

# Multimodal Learning Report – AY 2012-13

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This report outlines ongoing programs and initiatives undertaken by the Multimodal Learning Team during AY 2012-13.

## Personnel Updates

**Director:** Responsible for all day-to-day operations of the team, supervising 5 staff members and a faculty fellow, as well as leading the campus-wide initiatives outlined below. Increased from 50% to 75% for AY 2013-14 (9 month).

**Instructional Designer/Multimedia Developer:** With the retirement of Jane Chinn, we are currently in the process of hiring a new instructional designer with multimedia development expertise to provide instructional design support to faculty and serve as administrator for the MediaAmp streaming video and digital asset management system that will launch Fall 2013.

**Blackboard/Canvas Administrator:** Responsible for administration and support for our Blackboard learning management system and Canvas pilot, as well as Collaborate (web-conferencing) and instructional technology training. Increased from 50% to 100% (12 month) during AY 2012-13.

**Online Advisor/Retention Counselor:** Supports students in online degree programs through orientation, general academic advising, and retention efforts. Increased from 25% to 100% during AY 2012-13 (11 month). We are in the process of hiring another half-time academic advisor/retention counselor and a part-time student employee for AY 2013-14.

**Instructional Design Librarian:** Assists faculty incorporating research and multimedia resources into online courses, and will serve as Library manager for MediaAmp streaming video and digital asset management system. Increased from 75% to 100% (9.5 month) for AY 2013-14.

**Faculty Fellows:** Provides professional development support, mentorship, and peer review for faculty teaching online. Faculty Fellow position was filled from CEPS for 2012-13 and will be filled from CAH for AY 2013-14. We are in discussions with College of Business about adding a Faculty Fellow from their college to catalyze interest in online learning among their faculty.

**Online Tutoring Coordinator:** We are working with Student Success and Learning Commons to hire a full-time Online Tutoring Coordinator for AY 2013-14.

## Online Enrollment & Program Updates

**Online Enrollment** – The total number of declared majors in online degree programs doubled during AY 2012-13 (from 453 to 915 combined undergraduate and graduate).

<b>Undergraduate Program</b>	<b>Summer 2012</b>	<b>Summer 2013</b>	<b>Increase</b>
BAS ITAM	181	240	59
BS ITAM	63	129	66
Law & Justice	10	88	78
Psychology	84	148	64
Sociology	35	61	26
Interdisciplinary Studies:Social	62	116	54
Paramedicine	5	23	18
<b>Totals</b>	<b>440</b>	<b>805</b>	<b>365</b>
<b>Graduate Program</b>	<b>Summer 2012</b>	<b>Summer 2013</b>	<b>Increase</b>
M.Ed. Higher Education	7	35	28
M.Ed. Literacy	-	8	8
M.Ed. School Administration	6	13	7
M.Ed. Special Education	-	3	3
MS Athletic Administration	-	40	40
MS Health & Physical Ed	-	11	11
<b>Totals</b>	<b>13</b>	<b>110</b>	<b>97</b>

The quarterly total online course enrollments increased year-to-year each quarter except Spring: 1765 to 2033 (Fall 2012/Fall 2013), 2129 to 2490 (Winter 2012/Winter 2013), 2424 to 2331 (Spring 2012 /Spring 2013), 2414 to 2495 (Summer 2012/Summer 2013). Faculty usage of Blackboard held steady during AY 2012-13, with 41% of courses and 70% of faculty actively using Blackboard each quarter.

**Quality Assurance** –Quality Assurance of Online Learning report will be presented in Fall 2013 and will include data from 1) Noel Levitz Priorities Survey for Online Learners (PSOL) administered Spring 2013, 2) DFW comparisons of face-to-face and online courses through Summer 2013, 3) SEOI analysis of face-to-face, online, and ITV courses for AY2012-13, 4) data on instructional design consultations and course reviews completed by the Multimodal Learning team, and 5) retention data for students in online programs. For Fall 2013 COACHE survey administered to all faculty, we will add custom questions on faculty satisfaction with multimodal teaching and support.

**Canvas Evaluation** –The Canvas learning management system pilot programs for Spring (21 faculty/521 students) and Summer (40 faculty/808 students) were successfully completed. Satisfaction surveys were administered each quarter to Canvas pilot faculty and students. Faculty satisfaction with Canvas was extremely high (overall satisfaction= 83% Spring/94% Summer). Student satisfaction with Canvas has increased (overall satisfaction= 50% Spring/69% Summer). Complete survey results will be presented to

Faculty Senate and ADCO for feedback in Fall 2013. ATAC will make final decision on campus-wide adoption.

**Turnitin Plagiarism Detection** – As part of our Canvas evaluation, we are piloting the Turnitin plagiarism detection service during AY 2013-14. This service is integrated into Canvas, as well as Blackboard, for faculty investigation.

**MediaAmp** – Roll-out of MediaAmp digital asset management system will occur in Fall 2013 for Library to support permission-based streaming video, followed by Multimodal Learning to support faculty lecture capture and student-generated video. Additional stakeholders in the first phase include Communication Department and Public Affairs. We will also integrate MediaAmp with our Shibboleth portal for single sign-on, lecture capture pilot, and Canvas LMS.

**Educational Technology Center Collaborations** – A Memorandum of Agreement between the Ed Tech Center and Multimodal Learning created a shared faculty training lab in Black 141, which could also serve as a tech-flex classroom for faculty to experiment with different educational technologies and classroom configurations. Another collaborative project will create one-button recording studios in Black Hall for faculty to create high-quality recorded lectures for flipped classrooms and online learning.

**Technical Support** – Student and faculty tier-one support (phone/chat/web) for both Blackboard and Canvas is now available 24 hours a day, 7 days a week. Over 1,400 Blackboard support interactions and over 300 Canvas support interactions were logged during AY 2012-13. Tier-two assistance (phone/in-person/email), is available from our onsite instructional technologists who fielded over 2,700 support requests during AY 2012-13.

**Faculty Training** on Blackboard, Canvas, and other instructional technology tools is offered each quarter (face-to-face workshops, Collaborate webinars, and on-on-one sessions) on such topics as: Introduction to Blackboard, Grade Center, Discussion Board, Collaborate, Assignment Manager, Intro to Canvas, Canvas Assignments, and Canvas Gradebook. 300 participants engaged in these training opportunities during AY 2012-13.

**Multimodal Learning Communities** of practice are open to faculty, based on relative experience and expertise in teaching online (Vanguard for the more experienced; Explorers for beginners). Recent MLC meetings have addressed such topics as: Student e-Portfolios, Web-Based Research and Citation Tools, Screencasting for Evaluation and Feedback, Wikis for Student Projects, Introduction to Canvas, and Avoiding Faculty Burnout. Over 180 attendees participated in these professional development meetings during AY 2012-13.

**Student Advising/Retention Outreach** is provided to online students by our online advising/retention counselor. Since starting full-time in April, she has fielded over 800 support requests (phone/in-person/email). She developed a video-based orientation that was completed by over 100 online students this Summer, which allowed them access to early registration for Fall classes. She participated in a calling campaign for non-registered

students, reaching out to over 100 online students, with close to 50% connection rate. She generated DFW reports comparing face-to-face and online courses for the past academic year that will be utilized for quality assurance and targeted online tutoring. She generated reports of discontinued students in online programs for the past two academic years that will be utilized for quality assurance and retention outreach.

## **Future Initiatives**

**New Online Degrees/Courses** – New online degree programs under development include 1) M.S. ITAM, 2) B.A.S. International Tourism, Hospitality, and Events, 3) M.S. Recreation. We are working with College of Business to incentivize faculty to develop online courses through course development grants, participation in professional development workshops and conferences, and a faculty fellow position. We are working with COTS to support faculty in the natural sciences interested in developing online lab-based general education courses.

**Canvas Migration** – Pending decision in Fall by ATAC to adopt Canvas as our enterprise LMS, we will migrate all courses from Blackboard by the end of Spring 2014. Support will be provided to faculty in the transition to Canvas through import of Blackboard courses, tutorials, training sessions, peer mentoring, and department workshops.

**Lecture Capture** – After thorough investigation of 5 lecture capture vendors by Multimodal Learning team and ITS Media Engineers, we have chosen Panopto for a lecture capture pilot to begin in Fall 2013. UW is also piloting Panopto and working on an integration with MediaAmp. ITS Media Engineers are currently working on costs to outfit Black Hall one-button recording studios and a select number of Distance Education classrooms with necessary cameras and hardware for lecture capture. Panopto also provides a site license for desktop-based lecture capture and recording as well.

