

# TOPkit Florida Faculty Development Outreach Campaign 2023

## Outreach Campaign Team:

Sue Bauer, Bren Bedford, Tina Calandrino, Joe Lloyd, and Florence Williams

*Greetings from*



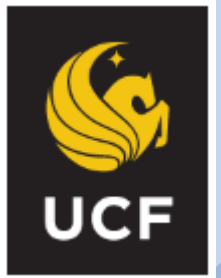
*Teaching Online Preparation Tool*



# Session Agenda

- Welcome/Agenda
- Introductions
- TOPkit Mission
- Campaign Outcomes
- Discussion/Breakout Rooms/Action Items
- Closing Remarks

# Outreach Campaign Representatives



Sue Bauer

- Senior Instruction Designer/Project Management
- Collaboration!



Tina Calandrino

- Associate Instructional Designer
- Gender/Age/Cultural Bias in online learning



Joe Lloyd

- Assistant Instructional Designer
- Personalized Adaptive Learning



Florence (Flo) Williams

- Associate Instructional Designer
- Inclusive Excellence in Faculty Dev.



Bren Bedford

- Web Project Analyst
- TOPkit Digest Developer | Editor



## Mission & Overview

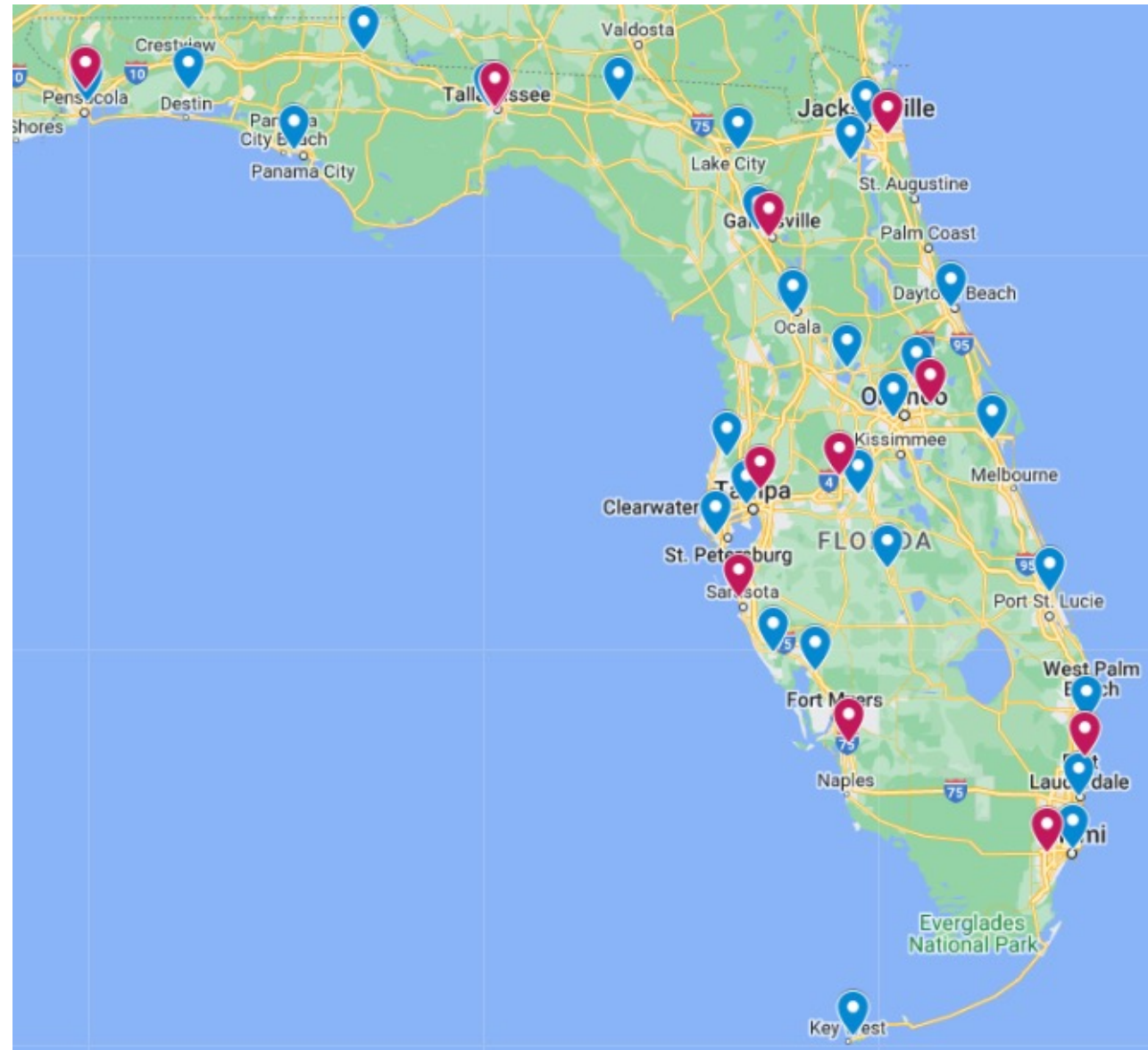
### TOPkit Mission

Our aim is to create a **culture of quality for online education** across the state of Florida. We do this by empowering faculty development professionals with resources and events to facilitate their success in preparing faculty to teach online.

### TOPkit Overview

The Teaching Online Preparation Toolkit (TOPkit) is:

- a comprehensive resource of materials and information
- with international reach
- using a three-step process: planning, developing, and evaluating
- to ensure quality online or hybrid courses.

