

# We Heard You:

QM IDA Professional Development Survey Results

Note: Executive Summary with detailed data available at <https://goo.gl/81g2o8>



## Which professional development topic that is most interesting to you?

Respond at [PollEv.com/qmnagroup](https://poll-ev.com/qmnagroup)

Text **QMNAGROUP** to **37607** once to join, then **1, 2, 3, 4, 5...**



Total Results: 0

Live Audience Polling

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## We Heard You:

QM IDA Professional Development Survey Results

# Welcome to We Heard You: QM IDA Professional Development Survey Results

- Background & Intro from Amy Grincewicz, Chair



## Presentation Goals:

1. Input into the QM IDA NA Process
2. Explain process used by QM IDA NA
3. Report results format, topics and priorities

- Background & Intro from Amy Grincewicz, Chair





# Instructional Designers Association

Built by Instructional Designers for Instructional Designers



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## THE IDA COMMUNITY

Members of The Quality Matters (QM) Instructional Designers Association (IDA) are passionate about course design and want to share ideas and best practices with others.

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## IDA Goals

1. Provide PD, networking and partnerships
2. Promote collaboration/mentorship, open community, quality standards
3. ID information, resource sharing, research and best practice.



QM's charge to our team:  
*Conduct needs assessment to  
determine the professional development  
needs and interest of IDA members.*



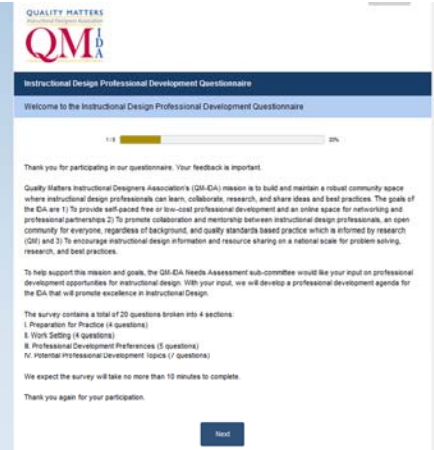
				
Amy Grincewicz Kent State University, Kent, OH	Lynn Wietecha, Lawrence Technological University, Detroit, Michigan	Debbie Beaudry Rutgers University, Newark, NJ	Pat Nolan University of Dallas, Irving, TX	Oma B. Singh University of South Florida Tampa, FL

The Team!

# Our Process – Creating Survey Tool

## Main Categories of Needs Assessment

1. Preparation for Practice – Education, Training, etc.
2. Work Setting – Part of Team, Role, Responsibilities
3. Professional Development Preferences – Formats, Recognition, Certification, Factors to Participate
4. Possible Topics



## Our Process – Distributing & Collecting Data



# Our Process – Analyzing Data

- Shared spreadsheet
- Team members took section
- Quantitative Data Results– Basic Descriptive Statistics
- Qualitative Data Results – Categorizing and Coding
- Preparation of Executive Summary


Interpreted Subject 1	Interpreted Subject 2	
Accessibility/Universal Design	Student-Engagement	Addressing Accessibility Needs Design activities that facilitate student engagement and interaction
Flipping	Faculty Presence	Flipped Classroom Design Learning Assessments Faculty Social Presence
Project Adm	Faculty Presence	Faculty involvement
Assessments	Marketing	Apply business skills to manage the instructional design function Market e-learning programs
Student-Engagement	Working with Faculty	Learning assessment design and working with faculty members
ID Research	Emerging Technologies	Student engagement and interaction; emerging technologies
Assessments	Student-Engagement	Instructional Design Research and Emerging Technologies
Needs Assessment	Student-Engagement	Design learning assessments; design activities that facilitate student engagement and interaction.
ID Fundamentals	Project Adm	1-Conduct a needs assessment in order to recommend appropriate design solutions and strategies 2-
Project Adm	Master Templates	ID Fundamentals ManagementAdministration in ID
Discussion Forums	Faculty Presence	Admin of ID projects and creating master templates Facilitation best practices in creating and managing discussion forums Facilitation techniques for main I'm not sure Too many to rate!
ID Research	SEI evaluations	Research showing that ID supports student satisfaction and faculty evaluations.
Non-Instructional Interventions	Accessibility/Universal Design	evaluate instructional and non-instructional interventions universal design.
ID Research	Emerging Technologies	1) Apply data collection and analysis skills in instructional design projects 2) Emerging Technologies:
ID Fundamentals	ID Fundamentals	Update and improve your knowledge, skills, and attitudes pertaining to the ID practice and related field
Marketing	Business Skills	1. Marketing 2. Plan and organize instructional programs and/or products to be designed, developed, and
Project Adm	Project Adm	Plan and organize instructional programs and/or products to be designed, developed, and evaluated A
Pio Practice	Emerging Technologies	IS & IT
ID Research	Assessment	Research, Evaluation and assessment
Mobile Technology	Accessibility/Universal Design	Mobile technologies Accessibility
ID Research	Train Others	Design Based and Action Research Train Others
ID Research	Emerging Technologies	Instructional Design Research Emerging Technologies
Pio Practice	Emerging Technologies	ID as a Professional Practice and Emerging Technologies
Project Adm	ID Research	Plan and organize instructional programs and/or products to be designed, developed, and evaluated



Results!

## Preparation & Practice – Questions 1-4

- 322 Instructional Designers Completed Survey
- 49% have been working for 6+ years
- Higher Education Degrees
  - 72% Master
  - 21% Doctorate
- Variety of Training/Preparation in the field



### Work Setting

#### Q5 – What best describes Work Setting?

- 94.4% from Higher Education
- The remaining distributed between: K – 12, Corporate, Retail, Not Currently Employed, and Other

#### Q6 – Work on Own or Part of ID Team?

- 56% Part of Team || 44% On Own
- Total Respondents – 176 out of 322

#### Q7 – Describe Role/Responsibility

- 96.6% Instructional Design || 2.84% Other
- Responsibilities: Leadership/Manage | Pedagogy/Technical Support | Developer (storyboards, course, graphics, video) | Consultant | Researcher

#### Q8 – Centralized or Specialized?

- 81% Centralized || 18% Specialized

Section III: Professional Development Preferences	
Q9: Delivery Preference (n=322)	Self-Paced (3.81); Webinar (3.56); Facilitated online asynchronous workshop (3.54)
Q10: Decision to Participate Factors (n=322)	Topic/Content (5.44); Location (5.02); Cost (5.01); Fit within schedule (4.91)
Q12: Preference for Completion/Recognition Preference	Certificate from QM (263); Certificate of Completion (239); Badge (97)
Q13: Interest in QM Certification (N=315)	Extremely Interested (143); Very Interested (84) - combined 72% of respondents!

## PD Preferences

1	Design activities that facilitate student engagement and interaction
2	Evaluate and select emerging technologies and their potential use
3	Addressing accessibility needs
4	Mobile technologies
5	Facilitation best practices in creating and managing discussion forums

## Top Topics

Debbie Beaudry:





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Did you  
match  
our  
results?



- Delivery
  - Webinars
  - Self-paced
  - Showcase
- Topics
  - Looking for developers and webinar facilitators
- QM ID Certification
  - High priority

## Next Steps

Debbie Beaudry:

IDA Volunteer Form:

<http://goo.gl/forms/CdWtYz1gNm>

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<http://goo.gl/forms/CdWtYz1gNm>

Questions:

