ONLINE INITIATIVE MATTERS

THE NEWSLETTER ABOUT THE LUCAS COLLEGE ONLINE INITIATIVES

Message From the Faculty Director

Last semester, we organized a series of workshops, beta tested our Online Teaching Certification (OTC) course, and established our LCOB Online Education Committee (OEC). It was the OEC members who beta tested the OTC course and as part of that have become the first certified LCOB online instructors. You will be able to read more about the many things we have accomplished in the past semester in this newsletter.

For this Spring 2016 semester, we have made some changes to our workshops: instead of holding offline workshops, we will be offering online tutorials of our workshops on our website and holding "office hours" during specific times and for specific topics.

We will also get our OTC course ready for a Summer 2016 launch by taking all of the beta test feedback into account.

Moreover, our OEC will develop and review guidelines for different issues related to online education.

Finally, our student assistants will continue to help LCOB faculty members with their online educational needs.

Thank you for helping make our Online Initiatives a success. Please don't hesitate to let us know your thoughts about our Online Initiatives. Now, please enjoy our Spring 2016 *Online Initiative Matters* Newsletter.

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Reflecting on our Fall 2015 Workshops

Once again, we hosted a series of workshops related to Online Teaching during Fall 2015. All of the workshops were hands-on and highly interactive.

We offered two workshops related to building course content. Our October 9 workshop was on "Building Course Content using *Snagit*". Snagit is a screenshot software with which faculty can record, edit, and embed pictures as well as do simple video recording of PPT presentations. Our October 30 workshop was on "Building Course content using *Camtasia*". Camtasia is a screencast software that helps faculty create video presentations that can be embedded into Canvas, our Learning Management System.

On October 16, we hosted a workshop on "Student Assessment – *Lockdown Browser & Respondus Monitor*". Lockdown Browser is a custom browser that locks down the testing environment within Canvas. Respondus Monitor is a companion application that integrates webcam technology with Lockdown Browser. We believe that both are integral in helping ensure academic honesty and integrity for non-proctored assessments.

Our November 13 workshop focused on "Interaction & Collaboration using *WebEx and Google Hangout*". WebEx and Google Hangout are online meeting/ web conferencing applications that provide faculty with the opportunity to easily connect with students online.

Our November 20 workshop focused on "Providing Feedback using *Rubrics, SpeedGrader & CrocDoc, and Turnitin.*"Canvas allows for the use of these tools to provide student feedback effectively. Turnitin is an

October 09 "Building Course Content using Snagit" Workshop Participants

October 30 "Building Course Content using Camtasia" Workshop Participants

November 13 "Interaction & Collaboration using WebEx and Google Hangout" Workshop Participants

electronic text matching system that compares text in a student assignment against a database of sources. It helps ensure that students submit their own work.

Our final workshop of the Fall 2015 semester focused on "Soliciting Feedback using Qualtrics and Google Forms". Qualtrics is a survey software. Google Forms is a simple application that helps collect information in an easy and streamlined way.

December 04 "Soliciting Feedback using Qualtrics and Google Forms" Workshop Participants

Reflecting on our Fall 2015 "Learning from your Peers" Event

One of our favorite events every semester is the "Learning from your Peers" event. We believe that learning from colleagues about online instruction is one of the most effective ways of becoming a successful online instructor.

We are thankful for the support of our colleagues. With their help, we were able to hold another *"Learning from your Peers"* workshop on November 6. We had the honor of learning from Kenneth Gehrt (Blackboard Collaborate), Nitin Aggarwal (Sharing Videos on YouTube and Time Lapse), Arvinder Loomba (Etiquette for Working in Groups in an Online Course), and Michael Merz (Creating Interactions in Online Classes) about important elements of online education.

Mark your Calendars

Our Spring 2016 *Learning from your Peers* event is scheduled for:

Friday, April 29 (10am – 11am), BBC 032

Please help me thank these wonderful colleagues for sharing with all of us some of the things they are doing in their online classes.

You will be able to find the presentations of the "Learning from your Peers" workshop along with other resources on our website at www.sjsu.edu/cob/online . Please see the "Resources" link for our LCOB online training resources. These training resources are

password protected. For the password, please contact the Director of Online Initiatives. Alternatively, we regularly share the password with all of LCOB faculty via email.

In the following, we are sharing with you the incredibly valuable "Learning from your Peers" resources that you can access on our website. Please take advantage of these resources as you are preparing your online classes.

