Welcome to this guide to eLearning Services at Eastern Washington University.

Last year’s guide described the formation of the eLearning Services team – which took place during the 2010-11 school year. The team was formed by gathering instructional technologists, graphic designers and an expert photographer. Forming this team and expanding services to support teaching, learning research and scholarly work has been one of my goals since my arrival at EWU in August 2007. I was very pleased to see the team start to “gel” last year.

This year’s guide chronicles the maturing and growth of this team and the expansion of its services to faculty during the 2011-12 school year.

The University recently completed a Strategic Planning effort. In part this plan identifies four high-level goals – Student Success; Institution of Innovation; Community Engagement and Visibility. While all areas of the Office of Information Technology (OIT) contribute toward these goals, this guide will point out eLearning Services’ contributions toward university goals as identified in the Strategic Plan.

This document also introduces OIT’s current eLearning Services group and provides a tools and services guide. We publish this guide on an annual basis to help the campus become more familiar with current eLearning tools, services and instructional development opportunities.

Again this year this guide will provide some success stories. OIT strives to provide a friendly, reliable and collaborative service. We are pleased to have an opportunity to feature in this report a few examples of faculty members’ technology collaborations, innovations and successes.

We hope you find this guide of use and of value!

Enjoy!

Dr. Gary L. Pratt
Chief Information Officer
Office of Information Technology
204 Huston Hall Cheney, WA 99004
509.359.2099  Fax: 509.359.2085

2011–2012
Edited by Carrie Tompkins, Matt Lewis, and Dave Dean
Designed by Judy McMillan
Reflections on 2011-12 School Year and Technology Innovations….

I want to use “my page” in this report to talk about a few of the terrific instructional technology kinds of innovations that took place this past year at Eastern. This is not an exhaustive list by any means and it’s not a prioritized list, just my look back on the past year and pointing out a few of the instructional technology trailblazers of which I am aware. Hope you find these snippets interesting. Eastern is full of innovative instructors! I believe students are the beneficiaries of these innovators and innovations!

HISTORY GOES MOBILE 2X

Dr. Larry Cebula, Associate Professor of History, had his students work with local archivists, librarians, and historians to create a smartphone app for historical walking tours of Spokane, Cheney, and the EWU campus.


INVESTING TIME and ENERGY

It has been encouraging to see EWU faculty and staff make personal investments of time and energy this past school year in order to advance their professional development – in terms of learning about instructional technologies and online delivery methods. I am aware of nearly 1,000 hours of time that EWU instructors have invested to advance their instructional technology skills and abilities. Two evidences of these individual investments, that I am aware of, include the 40 faculty members who attended roughly 14 hours each of workshops during the 2012 Summer Teaching &Technology Boot Camp and 35 participants at 10 hours each spent in online courses provided by the Sloan Consortium for Quality Online Instructional Delivery (a free development opportunity via an EWU “College Pass Waiver”). Please contact our team if you have interest and may have some time to invest in terms of tackling a new instructional technology.

A COLLEGE COLLABORATES TO PURSUE TECHNOLOGY ENHANCED LEARNING

The entire College of Business and Public Administration comes to mind as a group of individuals who have joined forces to efficiently and collaboratively pursue Technology Enhanced Learning (TEL). Their monthly TEL lunch and learn meetings provide demonstrations and discussions on varied technology and teaching topics. These past several years, Dr. Bruce Teague, Assistant Professor of Management has been our TEL “go-to-guy.” Bruce has allowed OIT to attend TEL meetings and we’ve been able to provide several development and demonstration sessions. What a great way for 20+ instructors to lunch and learn together and to learn about innovative instructional technology happenings!

FACULTY AND ADMINISTRATORS JOIN FORCES TO GUIDE EWU TECHNOLOGY DIRECTIONS

I was encouraged during the 2011-12 school year to be “on ground” during the formation of the Academic Systems Advisory Committee (ASAC). Leadership on the part of the Faculty Senate, the former Chair of the ACC (Justin Otto), the Provost (Dr. Rex Fuller) and the CIO (Dr. Gary Pratt), resulted in this “blended” committee. The ASAC is charged with providing direction to the Provost and CIO regarding the design of the Virtual Campus and the group provides OIT with direction and acts as a “sounding board” regarding emerging and instructional technologies. Congrats to the seven faculty members, two students, and two administrators who are investing time and effort for this purpose!

The OIT eLearning Services team has the opportunity to serve faculty in nearly all disciplines at all EWU campuses (physical and virtual). We get to see innovations taking place across the campus – from Music to Phys E., Health & Recreation, from the College of Business & Public Administration to the JFK Library, from Social Work to Education.