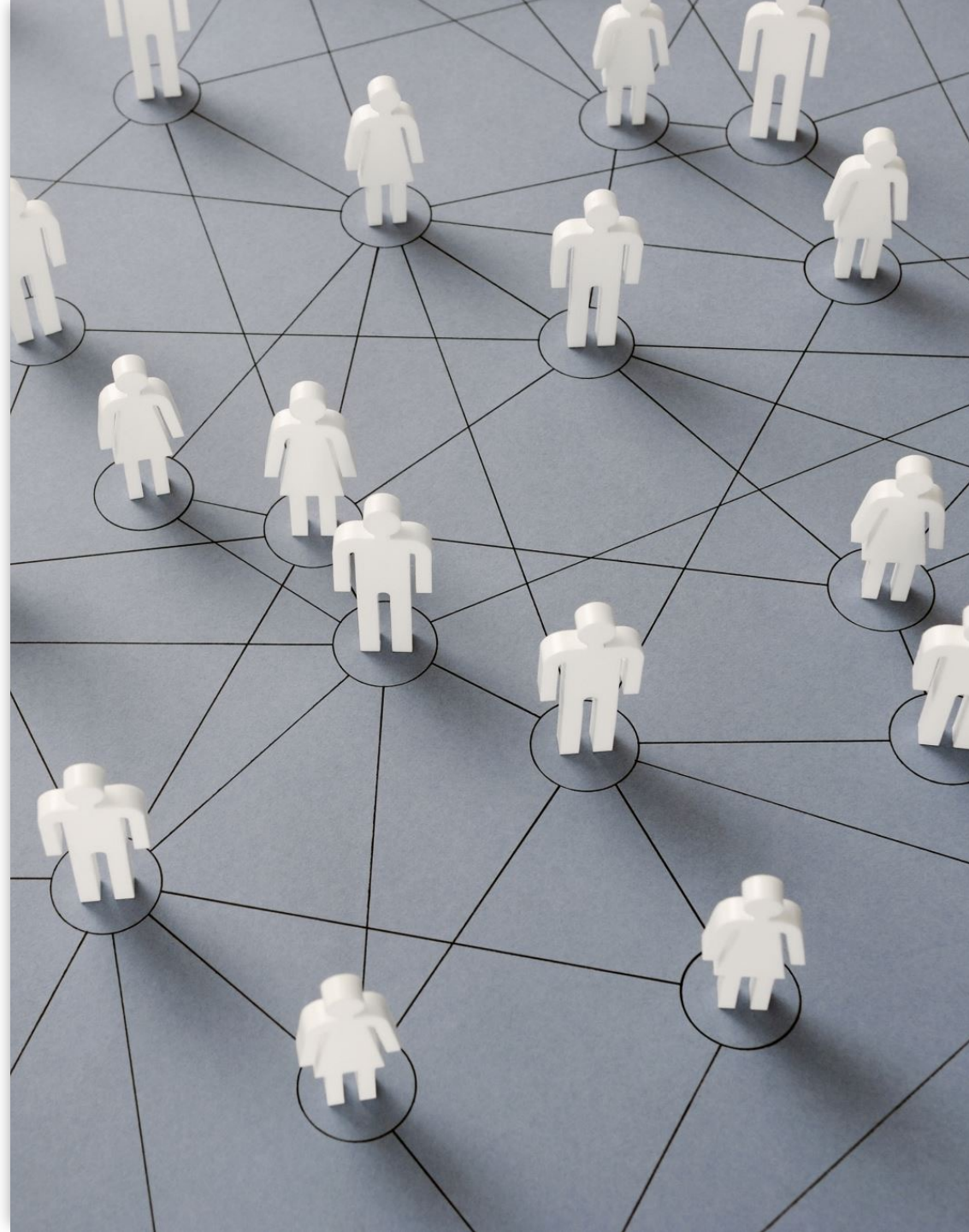


Empowering faculty development professionals across the state of Florida by providing them with resources and events to facilitate their success in preparing faculty to teach online.



# Benefits of Collaboration with TOPkit

- Authoring opportunities with support.
- Authoritative source/Creative Commons Attributes
- Network with colleagues in an exciting environment.
- Be immersed in a community providing you professional development.
- Show impact in the field with collected data.
- International prominence in the field shown with geographical outreach data.



# Campaign Outcomes



Tap

into current TOPkit Community and tap into their strengths and ability to contribute.



Educate

the TOPkit.org community about the mission.



Explain

why the mission should matter to them.



Show

advocates how they can get involved. Promote the submission of experts in the TOPkit community.

# Campaign Outcomes



## Reinvigorate

the Ambassador Role and ways one can help TOPkit.org as an ambassador.



## Define

specific key performance indicators (KPIs) to gauge the success of the campaign.



## Provide

qualitative data to the Advisory Board from the campaign.



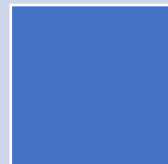
# Find, Use, and Remix



Find - Search for TOPkit resources



Use - Locate and use a TOPkit resource (as is)



Remix - Locate, edit, and use a TOPkit resource



# Contribute

- Topkit.org: Share your institution's resources.
- Author: Digest Entry or Ask ADDIE article.
- Workshop: Session Reviewer or Session Moderator
- Attend events: CoLab & Hackathon
- Submit your events to the TOPkit Digest's Announcement section and the TOPkit community.



Share expertise to the field



Edit or Create



Promote your expertise with Creative Commons



Show impact to the professional with data (Google Analytics)



# Lead

- Ambassador/Advisory Board Member
- Topkit.org Page Redesign
- Monthly Digest Author
- Ask ADDIE Author
- Workshop Presenter
- Host a CoLab
- Host Hackathon event



Share expertise to the field



Mentor



Promote your expertise with Creative Commons



Show impact to the professional with data (Google Analytics)

