

Improving online courses for quality delivery and student success

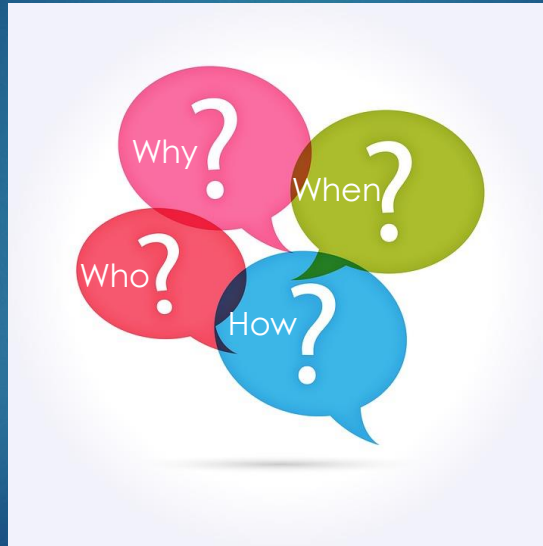
DENISE HUFF, M.ED., SPARTANBURG COMMUNITY COLLEGE
JENNY WILLIAMS, PH.D., SPARTANBURG COMMUNITY COLLEGE

Session goals

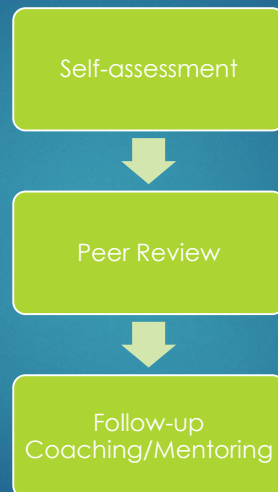
Participants will be able to:

1. Complete a sample self-assessment
2. Conduct a peer review of another course
3. Make improvements and adjustments based on best practices
4. Continue the quality improvement process by using shared suggestions for workshops, mentoring, online users' meetings, etc.

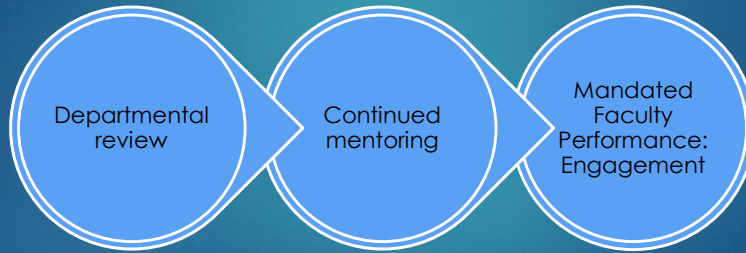
Once upon a time...



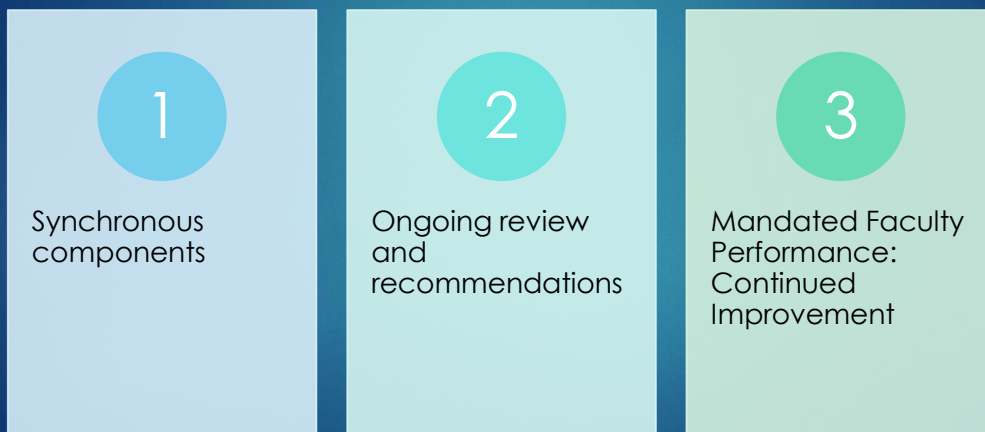
Process – Year one



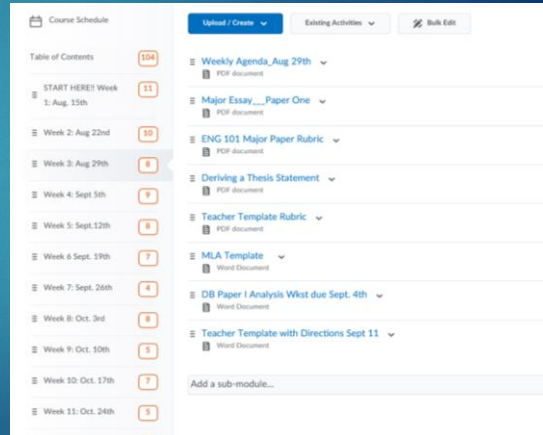
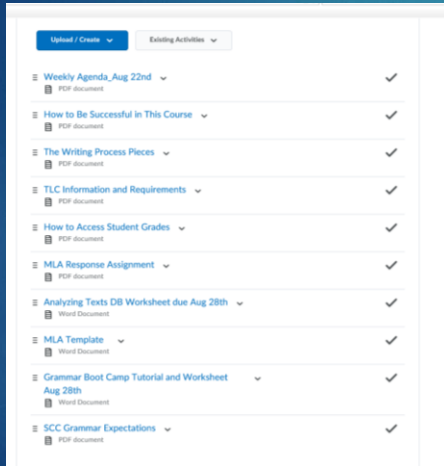
Year Two



