

Supporting Successful Live Online Classes: Good Instructional Design is Not Enough



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ONLINE LEARNING
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ONLINE LEARNING CONSORTIUM
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Your Presenters



Matthea Marquart, Online Support Project Manager
Columbia University, School of Continuing Education

In her current role, Matthea supports the smooth execution of virtual class sessions in Adobe Connect, coaches faculty on online instructional strategies and tools, and collaborates on continually improving the school's online courses. For the last ten years, her professional life has focused on education and training, both online and in person.



Michael Fleming, Director of Online Support and Delivery
Columbia University, School of Continuing Education

Michael provides technical oversight, management, and administration across all SCE online courses. He oversees a team of dedicated online support staff who work to ensure the successful execution of online courses being delivered each term. He has a rich background in web-conferencing, technical support, and synchronous learning.

What's in it for you?

Example of a support & coaching model for live online classes + elements you can use anywhere

Techniques to support online faculty

Ideas to make live online classes more engaging for students

Ways to improve the execution of live online classes

Polls

Green (yes) or red (no):

- Do you work with live online classes now?
- Do you consider yourself a beginner with live online classes?
- Is there anything else you're hoping to get from this session?

Our support framework:



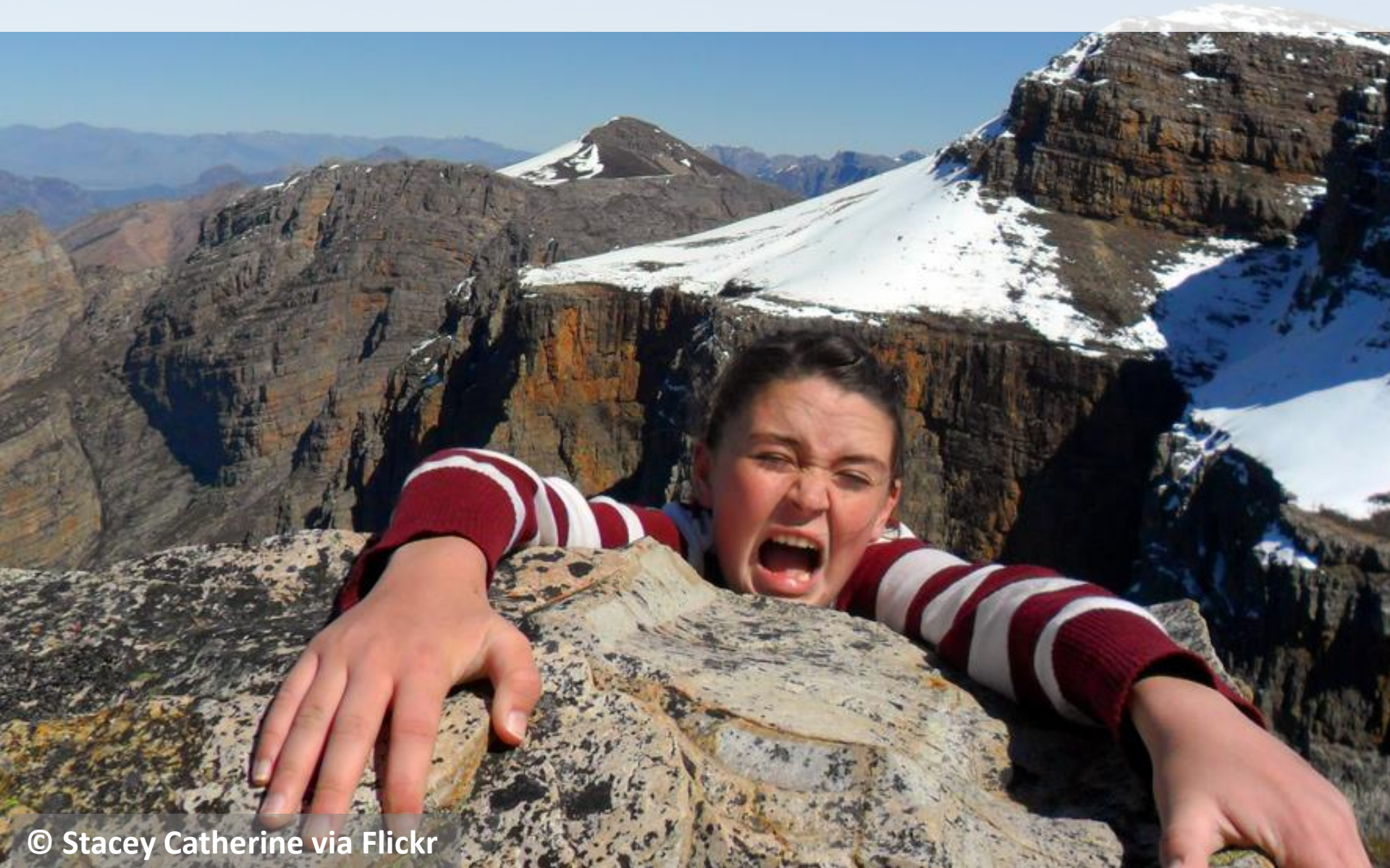
Disclaimer: We believe instructional design is very important. In fact, we plan our live online classes collaboratively with the design team and faculty...