November 06 "Learning from your Peers" Event Participants

- Blackboard Collaborate (Kenneth Gehrt)
- Sharing Videos on YouTube and Time Lapse (Nitin Aggarwal)
- Creating Interactions on Canvas (Michael Merz)
- Etiquette for Working in Groups in an Online Course (Arvinder Loomba)
- Creating Instructor-Student Interactions in Online Classes (Miwa Merz)
- Quizzes (Jing Zhang)
- Respondus LockDown Browser for Quizzes (Prabha Chandrasekar)
- Learning Goals and Outcomes (Camille Johnson)

- Lesson Learned from "Flip" Classroom Model (Rick Kepple)
- Video Capturing and Flipped Classroom (Bobby Makani)
- How to Use Self-Grading Quizzes in Canvas (Prabha Chandrasekar)
- How to Effectively Use "Canvas Modules" (David Czerwinski)
- Green Screening for Video Production (Simon Rodan)

Introducing our Wang Video Studio Student Assistants

Prashanth Mudelli

"Greetings Everyone! I am Prashanth Mudhelli pursuing Masters in Software Engineering. I am from India and have joined SJSU in Spring 2015. I love to travel and follow tennis. I have visited almost all the famous places in California and ready to explore other parts of US. If you are a tennis enthusiast, hope you are loving Djokovic's supremacy. 'Let the beauty of what you love be what you do' is my motto. Keep Smiling :) "

Prashanth Mudelli

Pankaj Singh

"My name is Pankaj Singh. I am currently pursuing masters degree in Software Engineering from SJSU. I have 3.5 years of experience in the IT Industry. I am a person filled with curiosity. I like exploring and analyzing new technologies. I like travelling and exploring new places and learning about new cultures and people. I love hiking, trekking and adventure sports like rafting, kayaking, paragliding. I like to play table tennis in my free time."

Pankaj Singh

Thanking Jenny Vo

We are incredibly grateful for all of the work Jenny Vo has done for the LCOB as the first Wang Video Studio student assistant. For the past 2 ½ years, Jenny has helped many LCOB faculty with their online teaching needs. Please join me in wishing Jenny all the best in her post-graduation endeavors.
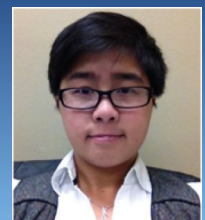
Online Teaching Certification

General Information

As many of you know from our Fall 2015 Information Sessions (November 06 and December 04) and past newsletters, we have developed an Online Teaching Certification (OTC) course that faculty who already teach online or want to teach online will be able to take. It is a self-paced three-week course. It is built upon our following eight online teaching standards (for more information about these standards, please visit the "Toolkit" section on our website at www.sjsu.edu/cob/online):

1. Leaner Support and Resources
2. Course Design & Structure
3. Course Content
4. Student Assessment
5. Instructor Contribution to Course Content and Student Learning
6. Interaction & Collaboration
7. Instructor Feedback
8. Use of Student Feedback

Faculty who go through this OTC course will learn about all kinds of online-related policies, develop a syllabus for an online course of their choice, design the course in our Learning Management System, develop course-level and module-level learning objectives, align course content with learning objectives, create accessible assignments, set up opportunities for learner2learner and instructor2 learner interactions, and learn about administering

surveys to solicit student feedback.

As part of this OTC course, faculty will learn about and apply such technologies as Canvas, Snagit, Camtasia, WebEx, Google Drive (Docs), Google Forms, and Qualtrics.

We developed this OTC course for the believe that online instructors can be best prepared to teach online when they (1) take an actual online course themselves before developing and teaching an online course on their own and (2) are familiar with important technologies and policies related to online education.

Going through this OTC will require a significant time commitment from faculty. As is the case with any class our students take, this class requires faculty to submit homework assignments, take quizzes, and work on specific projects.

Beta Test of the OTC course during Winter 2016

We taught the first OTC course on an experimental basis during Winter 2016. Members of the LCOB Online Education Committee were invited to participate in this beta test. The LCOB Online Education Committee is comprised of one experienced online instructor from each LCOB

department/school. Leslie Albert (MIS), Jian Zhang (A&F), and Alaka Rao (Management) were able to take the OTC course on an experimental basis during Winter 2016. As part of this beta test, they were asked to provide detailed feedback across all modules of the OTC course. Please help me thank Leslie, Jian, and Alaka for volunteering to take the OTC class and provide detailed feedback across modules and the class overall.