# There are so many ways to stay connected to TOPkit.

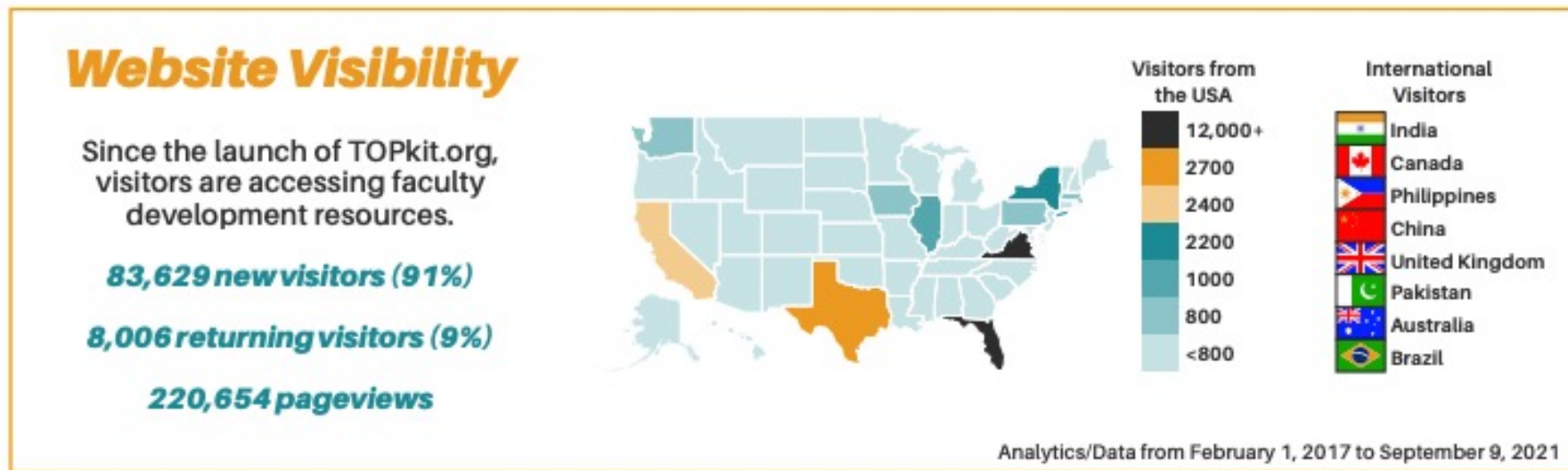
- Present at the Topkit Workshop
  - **TOPkit Workshop 2023 - 287 Registered!**
- Attend the Topkit Workshop, a Hack-a-thon, and CoLAB



# Contribute to TOPkit.org

Better yet! Contribute to one of the TOPkit.org pages.

- Share your practice and research in the field
- Update a page with new resources
- Add content with literature review citations to the many pages



# TOPkit Digest

Author an entry and show impact in the field. Number of Opens in first week!



This month's TOPkit Digest is brought to you by Beth Nettles (Beth.Nettles@ucf.edu). Beth is the Learning and Distributed Learning in the Division of Digital Learning. She discusses the topic of Micro-credentialing.

- Contents of this Digest
- Video Tip: Micro-credentials and Digital Learning
  - Top Tips: Getting Started with Digital Learning
  - From the Community: Micro-credentialing
  - New Content - On the Horizon for Quality
  - Ask ADDIE - Cyberbullying
  - Upcoming Event: TOPkit Workshop 2023
  - Call for Submissions - Teaching Online
  - Top Community Topics

2023 Month	Topic	Content Contributor	Number of Recipients	Number of Opens	Open Rate
February	<a href="#">Digital Badges/Micro credentialling</a>	Beth Nettles	1054	714	67%
March	<a href="#">Textbook Affordability</a>	Lily Dubach	1040	349	33%
April	<a href="#">Guiding Faculty to Think About Online Assessments</a>	Flo Williams/Carla Nevarez Sanchez	1131	358	31%
May	<a href="#">Identify Non-traditional Student Characteristics:Design Course to Accommodate Student Needs</a>	Sue Bauer	1018	617	68%
June	<a href="#">Regular and Substantive Interactions</a>	Nancy Keefer	898	599	67%
July	<a href="#">Transforming the Educational Landscape with AI</a>	Rohan/Jacob	902	279	30.9%%
August	<a href="#">Mental Health</a>	Flo Williams	906	249	27.5%%
September	Using Gamification to Create Engagement	Debra Luken	904	268	30%



## Ask ADDIE

Ask your most pressing questions related to faculty development for online education. Simply complete this [form](#) to ask our resident columnist, ADDIE, for advice.

