



Clarifying Roles, Minimizing Misconceptions

TOPkit workshop
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Anchalee Ngampornchai
University of Central Florida



OBJECTIVE

To identify strategies that promote faculty understanding of instructional designers' role



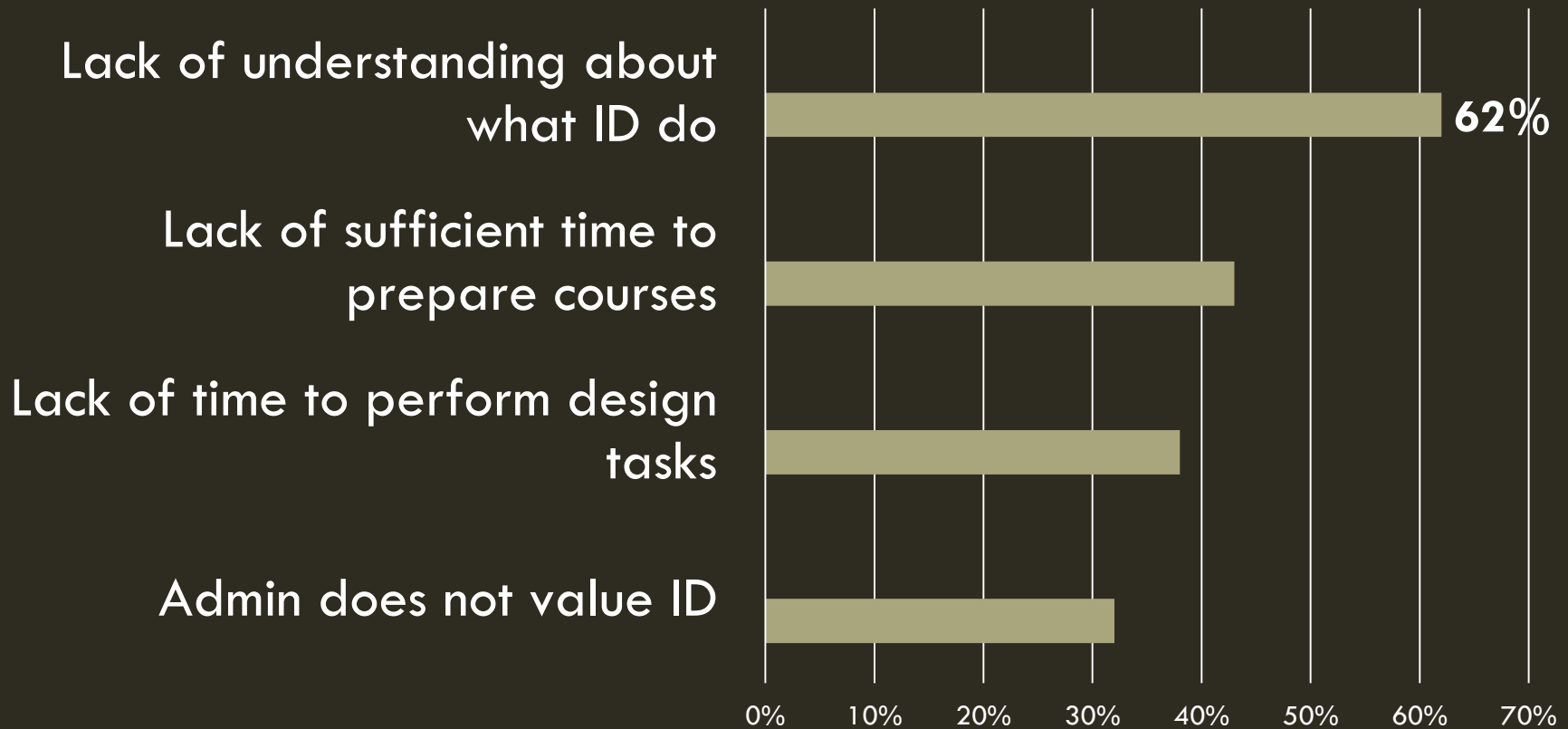
INTRODUCE YOURSELF

How did you come in contact with instructional design field/instructional designer?

