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12-1-2014

Online Learning and Instructional Technology Services : Annual Report : 2013 - 2014

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Scholar Commons Citation

Nelson Poynter Memorial Library., "Online Learning and Instructional Technology Services : Annual Report : 2013 - 2014" (2014). *Library Department and Committee Reports*. 69.
https://digitalcommons.usf.edu/npml_dept_committee_reports/69

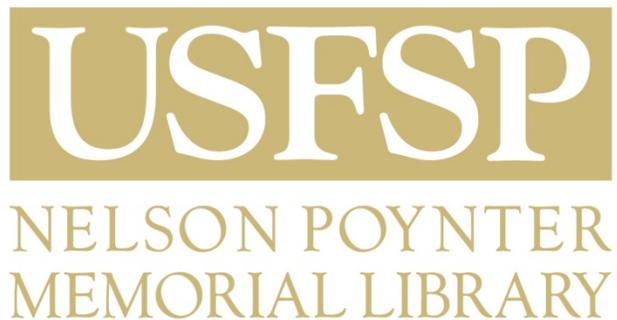# Online Learning and Instructional Technology Services
Annual Report

July 1, 2013 – June 30, 2014

University of South Florida St. Petersburg

Compiled by David Brodosi and Kaya van Beynen with input from Carol Hixson

2014

USFSP

NELSON POYNTER MEMORIAL LIBRARY

Statistical Summary 2013 2014

	2013 / 2014
Total Service Request Tickets	248
Professional Development Training Sessions Provided	68
Number of ID Cards Created	2,455
Number of Video Recording Sessions	269
Number of unique USFSP Courses receiving Instructional Design Support	116
Total number of Instructional Design Support Sessions for USFSP Courses	387

Departmental Overview

The Online Learning and Instructional Technology Services (OLITS) department is an interdisciplinary working group of professionals whose mission is to support USFSP faculty and students through the effective use of technology. The group was restructured in early 2013 to improve the quality of services, explore areas we could increase the scalability of such services, promote support services available to faculty, staff and students as well as expand, improve, and provide appropriate data protocols.

Online Learning and Instructional Technology Services is now made up of four core service units, Classroom Technology Services, Instructional Design Services, Video Production Services and Faculty Professional Development Services. This platform provides resources and best practices that cover teaching technology support for our face-to-face courses and online/hybrid course design.

In the 2013/14 academic year, the department consisted of a Coordinator (David Brodosi), 5 Instructional Designers (Nicole Emert, Phil Gaiser, Timi Hager, Karla Kmetz, Otis Wilder), two Media Resources Specialist (Michael Mathon and Robert Vessenmeyer), and an Administrative Specialist (Sheila Stone). The department also had an Assistant Director for Online and Distributed Learning, Kim Garvey, from May through October 2013; the job description for this position was subsequently revised and a search for a new Director of Distance and Online Learning was started in 2014.

Significant Accomplishments

Faculty Professional Development Services (Nov 2013 – August 2014) –

OLITS hired a new Instructional Designer in fall 2013 to help develop a comprehensive, ongoing professional development program for faculty at USFSP. USFSP Instructional Designers help ensure the success of students by assisting faculty with their online instruction methods. During 2013/2014 year, OLITS provided 68 training sessions with a total of 170 attendees. OLITS also assisted 105 faculty members during open lab sessions.

The first professional development needs assessment survey for distance learning was conducted from November 11 through November 22, 2013. The results of this survey were incorporated into a proposal for future professional development sessions such as new courses and workshop sessions for the upcoming year (see: http://hdl.handle.net/10806/8810).

Instructional Designer Timi Hager developed a new, regularly occurring, Professional Development Series for USFSP faculty and staff consisting of *Training Tuesdays* and a *Lunch and Learn Series*. These professional development sessions were offered in the Distance Learning Studio, Poynter 219. Session topics included: *Instructional Design Strategies: Aligning Objectives and Assessments*, *iPad Apps for Education*, *Finding Instructional Graphics in Creative Commons*, *Canvas Modules*, *Files, & Pages*, and many more.   As part of this series, the OLITS collaborated with Research and Instruction librarians to create workshops on *Scholarly Metrics*, and *Library Modules and LibGuides*. Many of these sessions were filmed in the studio so that USFSP faculty and staff who were unable to attend would still be able to benefit from the training opportunities provided (see Professional Development videos: http://dspace.nelson.usf.edu/xmlui/handle/10806/10400)

Instructional Technology Services

Online Learning and Instructional Technology Services and Campus Computing Services work together to provide and support technology in the classrooms. Campus Computing provides support for the computer and telephone while Online Learning and Instructional Technology Services support the projector and other AV equipment. Instructional Technology Services supports, services, and upgrades all of the equipment within campus teaching spaces and responds via its Help Desk to any problems that users may encounter. The unit prides itself on quick response to requests, technical support, and other services. In the content creation process, digital audiovisual services are provided to faculty, students and staff to develop multimedia packages for teaching, delivery of information, and student learning.