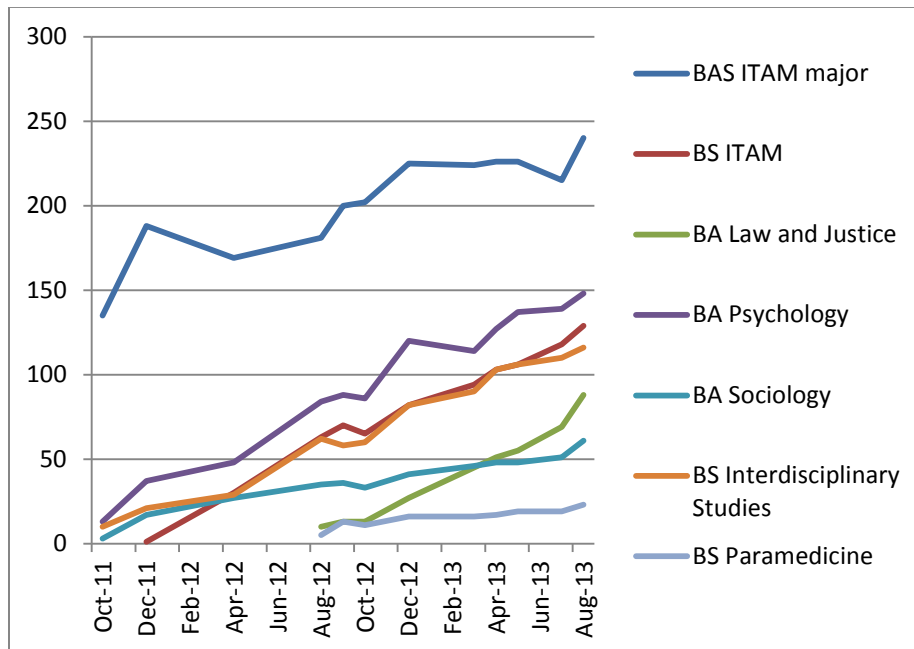
**Online Tutoring** – We will partner with Student Success and Learning Commons to increase the tutoring services offered to online students: through the Writing Center, Math Center, and supplemental tutoring targeted for specific online courses with high failure/withdrawal rates. Our Online Advisor/Retention Counselor will work directly with online faculty and the Online Tutoring Coordinator to identify student needs for tutoring services. We will also investigate platforms for scheduling and delivering online tutoring.

## **Appendices**

- A. Online Majors
- B. Online Course Enrollments
- C. Active Blackboard Courses/Faculty

## Appendix A: Online Majors

<b>Active Online Majors</b>												
Headcount	Oct11	Dec11	Apr-12	Aug12	Sep12	Oct12	Dec12	Mar13	Apr13	May13	Jul13	Aug13
<b>BAS ITAM major</b>	135	188	169	181	200	202	225	224	226	226	215	240
<b>BS ITAM</b>		1	30	63	70	65	82	94	103	106	118	129
<b>BA Law and Justice</b>				10	13	13	27	45	51	55	69	88
<b>BA Psychology</b>	13	37	48	84	88	86	120	114	127	137	139	148
<b>BA Sociology</b>	3	17	27	35	36	33	41	46	48	48	51	61
<b>BS Interdisciplinary Studies</b>	10	21	29	62	58	60	82	90	103	106	110	116
<b>BS Paramedicine</b>				5	13	11	16	16	17	19	19	23
<b>Total</b>	<b>161</b>	<b>264</b>	<b>303</b>	<b>440</b>	<b>478</b>	<b>470</b>	<b>593</b>	<b>629</b>	<b>675</b>	<b>697</b>	<b>721</b>	<b>805</b>
<b>Graduate</b>												
<b>MEd Higher Education</b>				7	11	11	12	13	15	19	25	35
<b>MEd Instructional Leadership</b>									0	0	0	0
<b>MEd Literacy</b>					1	1	1		0	6	8	8
<b>MEd School Administration</b>				6	6	6	7	8	8	13	15	13
<b>MS Health &amp; Physical Education: Athletic Admin</b>					40	39	39	39	38	45	43	40
<b>MS Health &amp; Physical Education</b>					16	16	16	16	13	13	11	11
<b>MEd Special Education</b>									2	2	3	3
<b>Total</b>					<b>74</b>	<b>73</b>	<b>75</b>	<b>76</b>	<b>76</b>	<b>98</b>	<b>105</b>	<b>110</b>