How has your perspective on ID changed?



CHALLENGES FACED BY ID

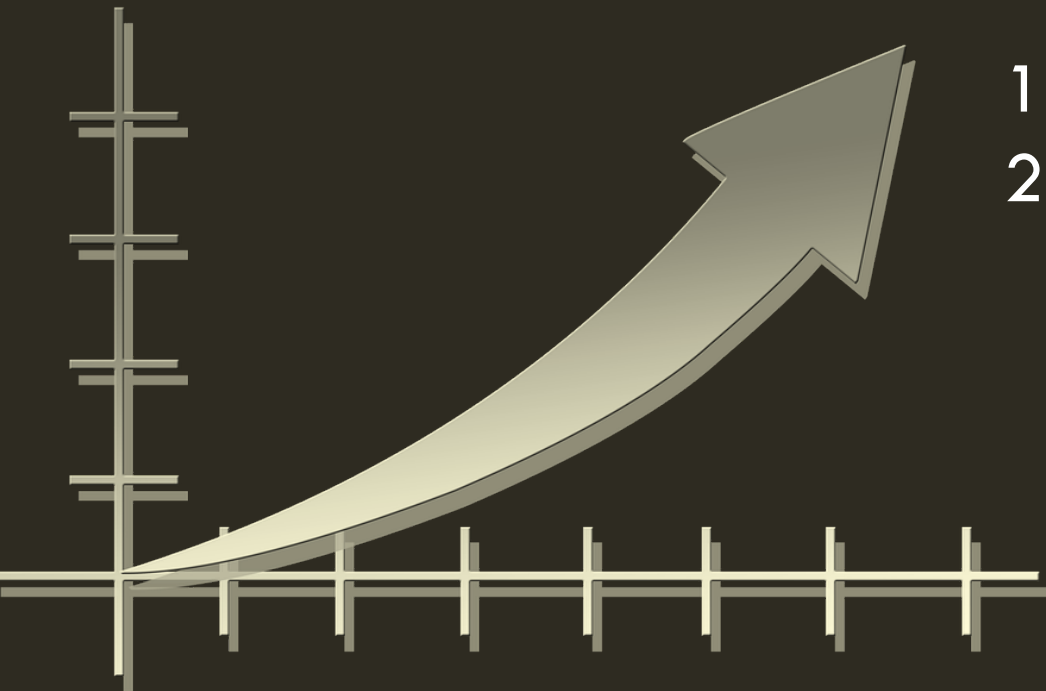


Source: 2016, The Chronicle of Higher Education



BIGGEST OBSTACLE TO ID SUCCESS

1. Lack of faculty buy-in, trust, understanding of ID role
2. Not enough time to fulfill all responsibilities
3. Limited Resources (funding for more ID, tech, tools)
4. Leadership/Administration doesn't understand ID role or doesn't provide support



13% Growth – BLS
28% Growth – CNN Money

147,700

Instructional Coordinator,
The Bureau of Labor
Statistics (2012)

217,700

CNN Money (2012)



13,000

Minimum number of ID working at post-secondary institutions in USA (2016, Intentional Future)

96%

Faculty who teach online have worked with ID (2016, Chronicle of Higher Education)



INNOVATIONS AFFECT ROLE



Source: Reiser, R. A., & Dempsey, J. V. (2007). Trends and issues in instructional design and technology.



YOU SAID YOU ARE . . .