...but we don't believe good design alone could possibly be enough to execute quality live online classes.

Creating an online course is a group effort



But when the course launches, the instructor can be left all alone



Online faculty need support for smooth live sessions





Welcome.

The School of Continuing Education offers a diverse portfolio that includes master's degrees, courses for career advancement and graduate school preparation, certifications of professional achievement, high school programs, and English language studies.

Master's Degrees

Information and Knowledge Strategy
Strategic Communications
Technology Management

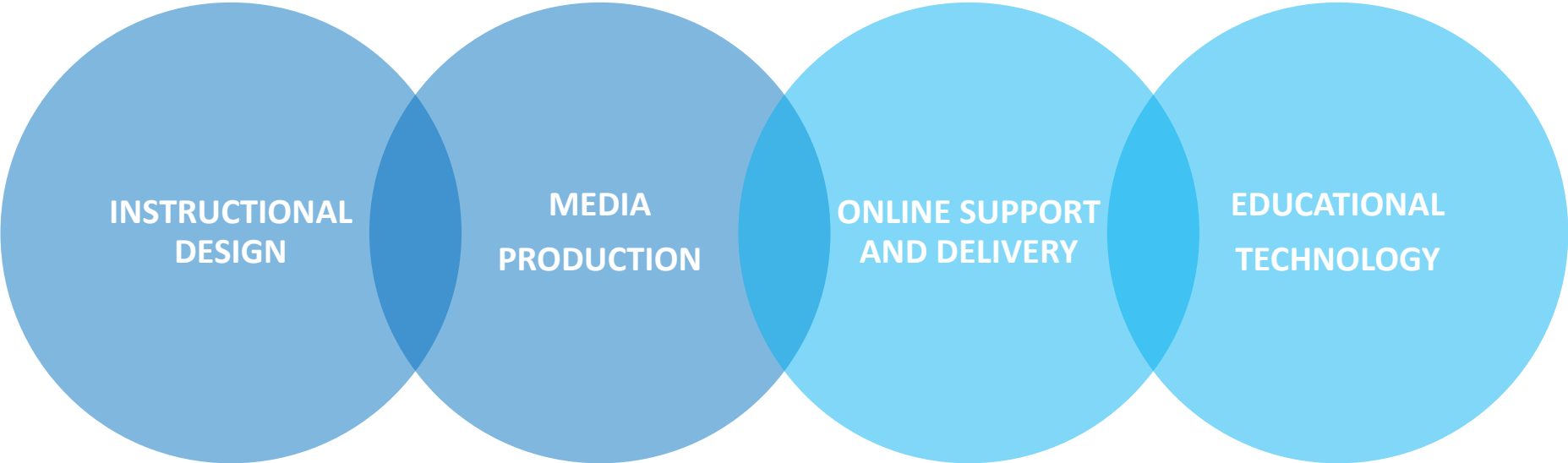
Certificates

Actuarial Science
Bioethics Certificate
Business Certificate

Of the 13 professional master's degree programs offered by the School of Continuing Education, the "Executive Trio" are the main programs we work with for the online initiative. These are three master's programs that are a hybrid low-residency format with some online and some face-to-face components. They are geared toward working professionals. We also work with several non-degree and certificate programs to offer singular online courses, or complete online offerings (such as the Business Certificate).