### Ask ADDIE a Question



#### CYBERBULLYING: A GUIDE FOR SUPPORTING FACULTY UNDER ATTACK (ISSUE 28)

February 8, 2022

academic bullying, antibullying, bullying, bullying awareness, bullying prevention, cyberstalking, cyberbullying, cyberstalking, faculty bullying, mental health, social media, stop bullying, workplace bullying

**Author and Editor:** Dr. Denise Lowe Dear ADDIE. The faculty members at my institution are facing a unique challenge, especially since the extensive use of Zoom for class meetings during the COVID-19 pandemic. Many of our faculty have come under attack...



#### E-READINESS: THE KEY TO ONLINE TEACHING SUCCESS (ISSUE 27)

October 11, 2021

blended teaching readiness, e-learning, e-teaching, faculty development online, online teaching and learning, online teaching readiness

**Author & Editor:** Dr. Denise Lowe Dear ADDIE. My organization is facing a new challenge. We require online faculty to complete a faculty development program for online teaching that most consider phenomenal. However, it seems that some...



#### THE "GREAT UNVEILING": A PEEK BEHIND THE CURTAIN OF ASK ADDIE (ISSUE 26)

May 9, 2022

anonymity, attribution, faculty development, mistakes, online teaching, transparency

**Author(s):** Dr. Denise Lowe, Dr. Shelly Wyatt, & Dr. Kelvin Thompson **Editor:** Dr. Denise Lowe Like many online content developers, the editors and contributing authors of TDF&D Digest have remained behind the curtain, their names and credentials...



#### ESSENTIAL WORK OR ESSENTIAL WORKERS: WHO CAN TELL? (ISSUE 25)

February 8, 2022

Federal Regulation, quality assurance, Regular and Substantive Interaction - RS

**Author(s):** Dr. Florence Williams **Editor:** Dr. Denise Lowe Dear ADDIE. The U.S. Department of Education (DOE) now requires that all online courses for which students may use Title IV funds (federal financial aid) include regular and substantive...



#### WHAT'S THE OBJECTIVE HERE?: USING MODULE-BASED OBJECTIVES FOR STUDENT SUCCESS (ISSUE 24)

November 9, 2021

Assessment, content, modules, objectives

**Author(s):** Nicole Stahl **Editor:** Dr. Denise Lowe Dear ADDIE. Are module objectives all that important to create? I don't want to spend time creating something that students don't read, but I always hear that establishing objectives are something...



#### GETTING STARTED WITH DIGITAL BADGES (ISSUE 23)

July 14, 2021

academic engagement, digital badge, micro-credentials, online engagement

**Author(s):** Dr. Beth Nellies **Editor:** Dr. Denise Lowe Dear ADDIE. There's been a lot of talk at my college about using digital badges in our online courses. I'm not sure I understand why or how our faculty would use them. We don't have an...



#### HYFLEX, BLENDFLEX, ASYNCHRONOUS, SYNCHRONOUS: DECODING MODALITIES (ISSUE 22)



#### GETTING ENGAGED: MARRYING TOGETHER FACULTY AND ONLINE STUDENT SUCCESS (ISSUE 21)



#### FULL THROTTLED OUT: RUNNING ON FUMES FOR FALL FACULTY DEVELOPMENT EFFORTS (ISSUE 20)

# AskADDIE

- Ask ADDIE, our resident advice columnist, to solve a faculty development dilemma.
  - **Contribute** - Submit the problem.
  - **Author** - Submit a problem and how your campus produced solutions!

# Action Items

1. Decide how will you contribute to TOPkit?



FIND



USE



REMIX



CONTRIBUTE



LEAD

2. Complete post session - Interest form:

[bit.ly/TOPkit2023](https://bit.ly/TOPkit2023)

