

# **Consolidated Report**

**2011**

**College of Education and Human Services**

**Instructional Design and Technology Department**

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Chairperson

## **I. Accomplishments and Productivity for FY 11**

### **A. Goals and Objectives:**

The major objectives are to increase the number of faculty and students, while increasing the quality of courses. Productivity measures would include:

- To promote the Technology Specialist Option in the graduate program.
- Realignment of the graduate curriculum – determined by revisions to the course descriptions, titles, prerequisites, and/or syllabi to align with NCATE certification and/or baseline data for benchmark program in our field.
- To increase enrollment in our new undergraduate Web Design Minor.
- To explore the feasibility of developing a B.Ed. Technology Specialist degree program, using many of our existing undergraduate courses.

### **B. Indicators of Success:**

- We increased the number of faculty by one, by the return of Dr. Seung Won Yoon, an international faculty member.
- We saw an increase in new students in the Technology Specialist Option in the graduate program and will be graduating our first graduate from this program in Fall 2011.
- Major changes were made in the prerequisite requirements for our graduate program to allow more flexibility in student scheduling.
- Modifications were made to IDT 500 to align more with benchmark standards with other programs.
- Final courses for the Technology Specialist Option were developed in alignment with state certification standards.
- Additional 400-level G courses were added, including 480G – Advanced Web-Based Instruction, to allow more face-to-face courses for residential and international students; at the same time allowing us to teach traditional graduate courses in an online format.
- Enrollment in the Web Design Minor has increased to be our second largest minor after Photographic Media.
- The undergraduate program was realigned across all three options. Among other things, the IDT 390: Distance Learning course is now a core course across all three majors.
- It was felt that with the current unemployment issues in Illinois schools, it would be best to postpone development of the B.Ed. Technology Specialist option.

### **Goal One: Enhance Learning Culture:**

Application for ISBE certification was approved in Spring 2009. We implemented updates this year in the graduate catalog, graduate advising website, and graduate Facebook page. Youtube videos were published to promote the graduate program, the Technology Specialist M.S. Option, and the undergraduate minors. We also gained approval for another one of our senior-level courses to be offered as a G-level course to make it available for graduate students.

## IDT Annual Report

Online options for MS have been promoted through fliers, DVD, technology conferences, the IDT web site, and the IDT Graduate Facebook page. In fall, we promoted our undergraduate and graduate program at IECT. This spring we will be visiting four-year colleges in the area to promote our graduate program. Next fall, we will again promote our programs at IECT and are looking into obtaining a booth at the ICE conference in the Chicago area to promote our programs next spring.

### Graduate degrees granted:

Spring 2010

M.S. – 15 (3 applied projects; 12 portfolios)

Summer 2010

M.S. – 3 (0 thesis, 3 applied projects; 0 portfolio)

Fall 2010

M.S. – 7 (1 thesis; 6 portfolios)

### Undergraduate degrees granted:

Spring 2010

B.S. – 7

Summer 2010

B.S. – 2

Fall 2010

B.S. – 2

### Goal Two: Fiscal Responsibility and External Funding:

One faculty resigned in summer 2009. That person came back fall 2010, so there were no new hires for this year.

We stayed well within the budget for the 2010 year and have continued to do so for 2011. We have continued to partner with Educational Leadership and other departments in seeking new grant opportunities. We have explored partnerships with other departments and colleges in combining software licensing costs, as this has been a major cost for our department.

### Goal Three: Other Partnerships, Community Engagement and Outreach Initiatives

Once again, IDT co-hosted the Illinois Association for Educational Communication and Technology Conference in Malta, IL. This conference includes educational technologists for higher education, community colleges, K-12, and corporations. We also presented at the IECT conference in Springfield and had considerable interest from teachers in our undergraduate program for their students, and in our M.S. Technology Specialist Option for themselves.

## IDT Annual Report

Again this year, we have continued our collaboration and outreach with five K-12 districts in the area, as well as providing service courses for preservice teachers. Faculty-run outreach also included a local service project at Horn Lodge.

### Goal Four: Diversity and Enrollment Management

We also have high levels of diversity among our undergraduate students, which includes 38 percent who are African-American, Hispanic, or Asian. This does not include international students, of whom we have several.

We continue to have diversity among our graduate students. We also have a diverse group of graduate assistants and teaching assistants. We have 9% African-Americans, Hispanics, American Indians, or Asians in our graduate M.S. program. This does not include 11% of our students who are international students, including a Fulbright scholar.

Efforts to recruit student from high schools have continued. This year we developed new flat sheets for the undergraduate major. Last year, we developed an interactive DVD for the undergraduate minors. We also developed a new flat sheet and corresponding DVD for the graduate Technology Specialist option. The flat sheets and DVDs were distributed this year to about 400 different schools in Illinois. This year, we developed a video to promote our graduate M.S. program and a video and flat sheet to promote a program articulation with Spoon River College.

We have also been updating our entire website, developed a FAQ and Facebook page for the graduate program, and put streaming video clips from our DVDs on YouTube. We are also looking at partnership agreements with Spoon River, Harper and Blackhawk, some of our top feeder colleges.

Efforts to recruit from high schools have begun to pay off. We continue to have many students coming directly from high school into our program. This is a trend that started four years ago and we wish to see it continue. Critical to this increased enrollment from the high schools is updating our software in lab classrooms, so that our software is at least at parity with what incoming students were using in their respective high schools. This year, we updated to the current Adobe CS5 Suite and the updated the Strata 3D animation software.