As you review this document and learn about instructional technologies and development services available to faculty, please give us a call and let us know how we can help you take your desired “next step” in the purposeful and strategic integration of technology into teaching and learning.

Dave Dean, Ph.D.
Director, Academic Systems
Your eLearning Services Team

Judy McMillan
jmcmillan@ewu.edu
509.359.2435

Judy has a BFA from EWU and is the graphic designer supervisor in eLearning Services. Judy has 33 years of experience providing graphic design services to the faculty of EWU for their teaching, research presentations and publications. Judy is interested in crafting instructional materials and images designed to appeal to visual learners.

Matt Lewis
mlewis23@ewu.edu
509.359.6028

Matt is an eLearning Specialist at EWU. His background is in education, technology, and research. He has five years experience working in the K-12 classroom and more than 10 years experience programing for educational research conducted for the U.S. Department of Education. He received an undergraduate degree from the University of Oregon and his Masters in Education from Southern Oregon University.

Dave Dean
ddean@ewu.edu
509.359.2256

Dave holds a Doctorate from Gonzaga University in Educational Leadership and has worked with emerging technologies at Eastern Washington University for 27 years. He is the Director of Academic Systems at Eastern. His interest focuses on instruction and the use of emerging technologies in effective ways to enhance teaching.

Grant Ramsay
gramsay@ewu.edu
509.359.6694

Grant came to Eastern from a research position at the University of Arizona with a BS degree in biology. Of our four eLearning specialists, Grant focuses on digital media. He is the administrator for Eastern Washington University on iTunes U, streaming media services and shares in the management of the Blackboard systems.

Nick Brown
nbrown2@ewu.edu
509.359.6607

Nick earned his BA in Graphic Communication from Eastern Washington University. With five years experience as a graphic designer for Eastern, he has recently transitioned to the role of eLearning Specialist – supporting faculty in their teaching and technology needs. Nick also teaches a typography class, adjunct for the Visual Communication Design program at EWU.
eLearning Services offers an array of instructional technology and consultative services to Eastern faculty. Our logo, a prism, is indicative of clients’ experiences with our services. Instructors bring materials and ideas. We help realize their goals by providing a multi-faceted set of solutions in support of teaching and learning – in the classroom and online environment. Just as the prism splits light into individual wavelengths, eLearning Services helps faculty separate their content into channels designed to optimize the delivery of instructional material and enhance the student learning experience.

Bryce Spencer
bspencer1@ewu.edu
509.359.6167
Bryce has recently come to Eastern from the University of Delaware, where he coordinated services in a large multimedia center. He holds a MSIS degree from the University of Texas at Austin and a MA in Public History from Washington State University. Bryce is an eLearning Specialist in support of teaching and learning at EWU.

Brent Schneider
bschneider@ewu.edu
509.359.2892
Brent is a resource to faculty seeking help with our learning management system and media services. He recently transitioned from MarCom where he was managing the web team. Brent has 11+ years of experience developing web solutions, and holds a degree in Visual Communication from Collins College in Arizona.

Jeff Healy
jhealy@ewu.edu
509.359.6776
Jeff holds an MIS degree from Washington State University and is currently an eLearning specialist and systems administrator for the Office of Information Technology at Eastern Washington University. Jeff manages eLearning systems, such as Blackboard and Respondus, as well as provides training and support for faculty, students, and staff.

Larry Conboy
lconboy@ewu.edu
509.359.7091
Larry is a still photographer with eLearning Services. Photographic services include location and studio photography, preparation of digital images, scanning and enhancing slides, artwork, maps, prints and other instructional aids for digital or poster presentations. Larry has been at EWU for 12 years.
Student Success

eLearning Services is impacting the success of EWU students by providing the support needed for quality and engaging classroom environments and scholarly activities. Students, faculty and students are using the professional level graphics, photography, and design assistance made available to them to communicate complex topics in the classroom and at conferences. Faculty support is also available for Eastern’s Learning Management System (LMS), video creation for classroom use, and other instructional technology tools. By strengthening their technology skills, faculty and staff positively impact teaching, which leads to improved student success.

CASE: Our Theoretical Framework

Research indicates\(^1\) that instructor’s Computer Attitudes, Self-efficacy and Experience (CASE) regarding instructional technologies powerfully impacts if they will incorporate technologies into instruction to enhance teaching and learning. The eLearning Services team provides tools, development opportunities and services designed to strengthen these “Case Factors” for all of Eastern’s instructors. When instructors at Eastern value instructional technologies and methods, gain skills and confidence and increase their usage of technologies, their teaching becomes multidimensional and more powerful—the natural result of which is enhanced student success.