Findings of OTC Course Beta Test

Among the many things we learned from the beta test was the fact that even our experienced online instructors felt that they got a lot out of the OTC class. On a 7-point LIKERT scale (1=nothing at all; 7=a lot), the average response to how much they overall learned was 6.33.

Furthermore, we learned that the course takes about 30-40 hours to complete for experienced online instructors. The estimate for inexperienced online instructors is about 80-90 hours – dependent on how knowledgeable participants are with Canvas and other technologies required in this class. Obviously, taking this OTC course is very time consuming. This is something faculty should be aware of when deciding to take the OTC course in the future.

We also learned that the optimal class size is

around ten (10). Class sizes of 10 colleagues across departments/ schools will help not only learn from the instructor but also from colleagues.

The beta test participants also suggested that 3-4 weeks be allocated for this class during the breaks (e.g., Summer/Winter) and 10 weeks during a regular semester (1 week per module).

Overall, the feedback from the beta test participants was overwhelmingly positive. While only three faculty members participated in this beta test, our hopes are high that this OTC course (1) adds value to your online course development activities and (2) helps ensure high quality online offerings.

Certified Online Instructors

As part of the OTC course beta test during Winter 2016, participants (members of the LCOB Online Education Committee were invited to participate) had to take the OTC Course "as students". As such, they had to for example learn about different technologies, learn about our eight online teaching standards, design and develop their own online course (i.e., the first two modules), submit homework assignments, work on projects, and actively engage in the OTC course.

Participants went through this course as students and, as such, fulfilled all course requirements. Consequently, we are happy to announce that they are our first LCOB certified Online Instructors. Please help me congratulate *Leslie Albert, Jian Zhang,* and *Alaka Rao* for this accomplishment!

Next Steps

Thanks to the detailed feedback from the beta testers, we are making adjustments to the OTC course during Spring 2016. We will open the OTC course to all LCOB faculty during Summer 2016. Details on how to enroll etc. will be shared separately.

Spring 2016 SJSU Online Education Events Calendar

Setting up an online class isn't easy. Converting an already existing offline class to an online class is very challenging as well. This is particularly true if we aim for high quality online course offerings.

To overcome such challenges, it is helpful to attend workshops that are touching upon topics relevant for online teaching and course development. The following provides a list of workshops offered by eCampus. The workshops are open to all SJSU faculty.

All eCampus workshops have in common that they touch upon different elements of online teaching. Some of the workshops introduce software that helps faculty develop online teaching materials. Other workshops introduce specific features of our Learning Management System Canvas.

As the LCOB online courses are set up in Canvas and course materials need to be adjusted to fit the online teaching environment, we believe that both types of workshops are critical.

eCampus Workshops

For registration (required) and details see: http://www.sjsu.edu/at/ec/aboutus/ecampusevents/

- **Monday, March 7**: 2:00 PM WebEx II: Introduction to the Training Center
- **Tuesday, March 8**: 3:00 PM Camtasia I: Getting Started with Camtasia Studio (Online)
- **Friday, March 11**: 11:00 AM Canvas IV: Discussions, Chat, Collaborations, and Conferences (Online)
- **Friday, March 18**: 3:30 PM Getting Started with Qualtrics (Online)
- **Monday, March 28**: 12:00 PM Canvas I: Getting Started with Canvas
- **Thursday, April 7**: 11:00 AM WebEx I: Introduction to Meeting Center
- **Friday, April 8**: 10:00 AM San Jose State University Qualtrics Day for Faculty, Staff, and Student Researchers
- **Wednesday, April 13**:12:00 PM Canvas II: Files, Modules, and Pages (Online)
- **Thursday, April 21**: 12:00 PM Camtasia II: Editing in Depth
- **Thursday, April 28**: 1:00 PM Getting Started with Criterion (Online)
- **Friday, April 29**: 1:00 AM Canvas III: Assignments and Grades (Online)
- **Monday, May 2**: 3:00 PM Canvas Design Tips and Best Practices
- **Wednesday, May 11**: 1:00 PM Canvas IV: Discussions, Chat, Collaborations, and Conferences (Online)
- **Thursday, May 12**: 10:00 AM Getting Started with Qualtrics (Online)
- **Friday, May 13**: 12:00 PM WebEx II: Introduction to the Training Center

Spring 2016 Lucas College of Business Online Education Events Calendar

Based on LCOB feedback, we have made some changes to our own LCOB workshops. Specially, we will be offering our former offline workshops as online tutorials. In addition, we will be holding offline "office hours" during specific times and for specific topics.