Instructional designer (54%)

Administrative program specialist

E-learning consultant

Information processing consultant

Instructional design consultant (19%)

Instructional technology consultant

Instrumentation innovator

Learning technology consultant

Source: 2017, Kevin Forgard, University of Wisconsin College Online



RESPONSIBILITIES

Design

instructional materials and courses

Manage

the efforts of faculty, admin, IT

Train

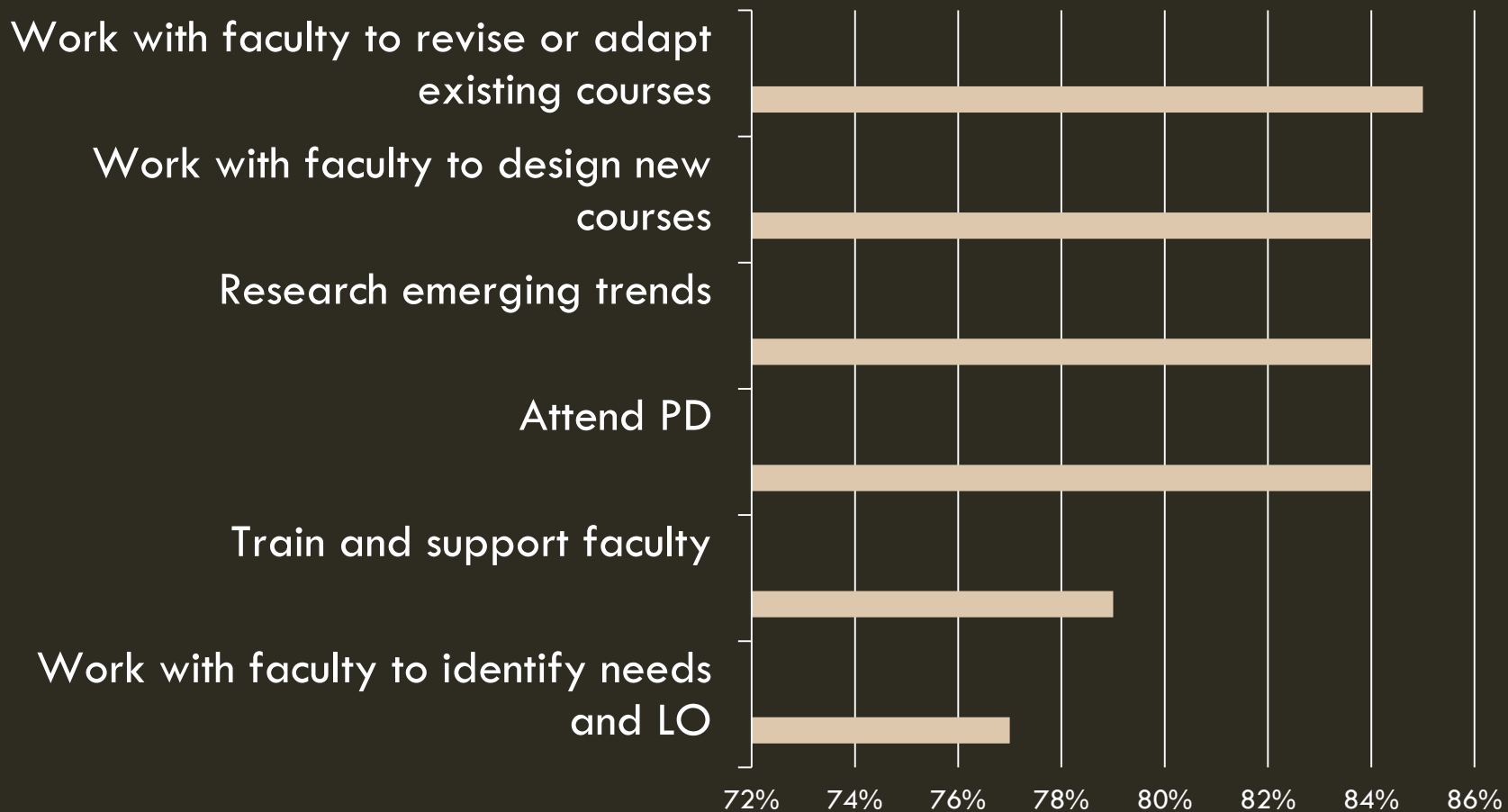
faculty to leverage technology and
implement pedagogy

