EVALUATING ONLINE FACULTY

July 31 - August 2, 2013
Phoenix, AZ

ai ACADEMIC IMPRESSIONS

OVERVIEW

With the growth of online education, institutions face the unique challenge of effectively measuring the quality of online teaching and the teaching competencies of their online faculty. Rather than using new practices more suitable for the online environment, many institutions use evaluation methods developed for a traditional classroom.

Join us in Phoenix for a brand new AI conference designed to help you rethink your approach to evaluating online faculty. We will share many online evaluation models and help you integrate best practices in the evaluation of online faculty and teaching practices. You will leave the conference with a range of rubrics, instruments, and guidelines to help you develop effective practices for evaluating online faculty and teaching practices.

LEARNING OUTCOME

After participating in this conference, you will be able to employ and adapt best practices for evaluating your institution's online teaching practices.

WHO SHOULD ATTEND

Academic chairs, department heads, deans, senior academic administrators, online faculty services, and faculty developers will benefit from the conference focus on formal administrative, peer, and student evaluations of online teaching as well as informal strategies for improving online teaching performance.

CONFERENCE FORMAT AND ADDITIONAL RESOURCES

This conference is designed to promote active engagement. Throughout the conference, you will be working in teams with people from similar institutions who have similar job functions/responsibilities as you.

As part of your registration for this conference you will also receive the following resources:

→   Instruments for evaluating teaching practices
→   "Political Talking Points"—a whitepaper written by our conference faculty on the topic of how to gain adoption and buy-in from your administration
→   Online Teaching Competencies checklist
→   Hiring Guidelines—how to attract qualified and effective faculty

Learn how you can measure online faculty performance in a way that recognizes the unique qualities of the online teaching environment.

Attend as a Team and Save!

We know that critical issues and challenges require the input and support of many campus stakeholders. To help make it possible for your team to attend, for every two registrants, the third is 1/2 off!

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4601 DTC Blvd., Suite 800
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AGENDA

12:00 - 1:00 p.m. Registration

1:00 - 1:30 p.m. Welcome and opening remarks

1:30 - 2:45 p.m. Challenges in Evaluation of Online Teaching

Evaluation of teaching practice is a well-established quality measurement in higher education. For evaluation of online teaching, however, questions arise. What are equivalent observation categories, especially as they relate to promotion and tenure decisions? How does one evaluate the teaching, as opposed to the content design? In this session, you will learn how to address the following challenges:

- What is being evaluated? Best practices in behavior-based evaluation of online versus classroom teaching
- What constitutes "teaching" online? How to identify online teaching interactions versus course content and materials
- Apples-to-apples comparison: defining the needs driving evaluation of online faculty
- Evaluation as a quality-improvement process

2:45 - 3:00 p.m. Break

3:00 - 4:30 p.m. Developing Skill Sets for Evaluating Online Faculty Performance

While there is a plethora of best practice research to guide online teaching, adapting this information to fit unique institutional needs is challenging. In this session, you will work in small groups to explore considerations that may impact evaluation of online teaching at your institution.

4:30 - 5:30 p.m. Networking reception (included in registration fee)

8:00 - 8:30 a.m. Continental breakfast (included in registration fee)

8:30 - 10:00 a.m. Methods for Evaluating Online Teaching Practices

Designing and implementing strategies to evaluate online teaching vary as a function of the nature, purpose, and focus of the evaluation. Comprehensive evaluation models must balance the summative data available via formalized assessments with the formative feedback available via structured, informal processes. In this session, we will examine the benefits, challenges, and unique considerations when implementing formative and summative evaluations of online teaching.

10:00 - 10:15 a.m. Break

AGENDA

10:15 - 11:45 a.m.   Peer and Administrative Review of Online Teaching

Administrators and faculty peers are typically the ones responsible for the evaluation of teaching, and they use methods such as classroom observation. Online teaching brings new challenges to this type of review. In this session we will explore several tools administrators and/or faculty peers can use to review online teaching, including:

- Checklist for Online Interactive Learning (COIL)
- Quality Matters
- Quality Online Course Initiative
- Blackboard Exemplary Course Program Rubric
- Penn State's Peer Review of Online Teaching instrument

Working in pairs, you will try your hands at using one of these tools to review an online course. We will then come back together to share our thoughts and experiences.

11:45 a.m. - 1:00 p.m.   Lunch (included in registration fee)

1:00 - 2:30 p.m.   Best Practices for Student Reviews of Online Teaching

In addition to formal administrator and/or faculty reviews of teaching, formal student feedback is an important component of the online teaching review process. Most institutions use a standard end-of-course evaluation instrument for this purpose and simply use that same instrument for their online courses. In this session, we will explore methods and tools for gathering formal student feedback that take into account the unique aspects of online teaching and learning.

- What aspects of classroom-based student evaluation methods and tools don't work for the online environment?
- What needs to be taken into account to adapt these for online teaching?
- What new challenges are introduced when gathering student feedback online?
- What are some good tools and methods we can use?

Working in small groups, you will examine existing student feedback tools and methods, and you will explore how these might be adapted for use at your own institutions.