<http://ce.columbia.edu/>

How we approach online course development...



Development Lifecycle



Our Values



Focus on the student learning experience online

Fostering meaningful Instructor presence online

Compelling, rigorous, academic content



Social, interactive, and engaging course design

Innovative use of educational technologies

Facilitating live interaction and dynamic collaboration

Proactive, polite, and professional online support

Sample Student Week

Su	M	T	W	Th	F	S
Reading & Media (2-3 hours)		Exercise (1-2 hours)	Live Session (1-2 hours)	Group Activity (2-5 hours)		

6-10 hours per week

What is a “Live Session”?



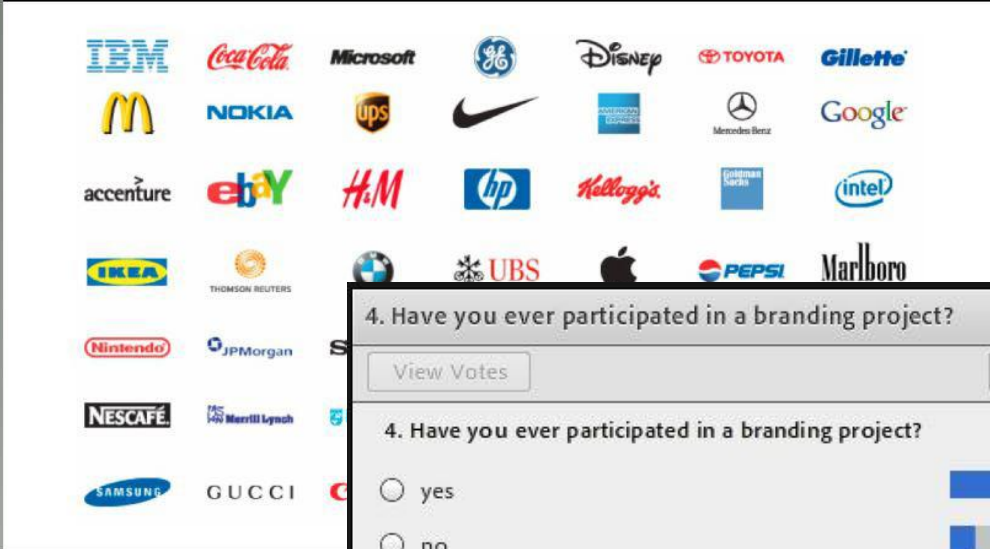
Live sessions are synchronous meetings that allow an online class to get together in real time. Live sessions occur weekly or bi-weekly – and depending on the particular course may be either required or optional elements of the learning experience. We currently hold all Live Sessions on Adobe Connect. Adobe Connect is a web conferencing solution for web meetings, eLearning and webinars.

Live sessions are always managed by a Webinar Support who assist faculty and students with any technical issues that may occur during the course of the event. Generally, live events are staffed, additionally, by the course Facilitator(s) who serve to answer student questions, interact during break-outs, respond to polls, etc.

Interactive Lecture with Polls

William_Schroeder.jpg CU_visualizing_brand_module 02 v01.pptx

The strongest brands are clear about what they stand for and deliver it consistently.



Attendees (19)

- Bill Schroeder
- Hosts (3)
 - Bill Schroeder
 - Kai Wright
 - Michael Fleming (support)
- Presenters (0)
- Participants (16)
 - Angel
 - Bennie
 - Candace
 - Carla
 - Carla
 - Chris
 - Christina
 - Christine
 - Cynthia
 - David
 - Donna
 - Kennie
 - Lindsay
 - Mitra
 - Sasha
 - zainab

Chat (Everyone)

Kai Wright: right @david. it's important to ensure strategy doesn't confine a business but has l... sony. electronics does this well.

Carla: Sorry, wanted to add to what makes for an effective brand strategy- wanted to add that i...

Chris: Best Brand Strategies: dramatic differentiation, Blu Ocean Strategies, like Cirque du Soli...