This way, we are running our workshops like a "flipped classroom" – you learn about a technology/feature by yourself first and then come to our office hours when you need help or have specific questions.

Digitalizing our former offline workshops helps you access them as online tutorials at your convenience. You can access our increasing number of online tutorials on our website at www.sjsu.edu/cob/online (please see the "Resources" link).

Offering offline "office hours" helps you get individualized help from our knowledgeable student assistants. This ensures that your questions are answered and your problems are solved.

The "office hours" have themes. As such, they are scheduled around specific technologies/ features. This helps us provide you with the best possible support. It provides you with a meaningful roadmap to learn about and apply the different technologies/features important

Lucas College of Business Online Initiative Office Hours

Office Hours will take place in our Wang Video Studio (BT 550).

1. **Friday, March 25** (10am – 11am), BT 550: Building Course Content using Snagit

2. **Friday, April 08 (**10am – 11am), BT 550: Student Assessment – Lockdown Browser & Monitor

3. **Friday, April 22 (**10am – 11am), BT 550: Building Course Content using Camtasia

4. **Friday, April 29** (10am – 11am), BBC 032: Learning from your Peers

5. **Friday, May 06** (10am – 11am), BT 550: Interaction & Collaboration using WebEx and Google Hangout

6. **Friday, May 13** (10am – 11am), BT 550: Giving Feedback using Rubrics, SpeedGrader & CrocDoc, & Turnitin

7. **Friday, May 20** (10am – 11am), BT 550: Soliciting Feedback using Qualtrics and Google Forms

for online instruction.

We believe that making these changes adds more value to your online course development activities than continuing to hold offline workshops with a highly volatile number of attendees. This new approach to online training allows us to best address your specific needs about a certain technology (e.g., Snagit, Camtasia, WebEx) or feature (e.g., Quiz or Announcement features on Canvas). The themes of our Online Initiative Office Hours directly relate to our eight Online Teaching Standards.

For dates/times and "themes" of our pop-in "Office Hours", please see our "Lucas College of Business Online Initiative Office Hours" box on the previous page.

Additional Spring 2016 LCOB Online Education Events Calendar

Additional LCOB Resources

Prabha Chandrasekar, our LCOB Mediated Learning Assistant, continues to offer one-on-one meetings on Canvas per request.

In addition, Prabha has tentatively scheduled the following WebEx enabled Canvas sessions for our LCOB faculty:

If you like to get your own version of Camtasia, SnagIt, etc., please contact Nick van Eyck's office at lcob-bttechserv-group@sjsu.edu .

03/24 - How to set up Assignments in Canvas.
03/30 - How to set up the Grade book in Canvas.
04/05 - Groups in Canvas.
04/20 - Outcomes and Rubrics in Canvas.
05/05 - How to set up Self Grading Quizzes in
     Canvas.
05/11 - How to set up Extra credit grade column
     in Canvas.

Online Initiative by Numbers: How many classes in the Lucas College of Business are taught online during Spring 2016?

The following table shows the total number of classes offered by the Lucas College of Business across the different departments/ schools during Spring 2016.

It also shows the total number of online and hybrid classes offered across the different academic areas.

Finally, it displays the different online/ hybrid class titles along with the online/ hybrid class instructors across departments/ schools.

Subject	Total Classes	Total Online Classes	Total Online Classes as Percent of Total Classes	If Online, Number of Different Class Titles	Hybrid Classes	Online and/or Hybrid Class Titles	Online/Hybrid Class Instructors
Bus	50	5	10%	5	0	220M, 235A, 235B, 225H, 227B	Jian Zhang, Wen-Ya Wang, Jennifer Bechkoff, Annette Nellen
Bus1 - A&F	85	1	1%	1	0	125A	Catherine Lycurgus
Bus2 - Mktg	60	21	35%	8	1	130, 134A,134C, 137A, 137S, 138, 190, 193B & 134B as Hybrid Class	Marilyn Easter, Miwa Merz, Michael Merz, Jennifer Bechkoff,Steven Silver, Jing Zhang, Ann Kalinowski, David Czerwinski, Wen-Ya Wang, Hao-Wei Chen
Bus3 - Mgmt	86	7	8%	4	0	12, 160, 166, 186	Richard Okumoto, Alaka Rao, Randall Stross, Carlos Sanchez
Bus4 - MIS	49	0	0%	0	0		
Bus 5 - GIL	54	6	11%	3	0	140, 144, 187	Xiaoying Qi, Ming Zhou, Inae Yang, Arvinder Loomba