**Computer Attitudes** - Helping faculty recognize that technology can aid teaching and learning. We provide research and development opportunities as well as share best practices to help “paint the picture” for instructors regarding how and why information technologies might be of value in their instructional endeavors.

**Self-efficacy** - From cooking to golfing to use of instructional technologies, people begin to innovate after they have gained skill and confidence. Our tools, services and events are all designed to put faculty into their comfort zone with instructional technologies.

**Experience** (or “frequency of use”) - As frequency of use increases, shortcuts and better practices are discovered. We provide access to technologies, opportunities to “pilot test” and events designed to encourage sharing of practices so that instructors’ experiences can grow quickly as the technology landscape changes.

---

Studies indicate that a network of peers sharing instructional strategies creates successful technology integration.

(Chiero 1997)

---


LMS by the Numbers

The top four departments at EWU using Blackboard, as gauged by the number of courses offered during the last couple of years has remained relatively consistent. The Mathematics, Social Work, English, and Business departments swap places in the list, but all remain in the top five.

It is interesting to note that each of these departments represent a different college. This pattern holds true for the 2012 course counts as well. As the dot charts (right) show, the top four departments for 2012 come from four different colleges. Expanding the list to the top 10 departments using Blackboard we see that the balance between departments continues with three of the four colleges having three departments each on the list. The Business School, while the only department from CBPA in the top 10, represents 60% of all the courses offered by the college.

In 2012 there were 2881 courses created in the LMS, showing a 25% increase since the 2008-2009 academic year. As the five bars above indicate, not only has there been an increase in courses, but a significant increase in usage too. Since 2010, students and faculty have been using the LMS tools to a greater capacity. The student gradebook, discussion boards, groups, and communication have seen a 75%-88% increase in use with a 61% increase in the number of pages viewed in Blackboard.
eLearning Services is championing a variety of innovative and exciting technologies at Eastern. Our primary focus is on providing faculty with technologies that underpin their teaching and learning activities. One noteworthy technology debuting this year is Tegrity Campus, a lecture capture, desktop capture, and screencasting service for faculty to video record lessons. And while Tegrity Campus addresses many instructional video recording needs in a self-serve (instructor created) fashion, high-end professional instructional video production services are now available through eLearning Services for EWU instructors.

YouTube Anyone?
This year, Eastern launched a pilot test of its own YouTube-like system (a media management system or MMS) for storing instructional content on EWU’s secure storage array while “disintermediating” access (taking out the middle man and enabling faculty and students to use and manage multimedia content on their own). Other significant projects this year include partnering with Washington State higher education institutions on a one-year statewide Request For Proposal (RFP) for a Learning Management System (LMS), adopting Canvas as Eastern’s new LMS, implementing Development-on-the-go for faculty technology development, and partnering with faculty on a broad spectrum of new and innovative instructional activities.

Faculty Feature
EWU faculty are working on a wide variety of groundbreaking instructional activities. Dr. Bill Youngs, Professor of History, is teaching a class about the history of the National Park Service as he travels across the United States visiting the national parks with his RV and motorcycle (shown right).

Dr. Jeff Stafford, Professor of Communication Studies, has adopted a “HyFlex” instructional delivery style in his Summer 2012 CMST 430 and 438 classes. This highly flexible style means students can attend class sessions in the classroom, online, or a mix of in-class and online—a multifaceted approach that truly allows students to choose an instructional style that fits their individual needs.
Educational Video
August 2011 marked the launch of a campus-wide lecture capture, desktop capture, and screencasting service called Tegrity Campus. Faculty across campus have quickly adopted this valuable tool. As of the end of Summer Term 2012, more than 100 faculty members have recorded at least one video using the Tegrity Campus. Most common recordings are brief explanations of a common question or technique. Instructors can develop a collection of videos explaining common questions or frequently-misunderstood course content. Students can view recordings as many times as desired and “flag” difficult concepts for further review. In the year since Tegrity’s launch, Eastern faculty have created more than 320 hours of video lessons and students have watched each recording an average of 11 times. Tegrity is proving to be an easy to use tool, which is both innovative and directly contributes to student success!