2:30 - 2:45 p.m.   Break

AGENDA

2:45 - 4:15 p.m.   Method and Tools for Gathering Informal Feedback

Thus far, we have explored formal methods for evaluating online teaching. What else can a faculty member do to improve? In this session, we will discuss methods and tools for gaining additional insight that can improve one's online teaching practice.

- Strategies for getting student feedback along the way
- Mentoring programs
- Informal peer observations
- Self-review strategies

Working in small groups, you will share personal and/or institutional strategies for gathering informal feedback on teaching in the classroom. Discussions will then turn to how those strategies might be adapted for use in the online classroom.

FRIDAY, AUGUST 2, 2013

8:30 - 9:00 a.m.   Continental breakfast (included in registration fee)

9:00 - 10:15 a.m.   Preparing Faculty for the Evaluation Process

Implementing a new format for teaching evaluation can raise questions from campus stakeholders. In this session, you will learn best practices for starting or revising online-teaching evaluations, including the following topics:

- Stakeholder involvement: bringing the administration, faculty, and bargaining unit into the decision
- Pilot program development: how to start small and "grow the change" from within
- Red herrings: common questions, concerns, and objections--and how to turn them into opportunities
- Outcome alignment: how to assure faculty members that evaluations of online and classroom teaching actually measure the same things

10:15 - 10:30 a.m.   Break

10:30 - 11:30 a.m.   The Online-Teaching Evaluation Life Cycle

Creating and implementing a comprehensive model to evaluate online teaching is at the core of a successful online program. In this session, you will explore the integral role your online teaching evaluation model serves in driving the hiring, training, and professional development of effective online faculty.

11:30 a.m. - 12:00 p.m. Closing plenary and next steps

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INSTRUCTORS

B. JEAN MANDERNACH, PH.D. / **Director of the Center for Innovation in Research and Teaching and Research Professor**
Grand Canyon University

Jean's research focuses on enhancing student learning through innovative online instructional strategies, integration of emergent technology, and evaluation of online teaching. As the director of the teaching and learning center, Jean's scholarly and professional work is dedicated to fostering effective, innovative, scholarly teaching. In addition to her mentoring activities, Jean publishes research examining online assessment, perception of online degrees, integration of emerging technologies in the online classroom, and the development of effective faculty evaluation models.

ANN HAMILTON TAYLOR / **Director, Dutton e-Education Institute**
Penn State University

Annie has worked in the field of distance education since 1991, focusing on learning design and faculty development. As the director of an institute focused on learning design for distance education, Annie guides her college's strategic vision and planning for online learning. She works with various stakeholders to plan and implement online degree and certificate programs tailored to the needs of working adult professionals. Annie serves on numerous university committees focused on strategic planning, policies, and procedures related to the university's distance learning initiatives, and has been a member of the university faculty senate since 2007.

THOMAS J. TOBIN, PH.D. / **Coordinator of Learning Technologies, Center for Teaching and Learning**
Northeastern Illinois University

Tom's work focuses on using technology to extend the reach of higher education beyond its traditional audience. He advocates for the educational rights of people with disabilities and people from disadvantaged backgrounds. Tom serves on the editorial boards of *The Online Journal of Distance Learning Administration* and the *Journal of Interactive Online Learning*, and he has published in many areas related to distance education, including copyright, evaluation of teaching practice, academic integrity, and institutional project management.

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HOTEL RESERVATIONS

The conference will be held at:
Wigwam Resort
300 E. Wigwam Blvd
Litchfield Park, AZ 85340

To reserve your room, call 800-327-0396. Please indicate that you are with the Academic Impressions group to receive the room rate of $129 for single or double occupancy, plus applicable tax.

A room block has been reserved for the nights of July 30, 31, and August 1, 2013. Reservations must be made by July 9, 2013. There are a limited number of rooms available at the conference rate. Please make your reservations early.

Beloved for generations, this Arizona landmark and Historic Hotel of America couples historic charm with a truly modern sense of adventure. Wigwam is Arizona's only resort with 18 holes of championship golf on each of three challenging courses, including two Robert Trent Jones, Sr. designed courses. This resort also features a 26,000 sq. foot signature Elizabeth Arden Red Door Spa. Enjoy four sparkling pools, including adult swim zone with cabanas and relaxing hot tubs. Wigwam has nine lighted plexi-paved tennis courts, stadium court, and pro shop. Work out in a state of the art fitness club with weightlifting and exercise equipment.

Featuring modern décor with Old West influences, each casita-style guest room is surrounded by rows of colorful flowers, lush green lawns, and towering palms. Rooms offer plush beds with imported Italian linens, oversized bathrooms with private vanities, high-speed Internet access, and expansive private patios with views.

PLEASE FAX ALL REGISTRATION PAGES TO: 303.221.2259

Questions about the event? Call us at 720.488.6800 to help determine if this event is right for you.
Register online at www.academicimpressions.com

REGISTRATION FEES

Registration Fee Includes: Full access to all conference sessions and materials, access to the networking reception on Wednesday, breakfast and lunch on Thursday, and breakfast on Friday, as well as refreshments and snacks throughout the conference.

