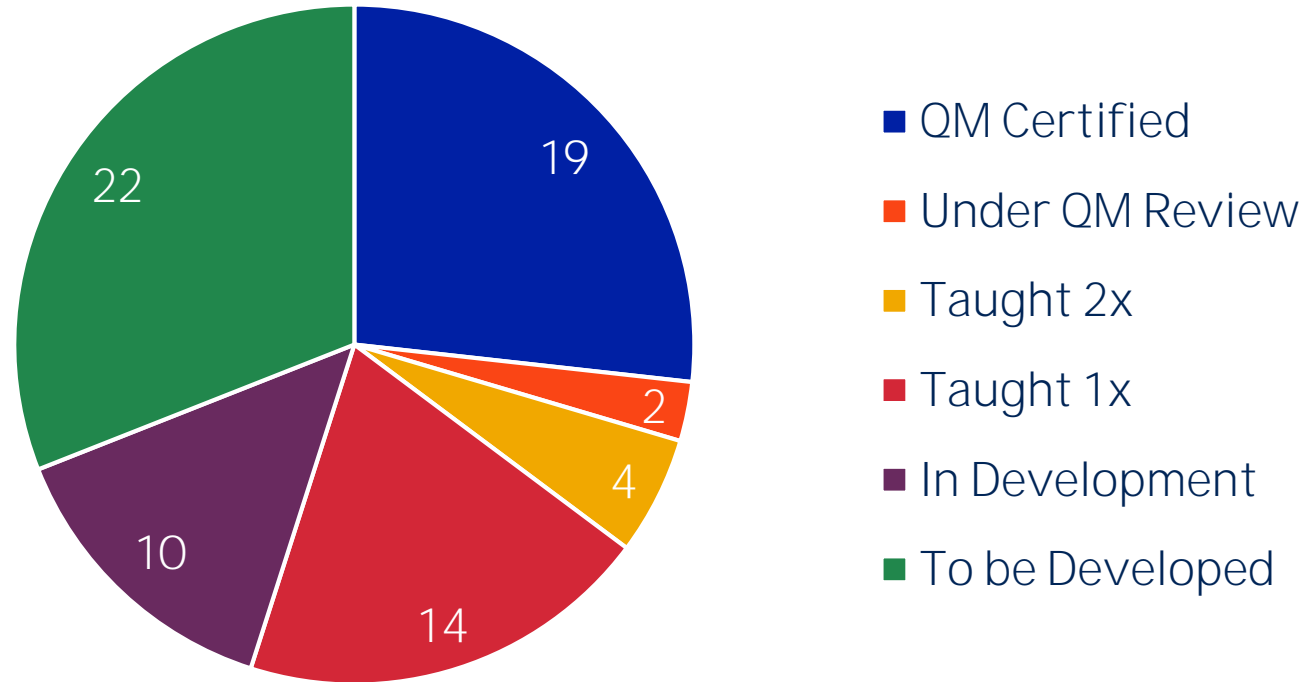


Lead
Generation
Example -
Assignment
Page Part 2

Our Progress and Current Course Segmentation

Goal: 100% QM Certified Courses by end of 2025

UF CJC Online Course Allocation - Nov 2022



Resources

What We're Sharing with You Today:

- Alignment Map Example
- Course Development Agreement Example
- Timeline Buckets Example
- Meet Your Instructor Example

These are marked with a “SAMPLE” watermark.



Questions?

Dr. Evan Kropp
ekropp@ufl.edu

Cheryl Oberlin
coberlin@ufl.edu