Carla: Also I think that flexibility & ability to measure is key.

Donna: yes

Kennie: yes

Christine: That was really interesting

Candace: good case study

Mitra: Brand being consistent was what stood out to me

Kennie: I was mentioning that I could see your slides before!

4. Have you ever participated in a branding project?

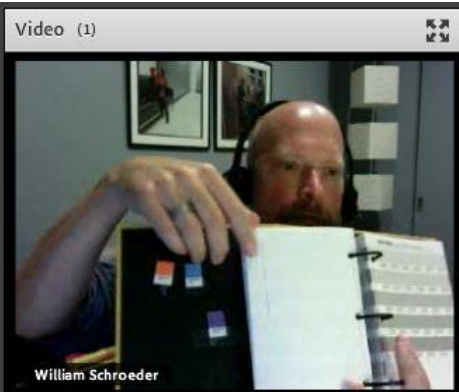
View Votes Edit End Poll

4. Have you ever participated in a branding project?

- yes 76.9... (10)
- no 23.0... (3)
- No Vote

Broadcast Results

Real-time Demonstrations



CU_visualizing_brand_module 03.01.pptx

COLOR: Pantone

“Pantone Matching System”



Attendees (23)

Active Speakers

Hosts (3)

- Kai Wright
- Matthea Marquart (Support)
- William Schroeder

Presenters (0)

Participants (20)

- A
- A
- A
- A
- B
- C
- E
- E
- E
- F
- F
- J
- J
- J
- J
- A
- A

Chat (Everyone)

- F: and flexible.
- M: g: yes, i agree it is a great visual system Faris
- M: why is it always the "quick brown fox..."?
- M: I think its about the letter forms Maggie - ups, downs, rounds, and straight sides
- F: because it employs all the alphabet
- F: Haha so true! This gets me everytime
- A: on: Two periods drive me insane.
- F: No need for two spaces on a keyboard! :)
- M: Agreed! I never double space.
- M: Drives me nuts



Video Content

Lauri Harrison

harrison_intro to mktg fall2012_unit2.pptx

Guided Questions Brief

Apple - iPhone - TV Ad - Samuel L. Jackson.flv



e
to
did
for
m

IN THE CITY OF NEW YORK

Chat (Everyone)

Nylia : yes

Christine : yes

Michael : yes

Martin : y

Sophia : yes

Anastasiya : i did

Yvonne : Yes I heard the audio.

Vladimir : yes

Christine : i heard it

Attendees (19)

▼ Hosts (3)

- Chris
- Lauri Harrison
- Shannon


► Presenters (0)

▼ Participants (16)

- Alexandra
- Anastasiya
- Andrea
- Andro
- Christine
- Derrick
- Martin
- Michae
- Monica
- Natalie
- Nylia
- Sophia
- Virginia
- Vladimir
- Ying
- Yvonne

Webcam Discussions

Video (5)



Sandesh T

Attendees (5)

- John Pesantez
- Hosts (3)
- Lisa Rosen (support)
- Matthea Marquart
- Michael Fleming (support)
- Presenters (0)
- Participants (2)
- John Pesantez
- Sandesh T



Michael Fleming (su...)

Lisa Rosen (support)

John Pesantez

Matthea Marquart

Participants (14)

Bc	
D.	
G	
Ji	
Li	
Li	
Li	
M	
M	
N.	
Sc	
Sc	
Sc	
Sc	



Devin Guilliams

Global Center Conference Room

Chat (Everyone)

Di feel free to type in the chat here

La mpStat opened communication between different departments. Before CompStat started, some of the people who should have been working together had never
ta ther or given each other info.

Ni th Sonya. I don't think that Comstat was revolutionary on its own but the fact that for the first time the leadership was following up on department progress and
ac ng the department was beneficial

Se as well. They certainly weren't re-inventing the wheel.