Development-On-The-Go
Development-on-the-go is a new technology training option now available to faculty. Our team has assembled a computer-lab-to-go service. With 10 new, super-thin laptops and 20 of the newest iPads and Android tablets, we can drop by faculty departmental meetings or retreats, as well as set up and provide in-your-office technology training sessions. Training sessions can be individually tailored to your group size—whether it’s just you and one other faculty or it’s training for your entire department.
eLearning Services actively participates with students, staff, and faculty both at Eastern and throughout the world. In the past year EWU has been involved in community engagement activities such as partnering with Washington State higher education institutions on a shared Learning Management System (LMS) solution and collaborating with other technology support programs and staff across the state. Eastern faculty had the opportunity to attend numerous eLearning events this year, including the very first Spring Teaching and Technology Showcase, the annual Summer Teaching and Technology Boot Camp, and individual or group technology training sessions for faculty. Additionally, faculty were benefited by many technology initiatives, including the formation of a new faculty technology governance group, training and hardware support for faculty use of Tegrity Campus, participation on the Student Technology Fee Committee (STFC), and leadership involvement on the regional NW eLearn executive board.

EWU joined forces this year with the 34 community colleges and vocational/technical colleges in the State of Washington and the five other four-year public universities in Washington State through the State Board for Community and Technical Colleges (SBCTC) to execute a Request for Proposal (RFP) for a new LMS. The RFP process involved approximately 800 faculty and staff members in the review and product evaluation phases. In addition to this partnership saving the university hundreds of thousands of dollars, this solution also strengthens Eastern’s collaboration with other state higher education institutions, and smooths student transitions between community college and EWU. A win for EWU, a win for our faculty, staff, and students, and a win for taxpayers!

eLearning Services literally uses a “phone-a-friend” option each month to participate in a statewide conference call with at least one technical resource at each of the five other four-year public universities in the Washington Higher Education Technology Consortium (WHETC). Monthly calls focus on the coordination of technology projects, “lessons learned” in the areas of eLearning systems and tools, and etextbook initiatives and mobile initiatives (mobilizing content such as instructional systems, campus events, maps, etc.). These conversations increase the level of technology coordination that takes place within the state. Each institution learns from each others implementations or approaches to avoid some “start up” mistakes via dialogue.
Sponsored Events

EWU faculty can attend a variety of events hosted by eLearning Services

- 2012 marked the first annual Spring Teaching and Technology Showcase which provided faculty with an opportunity to share successful instructional technology projects they have been working on with other faculty at Eastern and an introduction to tools that help accomplish those projects.

- In 2012, 40 faculty members helped make the fifth Summer Teaching and Technology Boot Camp a success. This two-day annual event provides faculty the opportunity to learn some new and applicable tools and methods, as well as log several hours of hands-on experience using these tools. It also provides a forum to discuss instructional technology initiatives and hear from fellow faculty member practitioners about how they are using various instructional technology tools and methods. This well received event fills to capacity each year.

- This year, faculty were able to get in-house instructional technology assistance during department, college, or small group meetings as part of the new Development-On-The-Go program. The eLearning Services team has been, and will continue to be, available to provide individualized development opportunities for faculty members and faculty groups.

To see more photos go to: http://www.flickr.com/photos/lc_ewu/
eLearning Services is committed to helping each instructor at Eastern take the “next step forward” in the meaningful use of technology to aid teaching and learning. As a result, EWU faculty are directly and indirectly increasing EWU’s visibility on a local, national and international level. Eastern faculty are increasing university visibility as they present professionally designed conference and presentation materials at events across the country. EWU’s commitment to its faculty is becoming more and more visible as guests from outside of campus attend events like the Summer Teaching and Technology Boot Camp, and as the eLearning Services blog continues to expand. Also, this year the graphic design unit was recognized for excellence in marketing communication by the prestigious Spokane Regional MARCOM Association’s Spark award.

Fifth Annual Summer Teaching and Technology Faculty Boot Camp

This successful event, which fills to capacity, provides faculty participants with two days of seminars and hands-on practicum-style technology working sessions. This year, Bootcamp expands beyond the EWU community with presenters and participants from the Washington State Board for Community and Technical Colleges (SBCTC), Lower Columbia College and Spokane Falls Community College. These special guests presented information to faculty participants about Open Education Resources (OER) and insights about Canvas, EWU’s new Learning Management System (LMS). Boot Camp Spotlight video link: http://bit.ly/OJZdfL

eLearning Blog

EWU faculty can visit the eLearning Services blog for instructional technology news, tips, links to support resources and more. The blog has been viewed from all 50 states and from 72 different countries.

http://sites.ewu.edu/elearningservices

Graphic Design Projects

One way that eLearning Services contributes to the visibility of Eastern Washington University is by preparing excellent and interesting poster boards and presentation materials for EWU faculty. Faculty and students are able to present a scholarly and professionally-designed message at conferences worldwide. eLearning Services is pleased to contribute to this image by providing professional graphic design and photography services.