For academic year 2013/2014 Instructional Technology Services responded to 179 trouble tickets for classrooms located at USFSP and to 69 Distance Learning Service Tickets.

	2013/14	2012/13	2012/11	3 Yr % Change
Instructional Technology Services Tickets	179	148	104	72%
Distance Learning	69	140	157	-56%
Total	**248**	**288**	**261**	**-5%**

Examples of Instructional Technology Services Tickets:

- A little after 6:00 pm on Tuesday September 2nd (Instructor) called and reported that the projector in Davis 102 was not working. The issue was a blown lamp. I relocated the class and installed a new projector
- Provided 8 hours of Tech Support for the Festival of Reading

Distance Learning

- Configure new laptop for [name of faculty member]
- I'm having issues with getting PC one online in the studio. The error I get is "remote device or resource won't accept the connection".
- Install a new webcam to install on [name of faculty member]'s computer.

The decline of the Distance Learning service requests is unclear. Systems analyst Robin Casey, the Systems Department that was responsible for DL, resigned in May leaving this position unfilled for 3 months of the academic year. Thus this empty position might account for some of the drop. In addition, the Technology Helpdesk ticket system is inconsistently used by USFSP students, staff, and faculty.

OLITS also oversees the student ID card operations on campus. For academic year 2013/2014, the department produced 2,455 ID cards/intern badges.

	2013/14	2012/13	2012/11	3 Yr % Change
ID Cards Created	2455	2257	2419	2%

Video Production Services

Video Production Services offers comprehensive video/audio production and webcasting services for a wide variety of needs using our broadcast quality studio. The unit assists faculty

and staff at USFSP by providing them with a set of comprehensive and flexible multimedia production services to integrate media in the classroom and within online courses. For academic year 2013/2014, Video Production Services provided 269 recording sessions requiring over 751 person hours.

Several USFSP Faculty Research and Current Events Discussions were recorded in the library. These included:

- September 9, 2013 - Dr. Bob Dardenne and Dr. Thomas Smith spoke at the library's Banned Book's Week panel discussion on issues of national security, surveillance, and censorship. To integrate the library's onsite events to the USFSP distance learning community, this discussion was filmed and made openly available through the USFSP Digital Archive at: http://video.nelson.usf.edu/video/PoynterTalks/
- April 17, 2014 – As part of USFSP Research Month, 13 USFSP faculty presented their research in five-minute sessions that were videotaped by OLITS staff member Media Resources Specialist Robert Vessenmeyer. The Faculty Research Lightning Talks, originally started in 2013, continued again in 2014 and have become a regular series available at: http://dspace.nelson.usf.edu/xmlui/handle/10806/9990

Instructional Design Services

The Instructional Design Services unit extends the University of South Florida St. Petersburg's academic and technology resources to help faculty, students and staff to design and develop multimedia for teaching, delivery of information, and learning. The Instructional Design Services unit assists faculty in the form of consultation, design, and/or maintenance for online learning environments. Since January 2013, OLITS assisted faculty with 116 unique courses (59 for the College of Arts &Sciences, 19 for the College of Business undergraduate program, and 38 for the College of Education). Instructional designers, in collaboration with faculty, created 387 unique sessions provided pertaining to course design, course refinements and technical troubleshooting from USFSP courses from all three of the USFSP colleges. Instructional Designer Karla Kmetz collaborated with several Research and Instruction librarians to update the current online library research modules, as well as to create 3 new modules.   Media Resources Specialist Robert Vessenmeyer collaborated with Librarian Kaya van Beynen to create a series of two-minute video tutorials to help students with frequently asked library questions (see: guides.nelson.usf.edu/ModulesTutorials)

In April 2014, OLITS developed and conducted an online survey (see: http://hdl.handle.net/10806/10059) to capture student perceptions and attitudes towards online courses at the University of South Florida St. Petersburg. The majority of the respondents fell into the following demographic category: female (83%), full-time (81%), juniors (39%) and

seniors (27%), living off campus (87%), and between the ages of 19-24 (58%). The survey results reveal two critical findings: 1) online courses are highly valued by students and 2) students believe the quality of their online courses is equal to the quality of their face-to-face instruction (83%).