Di conference room feel free to come on webcam too

Di lets see a few people

Discussion Seminar with Breakouts

Attendees (32)

End Breakouts

Main Meeting (4)

- Josh
- Lisa
- Marni
- Michael

Breakout 1 (5)

- Deborah
- Kelly
- Nicole
- Shiv
- Thomas

Breakout 2 (5)

- Carla
- Esu
- Krishnan
- Nicolette
- Torey



column_five_media.jpg

Attendees (32)

- Hosts (4)
- Participants (28)

Visualization of information- Week 1.pptx

column_five_media.jpg

Attendees (32)

- Hosts (4)
- Participants (28)

Visualization of information- Week 1.pptx

column_five_media.jpg

Attendees (32)

- Hosts (5)
- Participants (26)

visual spectrum.jpg

1. PRODUCT INSTRUCTIONS 2. ABOUT US PAGE 3. PRESENTATIONS
4. ANNUAL REPORTS 5. VISUAL PRESS RELEASES

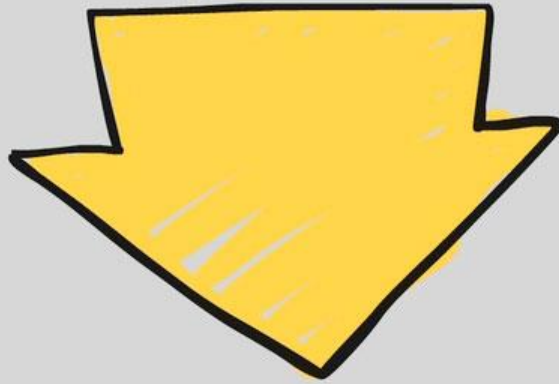
Chat (Broadcast)

Kate Delgado: loud
Tae Hee: yay
Michael Fleming: michael binder can you turn your mic down
Kathleen Hendricks: good Q
Riaan Chernoff: Yes, I have the same question.
Kate Delgado: yep, not too
Riaan Chernoff: Can we give a fake number instead of the actual number?
Tae Hee: why not
Rose Crooke: @lisaiv - we will address specific direction to designers in the coming weeks.
jenelle moffatt is typing...