Faculty, students, and staff are taking advantage of the graphics and photography services provided by eLearning with the majority of work being done around faculty support and events.

Examples of design and photography
Top right: Student Research and Creative Works Symposium. Poster design and event photography.
Bottom right: Stratigraphy charts for Dr. Linda McCollum, Geology: “West plains delineation of aquifer zones within the basalt formations, Spokane and Lincoln Counties”, for the Washington State Department of Ecology.

Far right column: Studio photography for Dr. Jane Ellsworth, Department of Music, A Dictionary for the Modern Clarinetist (Scarecrow Press, 2013).

Research poster presentation at the Northwest Anthropological Conference, Dr. Jerry Galm, Department of Geography and Anthropology, and graduate student Tiffany Fulkerson.

Types of Support Provided by Graphics and Photography

Photographic Services
- Faculty Support
- University Administration Support
- Events/Promotional Materials

Graphic Design Services

Figure 4. Latah Creek at Canyon Bluffs in Good View Park, Section 11, T.20N., R.7E.
Making a Great Course Better

All courses, regardless of whether they are traditional face-to-face or fully online classes need assessment tools to both improve the course and to add quality assurance on course design. There are several diagnostic tools to choose from to help better understand the components of a course, but because of the variations in structure between the traditional and any aspect of a course facilitated through the Internet, the assessment tools differ. Two of these assessment tools are the Quality Matters (QM) Program and Chico State’s Rubric for Online Instruction.

These assessments are free for faculty to access and use as diagnostic tools to assist with the ongoing development and improvement of online or hybrid courses. While each assessment is organized slightly differently, they both provide a break down of the traits found in quality courses and provide faculty with a method for checking their own course against a high standard.

One trait that is measured in both assessment tools relates to communication within the course and student engagement. This trait can be described as course ‘presence’. A tool available to help assess presence is the Community of Inquiry (CoI) questionnaire. The CoI is a theoretical framework with a validated instrument that measures the level of presence faculty and students have in a course. The level of presence in a course correlates to the engagement and communication found in the course.

To learn more about any of these resources, please contact eLearning Services to explore these tools further.


Launch Pad

In the year to come, faculty can take advantage of new opportunities being offered to expand and share teaching and technology ideas:

- eLearning eNewsletters
- Brown Bag discussions
- Fall Teaching and Technology Sampler
- eLearning Professional Development opportunities

Infographic

eLearning Services have put together an infographic showing EWU’s student, staff, and faculty increase in the use of the instructional technology tools and the impact it has had on education at EWU. You can find the full infographic on the eLearning Services blog by following the QR code or the provided link below.


Community of Inquiry

Elements of an Educational Experience - The Community of Inquiry is a theoretical educational framework (collaborative-constructivist) with three interdependent elements - social, cognitive and teaching presence that represents the development of the learning experience (Garrison, Anderson, & Archer, 2000).

Canvas brings a better social experience with the ability to personalize communications. Announcements and assignment updates can now be received via Facebook, Twitter, text messaging and/or an alternate email address. This coming Winter term, Canvas will automatically create course sites that match the EWU catalog and sync student enrollment with the course roster maintained by the Records and Registration office. Accounts for all staff, faculty, and students will also automatically be created and Eastern’s authentication system will be used—so no need to remember yet another password. At the same time, Canvas allows for seamless interaction with other schools running Canvas as well as easy access for non-EWU users.

Faculty can take advantage of advanced learning analytics functionality provided by Canvas, which allows closer monitoring of student performance and class attendance. The learning analytics tools will allow faculty to identify at-risk students early in the quarter so that interventions can take place more quickly to help redirect a student from a failure path to a success path. Canvas offers mobile functionality—iPhones, Android phones, iPads, and other internet devices can be used for a variety of learning activities.

Canvas also adds functionality that makes it easier to use for both faculty and students. One of the features that is exciting for EWU faculty is the dynamic calendar. In Canvas, when an assignment due date is changed in one place, it is automatically updated everywhere else and all students are informed of the change.

Top Canvas Wow Factors

- Personalized Communication
- Synced Courses and Enrollment
- Single Sign On
- Multiple Mobile Platforms
- Dynamic Calendars
- In-depth Course Analytics