Conference

Conference only - $1195 USD
☐ __ # of attendees

Total_____

ATTEND AS A TEAM – remember, for every two registrants, the third is 1/2 off.

EARLY BIRD PRICING
Postmarked on or before July 12, 2013. For registrations postmarked after July 12, 2013, an additional $100 fee per registrant applies.

REFUND/CANCELLATION POLICY
Refunds will be issued only if cancellations are received in writing by May 3, 2013. A $100 processing fee will be assessed. After May 3, 2013 a credit (less $100 processing fee) will be issued. The credit will be valid for 12 months and can be used toward any future conferences, Web conferences, audio proceedings, or Web conference archives. In case this event is cancelled, Academic Impressions' liability is limited to a refund of this registration fee only.

By submitting this registration form, you agree to the terms and conditions of the above cancellation policy.

Visit our website to register online:

http://www.academicimpressions.com/conference/evaluating-online-faculty

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SATISFACTION PROMISE

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CONFERENCES

For in-person conferences, substitute registrants are welcome and may be named free of charge at any time. If you cancel 8 weeks or more prior to the first date of the conference, you will receive a full refund, less a $100.00 service charge per attendee.

If you cancel within 8 weeks of the first date of the conference, you are not entitled to a refund. However, as a courtesy, we will allow you to apply your payment, less the service charge, toward a future purchase within one year from the date you cancel. Your payment is transferable to another person from your institution if you wish.

Please note that if you do not attend and you do not contact us in advance to cancel as described above, you are responsible for the entire payment. In case this event is cancelled, Academic Impressions' liability is limited to a refund of the registration fee only.

WEBCASTS AND ONLINE COURSES

For webcasts and online courses, substitute registrants are welcome and may be named free of charge at any time prior to the day of the webcast. When available, you may also switch your webcast or online course order from a live connection to an on-demand download or CD recording (and vice versa) at no additional cost (shipping charges will apply to CD Recording orders outside the U.S. or Canada).

If you cancel 8 weeks or more prior to the webcast or online course date, you will receive a full refund, less a $75.00 service charge. If you cancel within 8 weeks of the webcast or online course date, you are not entitled to a refund. However, as a courtesy, we will allow you to apply your payment, less the service charge, toward a future purchase within one year from the date you cancel. Your payment is transferable to another person from your institution if you wish.

Please note that if you do not login to view the webcast or online course and you do not contact us in advance to cancel as described above, you are responsible for the entire payment. In case this event is cancelled, Academic Impressions' liability is limited to a refund of the registration fee only.

RECORDINGS, ON-DEMAND DOWNLOADS, MONOGRAPHS AND OTHER PUBLICATIONS

All sales are final. No cancellations or refunds provided.

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Print Name   Job Title

Institution/Organization

What name do you prefer on your name badge?   Address

City   State/Province   Zip/Postal Code   Country

Telephone   Email

IF THIS CONFERENCE PARTICIPANT HAS ANY DIETARY OR ACCESSIBILITY NEEDS, PLEASE LIST THEM IN THE SPACE BELOW. WE WILL DO OUR BEST TO ACCOMMODATE THESE NEEDS.

How did you hear about this event? (email from AI, colleague forwarded email, *The Chronicle*, etc.) _____

If you would like us to send a copy of your registration confirmation or receipt to someone else, please complete this section

ADDITIONAL CONTACT INFORMATION

Additional Contact Name   Contact Phone

Additional Contact Email   Additional Contact Title

EMERGENCY CONTACT INFORMATION

Emergency Contact Name   Emergency Contact Phone

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We accept Visa, MasterCard, and American Express credit cards. To pay by check, include the check with this form or select the "invoice me" option. Fax form to 303.221.2259 or mail form along with payment to: Academic Impressions, 4601 DTC Blvd., Ste. 800, Denver, CO 80237

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Name on Card   Account Number

Billing Address   Billing City   Billing State

Billing Zip Code/Postal Code   Exp. Date   Security Code (last 3 digits on the back of Visa and MC or 4 digits on front of AmEx)

Remember, for every two registrants, the third is 1/2 off.

CHECK/INVOICE

AMOUNT TO CHARGE:_____

☐ My check is included and covers _____ registration(s) Check # _____

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FREE HIGHER ED NEWS AND ANALYSIS

Each conference registration includes a subscription to *Higher Ed Impact*, a free industry scan of news, trends, and research on higher education, delivered in an easy-to-scan email. *Higher Ed Impact* (HEI) includes:
(Check the boxes for the editions you would like to sign up for)

☐ *HEI: Daily Pulse* – impactful news, trends, and practices, sent daily

☐ *HEI: Weekly Scan* – the week's most critical news, with analysis of top stories and trends, sent on Fridays

☐ *HEI: Monthly Diagnostic* – practical takeaways addressing a strategic challenge facing institutions of higher ed, sent 9-12 times/year

List the names of the registrants you'd like to sign up:

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