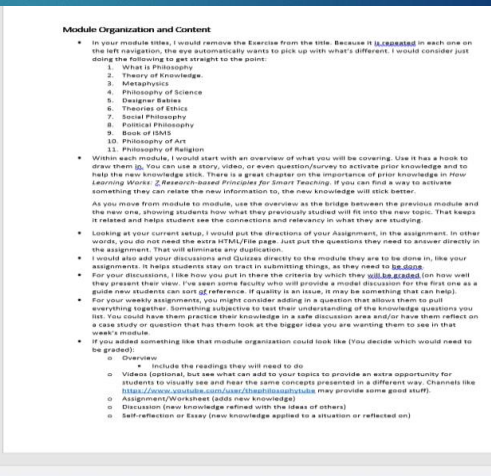
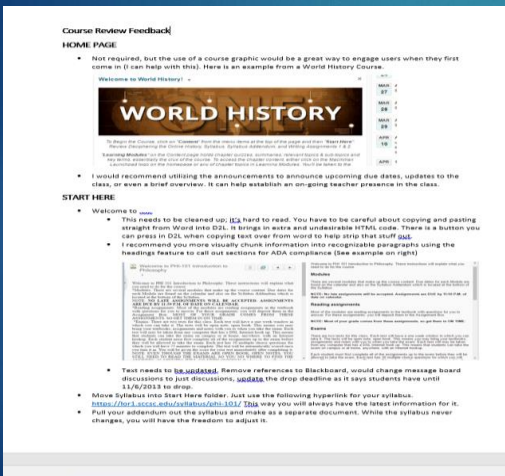
Year three



Peer Review 2: Goldilocks effect...



Sample Department Review



Examples of Improved Courses

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Course Information

- Course Syllabus
- Instructor Contact Information
- SYLLABUS ADDENDUM
- English 208 Reading List
- Lesson 1

Due Aug 31, 2017 11:30 PM

The Odyssey

- Everything you need to know to read Homer's "Odyssey" - Jill Dash
- A Long and Difficult Journey, or The Odyssey: Crash Course Literature 201
- Second Discussion

Assignments and Due Dates

- Read the following pages in your textbook:
 - Page 14
 - Pages 110 (beginning at "Key Features/Technical Analysis")- 128
 - Pages 200-207
- Read the PowerPoint notes on Persuasion Techniques
- Complete the Ethics, Logos, and Pathos Discussion Activity
- Read Jon Tevengr's article, "Have Smartphones Destroyed a Generation?"
- Complete the Article Analysis Assignment for the article "Have Smartphones Destroyed a Generation?"

The assignments for this unit are due by September 13th at 11:59 pm.

ETHOS
credible authority, reliability

LOGOS
logic, reason, authority

PATHOS
emotion, linguistic simplicity

When an advertiser or writer attempts to urge a reader or consumer to believe a certain way, they use persuasion techniques. These can be divided into advertisements that you see online or in magazines or descriptions of commercials that you see on television.

Assignment: Ethics, Logos, and Pathos Discussion Activity

Due September 12 at 11:59 PM

For this discussion activity:

- Find an example of each of the three persuasion techniques in advertisements and post them to the discussion board. These can be pictures of advertisements that you see online or in magazines or descriptions of commercials that you see on television.
- Depending on the media where you found each one (one total), either post an image of the advertisement or a brief description of the commercial listing the product being sold on the discussion board. You can post both examples in one discussion post. Please be respectful of the types of advertisements you post.
- In your discussion post, briefly tell why you think each is an example of that type of persuasion technique.

Help Us Help Them

ASPCA

most valuable power

This is an example of ethos in advertising. Whiskas Water uses Kiefer Bryant in their commercial because he is a well-known athlete, so people who see the commercial may see him as a credible source to advertise a sports drink. They may also think that, if they drink Whiskas Water, they could become a "most valuable player."

Final Remediation Step

- ▶ Institutional Course Review



On-Going Support

- ▶ Online Users' Meetings
- ▶ Departmental Workshops
- ▶ Campus-Wide Workshops
- ▶ Webinars
- ▶ FPMS objectives specific to online

Lessons Learned and Faculty Buy-in

- ▶ Time and effort
- ▶ Accountability
- ▶ Engagement
- ▶ Continuous Improvement
- ▶ Confidence
- ▶ Hard decisions

Q&A Time

- ▶ Contact information

Jenny Williams	Denise Huff
williamsj@sccsc.edu	huffd@sccsc.edu