## Appendix B: Online Course Enrollments

Ellensburg students enrolled in Web Classes by Quarter  
2010-2013

Ellensburg students enrolled in Web Classes by Quarter by Headcount

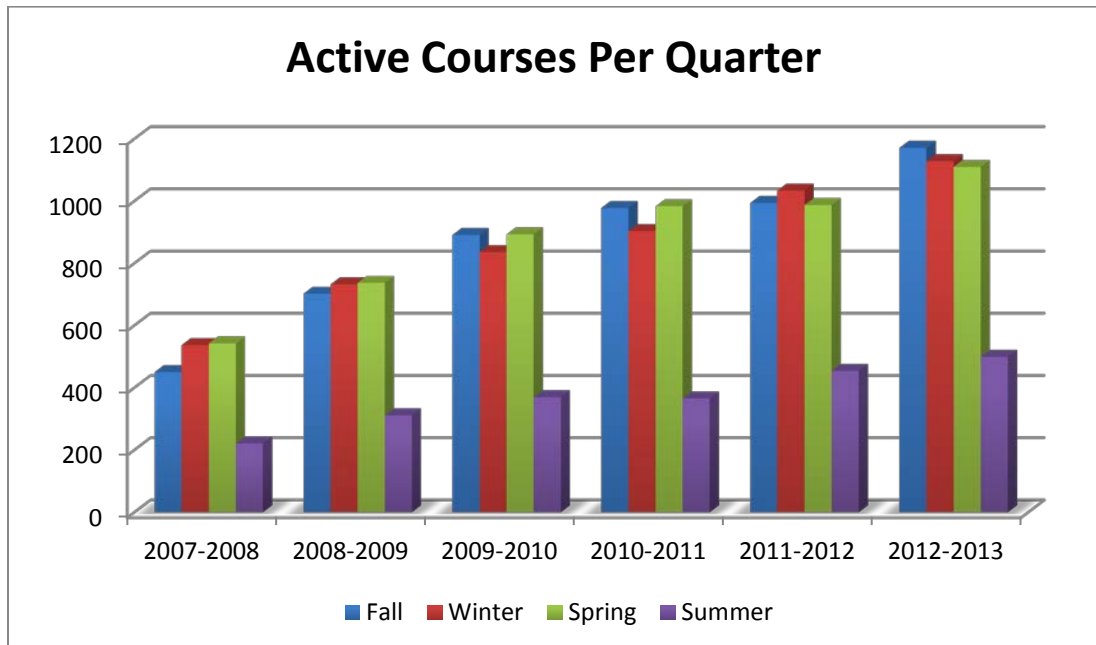
	Fall			Winter			Spring			Summer		
Year	2010	2011	2012	2011	2012	2013	2011	2012	2013	2011	2012	2013
Sections	75	97	126	88	127	176	87	139	177	213	259	298
Eburg Students	748	908	1205	916	1237	1520	798	1480	1410	1696	1778	1520
Total Students	1525	1765	2033	1736	2129	2490	1573	2424	2331	2399	2414	2495
% Eburg Students	49.05%	51.44%	59.27%	52.76%	58.10%	61.00%	50.73%	61.06%	60.48%	70.70%	73.65%	60.92%

## Appendix C: Active Blackboard Courses/Faculty

The data represented includes:

- Active Courses Per Quarter \*– (those made available by the instructor of record)
- Active Faculty Using Blackboard each Quarter

Active Bb Courses/Total Courses (Percentage)				
Year	Fall	Winter	Spring	Summer
2007-2008	450	537	542	221
2008-2009	702	732	737	311
2009-2010	891	836	893	369
2010-2011	978	903	983	365
2011-2012	994/2944 (33.76%)	1034/2944 (38.45%)	987/2683 (36.79%)	454/1080 (42%)
2012-2103	1171/2862 (40.92%)	1128/2755 (40.94%)	1110/2884 (38.49%)	499/1219 (40.94%)



<b>Active Faculty Per Quarter Using Blackboard /Total Faculty (Percentage)</b>				
<b>Year</b>	<b>Fall</b>	<b>Winter</b>	<b>Spring</b>	<b>Summer</b>
2007-2008	295	300	275	138
2008-2009	340	346	347	179
2009-2010	399	396	400	220
2010-2011	444	433	415	237
2011-2012	473/718 (65.88%)	469/709 (66.15%)	459/725 (63.31%)	274/393 (69.72%)
2012-2013	510/731 (69.77%)	498/713 (69.85%)	476/734 (64.85%)	263/384 (68.49%)