### Goal Five: Internationalization

We have seven international students in our graduate program, including a Fulbright scholar from Indonesia and a faculty from a technical college in Mexico. In December, we visited a university in southeastern China that has an educational technology program. We have a Memorandum of Understanding (MOU) with them and are currently working on an articulation program with them.

## IDT Annual Report

### Goal Six: Scholarship

Levels of scholarship were maintained at high levels this year, even with one less faculty member in the spring. There were 14 publications and 66 professional conference presentations and workshops.

### **II. Budget Enhancement Outcomes for FY11**

Departmental funds were used to maintain licenses for CS4 Suite, Strata 3D, and Lectora.

Total is \$7,286.75 out of stores account)

## BUDGET YEAR

Fiscal Year 2012

### III. Major Objectives and Productivity Measures for FY12

The major objectives are to increase the number of faculty and students, while increasing the quality of courses. Productivity measures would include:

- To promote enrollment in the undergraduate B.S program.
- To explore partnerships with international programs with our undergraduate and graduate programs.
- To explore the feasibility of developing an online minor for our undergraduate program.
- To evaluate the Instructional Methods and Training option to see what changes need to be made to increase enrollment in this option.
- Promote the online graduate program by improving the web site; continuing development of the graduate and Tech Specialist advising areas, contacting and visiting potential colleges in the area; recruiting top undergraduate students, and attending Career Days, Departmental Organization Fair, and Undergraduate Research Day.
- Continue realignment of the graduate curriculum – determined by revisions to the course descriptions, titles, prerequisites, and/or syllabi to align with NCATE certification and/or baseline data for benchmark programs in our field.
- To continue to promote the Technology Specialist Option in the graduate program through contact with K12 schools. As of Spring 2011 semester, all Tech Specialist courses have been created and aligned to state and national educational standards.
- To respond to HCL-NCA recommendations or required adjustments for our undergraduate and graduate curriculum or programs, based on the findings of the recent review.
- The Graduate Curriculum Committee will continue working on the identified priorities related to the graduate curriculum needs of the department. Priorities are reevaluated each year. They are established based on input from the Graduate Curriculum Committee members, the graduate advisor, department chair, faculty members, and current and past students. For example:
  - Now that the portfolio option requirements have been rewritten, the priority is on revising the applied project and thesis requirements, guidelines, procedures, and defense criteria.
  - The committee will also continue to work with the Undergraduate Curriculum Committee to identify senior-level undergraduate courses that can be converted to G-Level courses to meet the expressed needs of international students and other students who wish to take more courses in a traditional face-to-face format.
- Continue working with the university to establish stronger support infrastructure to meet the needs of online students. The IDT online graduate advising area will continue to be revised. Specifically, exit

option examples will be updated to reflect new requirements. Detailed information on ISBE and ISTE Technology Specialist Portfolio requirements will be created and added to the advising area.

**IV. Technology Goals and Objectives**

The primary goal for IDT will be to maintain current technology applications with current standards. We want to maintain the momentum started with the photographic media minor and the three new undergraduate degree options. To this end we are requesting some additional software for FY12. This includes:

30 Adobe Captivate seats for Mac lab with 2-yr licensing	\$4,051
30 Samsung Galaxy Tab	\$12,000
15 seats Autodesk Stitcher 2009	\$4,950
10 Digital Nikon D40 SLR cameras	\$4,690
10 Additional Maya seats with support	\$7,825

We have requested to purchase Adobe Captivate for the past year. Our analyses of job postings in the IDT field show that this is the second most requested software skill required. It would allow students to perform a wide range of instructional projects and integrate well with the current Adobe CS5 suite. Not providing access and training to this software would leave our students at a disadvantage in the job market. We have identified courses in the undergraduate and graduate program that could incorporate this software. For the FY12 year, this will be our highest priority.

Mobile technologies have become a dominant delivery system for learning and communication in higher education and corporate business environments. We currently do not have any such devices for faculty to develop instruction on, nor do we have such devices to instruct students and provide them with practice in developing instructional applications. The Samsung Galaxy Tab (tablet) has a rear-facing camera and a large display for instructional applications. It is critical that our student and faculty learn to utilize such technology to stay current with trends in the field. It would also be a powerful marketing tool to attract students to our program (both undergraduate and graduate).

This is the second year we have requested the Autodesk Stitcher software for IDT 345, our most popular course, and a course that is required for all majors and two of our minors. The current software, VRWorx, does not work correctly with the current software. The Stitcher software enables the teaching of other capabilities when developing 360 degree panoramas.

We need to replace some of our current digital SLR cameras. Also, we need to increase the number to prepare for an eventual conversion to digital photography.

We currently only have 10 Maya licenses for our 25 seat lab. The 10 additional licenses would allow us to increase capacity for the undergraduate/graduate course. It would also open up possibilities to use the program in other courses for digital imagery and 3D simulations.

**V. Internal Reallocations and Reorganizations – Macomb**

None

IDT Annual Report

**VI. Internal Reallocations and Reorganizations – QC**

None

**VII. New Academic Degree/Certificate Development Requests**

None

**VIII. New Operating Resources not in VII**

None

**IX. Facilities Requests**

None

**X. Summary – New Fund Requests**

None

**XI. Scholarly/Professional Activities**

- 14 article publications
- 66 conference presentations
- 3 COEHS Scholarship Awards
- 1 Provost Award for Teaching with Technology