December 2013 marked the official conclusion of our migration from the Blackboard Learning Management System to Canvas. However, faculty still needed assistance in the early months of 2014. OLITS spent 18 months migrating courses, as well as training and preparing faculty for the changeover to Canvas. As of November 2013, our team identified only 84 out of 326 faculty who had yet to migrate. Due to our focused efforts to assist these 84 faculty members with the migration, only 20 of the 326 faculty still needed migration assistance by December.

As this was such a large project for the department, staff work hours were specifically tracked for 9 of these migration months.
- No tracking prior to June 2013
- June 2013 – 105 hours
- July 2013 – 86 hours
- August 2013 – 101 hours
- September 2013 – 63 hours
- October 2013 – 69 hours
- November 2013 – 130 hours
- December 2013 – 335 hours
- January 2014 – 212 hours
- February 2014 – 92 hours

During the 9 months when the department tracked the hours related to migration, OLITS spent a total of 1,193 hours helping faculty move their courses to the new Canvas Learning Management System.

Departmental Data Tracking

Another significant change to the OLITS department was the creation of a formalized set of procedures to track all staff project hours. David Brodosi, departmental Coordinator, also started synthesizing this information and creating monthly reports for the Dean of the Library. As much of this department's efforts are funded through the Distance Learning Student Fee, this detailed tracking is used to document activities and justify departmental initiatives, expenses, and activities. For more information see:
http://dspace.nelson.usf.edu/xmlui/handle/10806/10051

Relocation of Instructional Materials Collection

During spring 2014, the Instructional Materials Collection, which had been located in the open work area of the OLITS department, was relocated to the 2nd floor, southwest corner of the Nelson Poynter Memorial Library. The work of relocating these materials was undertaken by librarians in the Collection Development and Technical Services and Research and Instruction Departments and had a significant impact by freeing up space for future departmental initiatives focused on consultation and collaboration.

Awards:

Karla Kmetz won the 2014 Distinguished Paper Award from the Association for IT Professionals (AITP) Education Special Interest Group (EDSIG) for her article, co-authored with Dr. Christopher Davis:

- **Kmetz, K.,** & Davis, C. J. (2014). Access to on-line learning: a SAD case. *Information Systems Education Journal*, *12*(2), 10.

Professional Service:

David Brodosi

- Nelson Poynter Memorial Library, Library Leadership Team, <u>Member</u>

Karla Kmetz

- Director of Distance and Online Learning Search Committee, <u>Member</u>

Publications:

Kmetz, K., Davis, C. J. (2014). Access to on-line learning: a SAD case. *Information Systems Education Journal,* 12(2) pp 10-17. http://isedj.org/2014-12/ ISSN: 1545-679X. http://isedj.org/2014-12/n2/ISEDJv12n2p10.html

 Davis, C.J., **Kmetz, K.** (2014). Software Engineering: accessing IT core concepts. *2013 CONISAR Proceedings*. http://proc.conisar.org/2013/pdf/2817.pdf

Professional presentations:

"Gaining Credibility for Your Online Teaching: Attaining Course Certifications." @ Academy of Business Education 2013 Annual Conference **- David Brodosi**, **Karla Kmetz,** Nicole Stowell, Todd Shank

"Perspectives on Accessibility Series: Instructional Designers in Higher Education." @Accessible Mason Webinar Series, Virtual Conference, 10/14 **- Karla Kmetz,** Kathleen Bastedo and Maureen Madden

"Access to on-line learning: a SAD case." Information Systems Education Conference, San Antonio, TX 11/13 - **Karla Kmetz** and Christopher J. Davis, PhD

"Software Engineering: accessing IT core concepts." Conference on Information Systems Applied Research, San Antonio, TX 11/13 - **Karla Kmetz** and Christopher J. Davis, PhD

"Collaborating for Quality: A Discussion of Approaches to Course Design and Development." Transforming the Teaching and Learning Environment, Pennsylvania State System of Higher Education Annual Conference, Virtual Conference, 02/13 - **Karla Kmetz,** Desmond McCaffrey and Penny Ralston-Berg