Source: Data taken from the MySJSU database (data accessed on March 07, 2016)

Note 1:   "Individual Study (Problem)" sections were removed across subject areas to give clearer picture

Note 2:   Classes with Course Mode "Online - TBA w/Few Campus Mtg" and "Online Only - TBA Mtg Pat" were treated as Online Classes; with Course Mode "In Person" as Offline Classes; and with Course Mode "2Pat-Mtg Pat&TBA-See ClassNote" as Hybrid Classes.

Note 3:   Data for MBA classes were double-checked by MBA Director; "Applied Business Exp. Internship" sections were removed from BUS to give clearer picture; BUS classes with Course Mode "2Pat-Mtg Pat&TBA-See ClassNote" sections were treated as Offline Classes instead of hybrid classes as this better reflects the true mode of these classes (one course has 2 of 10 class sessions online, all others have only 1 of 10 sessions online).
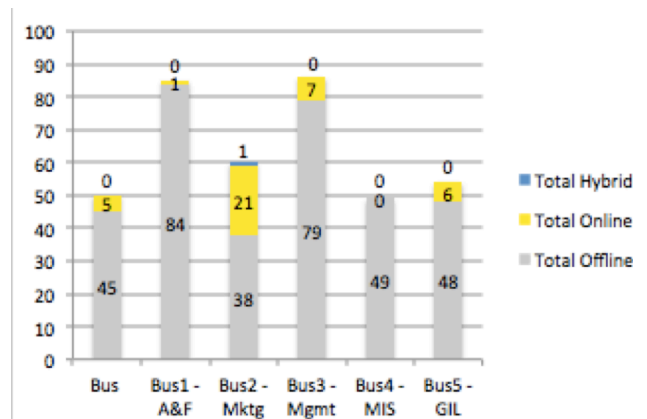
Online Class Offerings

The data suggests that out of the 50 graduate classes, 45 are offline and 5 online.

Of the 85 A&F classes, 84 are offline and 1 is online.

Of the 60 Marketing classes, 38 are offline, 21 are online, and 1 is hybrid.

Of the 86 Management classes, 79 are offline and 7 are online.

Of the 49 MIS classes, all are offline.

Of the 48 Global Innovation & Leadership classes, 42 are offline and 6 are online.

Online Class Titles

At the undergraduate level, the Lucas College of Business offers a total of 16 different online course titles (same as in Fall 2015) and 1 hybrid course title (same as in Fall 2015). Of those 17 online and hybrid course titles, A&F offers 1 (same as Fall 2015), Marketing 9 (same), Management 4 (up from 3), MIS 0 (same), and Global Innovation & Leadership 3 (down from 4). At the graduate level, a total of 5 online

course titles are offered during Spring 2016 (up from 4 online course titles in Fall 2015).

Online Class Instructors

A total of 21 *different* instructors teach online and/or hybrid classes in the Lucas College and Graduate School of Business (same as in Fall 2015). At the graduate level, 4 instructors teach online/hybrid classes (up from 3). At the undergraduate level, 1 A&F instructor (same), 10 marketing instructors (up from 9), 4 Management instructors (down from 5), 0 MIS (same), and 4 GIL instructors (down from 5) teach online and/or hybrid classes.

Online Initiative Updates: What is currently happening?

Online Education Committee

The Online Education Committee will develop and review guidelines on online testing, online contact hours, and possible number of online sessions for actual offline classes during Spring 2016. The committee will further discuss the enrollment process for our upcoming Online Teaching Certification course. Finally, it will discuss

possible online initiative related issues related to the AACSB report.

Online Degree to Completion Option
This is something very high on our priority list as it is part of our strategic initiatives. We will prepare a strategic document outlining all of the LCOB concentrations with specific dates about when they will become available to

be completed fully online. This will provide the departments/schools and college with some guidance regarding their online course development activities.

The Online Degree to Completion Option provides students with the possibility to complete their concentrations fully online. This means that students will eventually be able to take all

of their upper division classes (e.g., 60 units of the total of 120 units needed for the B.S. in Business Administration degree) as online classes. At this point, only the Marketing and General Business concentrations can be completed fully online. For more information about our increasing number of online degree to completion options, please visit our website at www.sjsu.edu/cob/online .