Support

faculty for technical or instructional
challenges



RESPONSIBILITIES

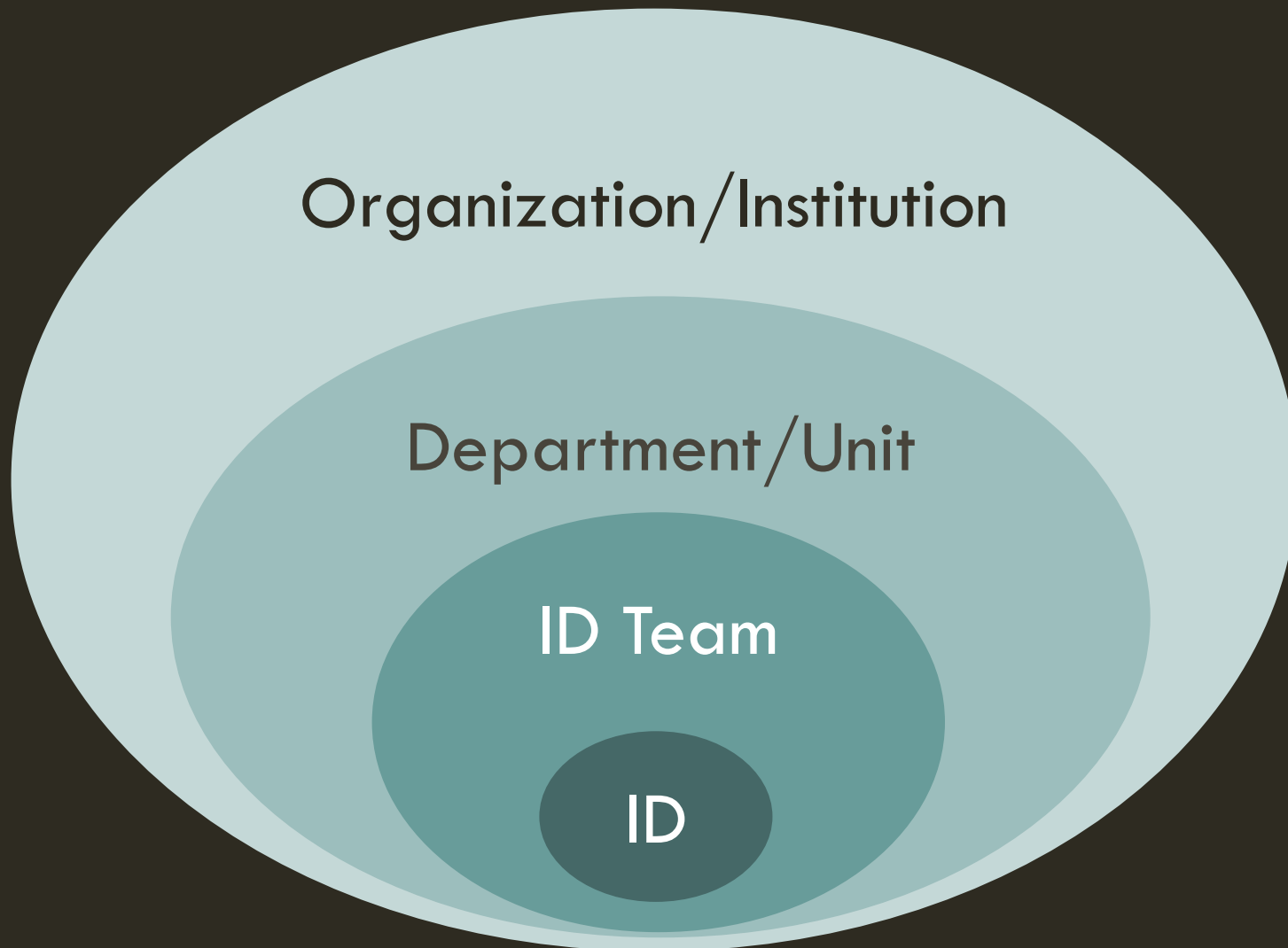


Source: 2016, The Chronicle of Higher Education



What are effective strategies to promote better understanding of ID role?





Professional Community at Large



THANK YOU

anchalee@ucf.edu

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