**You've designed an amazing course –
how do you make sure it succeeds?**



Valley of Death



Instructor may feel overwhelmed by the technology

Instructor needs to focus on teaching

Student participation needs tracking

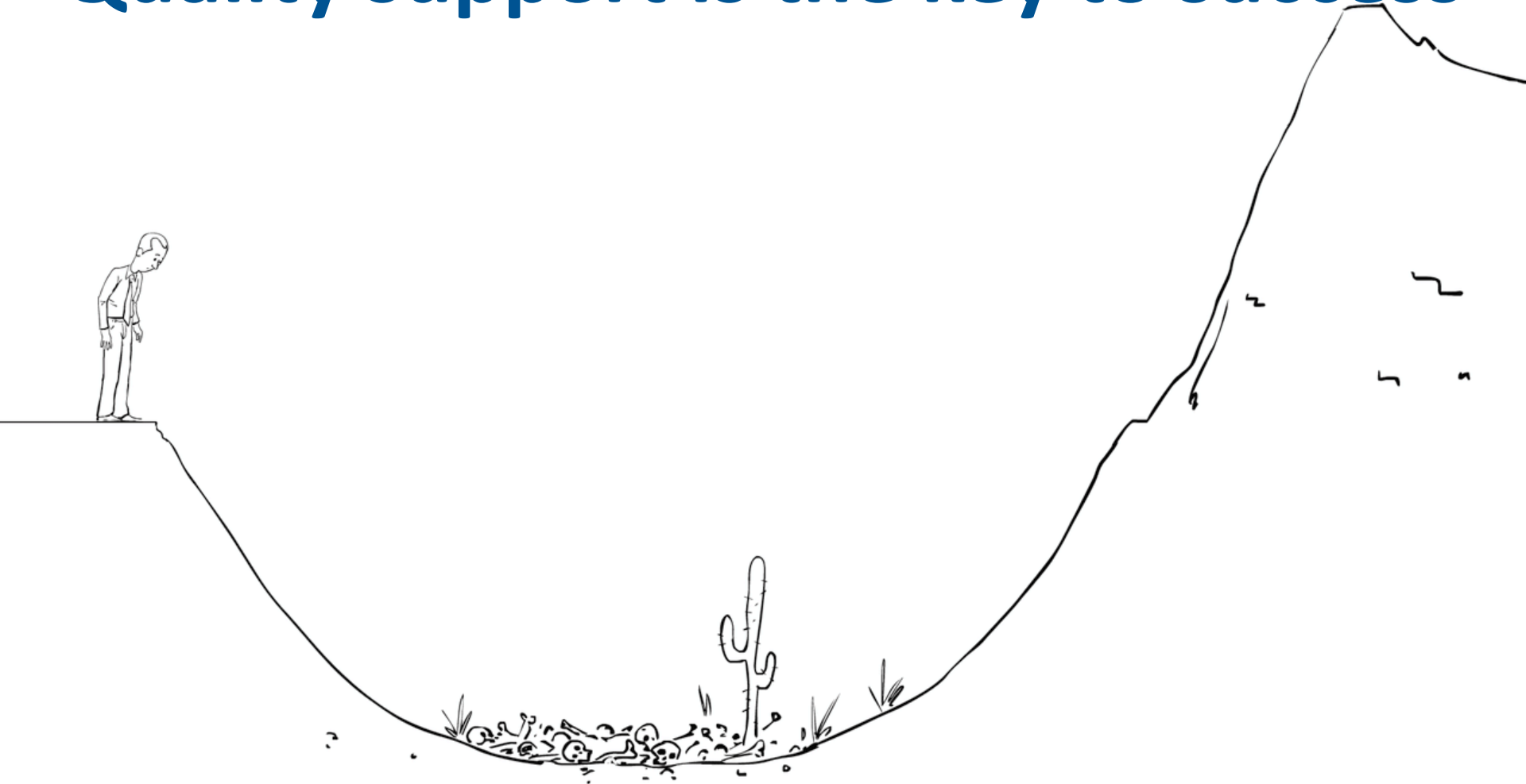
Users may have technical issues

The virtual classroom may have technical issues

Interactive activities need setup and planning

Chat conversations need monitoring

Quality support is the key to success



How we support online faculty

- ✓ Dedicated webinar specialist for each course
- ✓ Training on tools and techniques
- ✓ Ongoing coaching – focused on the instructor’s strengths, to build strengths and confidence

Before class

Weekly planning & coaching meeting

Prepare the Adobe Connect classroom with all lecture materials and activity assets

New instructional strategies when the instructor is ready



During class

Real-time technical support for the instructor and students

Support for interactive activities, e.g. polls and breakouts



After class

Debrief with verbal coaching

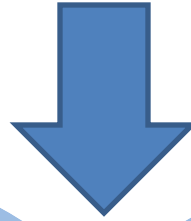
Report after every class

Details of attendance & participation

Proposed solutions for any issues

Written coaching tips

We provide ongoing technical and instructional support



**Technical
support**

**Instructional
support**

Before the Course Begins

- Designing a live session strategy
- Creating storyboards for each week
- Training on Adobe Connect and Canvas

The image displays a screenshot of a Canvas LMS course page for 'IKNSK4336: Social Media in the Organization - Summer 2013'. The course page includes a navigation menu on the left, a main content area with a 'SOCIAL MEDIA IN THE ORGANIZATION' banner, and a unit storyboard at the bottom. The storyboard consists of three units: Unit 1 (Introduction to Social Media), Unit 2 (Purpose and Strategy, Social Media Marketing), and Unit 3 (Creating a Community, Collaborative Communities). To the right of the course page is a weekly schedule table.

Su	M	T	W	Th	F	S
Reading & Video (2-3 hours)		Exercise	Live Session (1-2 hours)	Group Activity (2-5 hours)		

Before Class

- Preflight meeting (discussing the plan)
- Prepare the virtual classroom with assets
- Sound check / tech check
- Coaching



Weekly Live Session Story Board

Name: Lauri Harrison			
Course: Intro to Marketing & Marketing Management			
Live Session Number/Date: #3 – 9/25			
Session Objectives:			
<ol style="list-style-type: none">1. Identify how microenvironmental factors can affect a strong, established business.2. Identify how macronvironmental factors can affect a strong, established business.3. Identify strategic issues in responding to environmental factors.			
Target has quickly adapted to changes in consumer behavior. By monitoring trends in the marketplace and keeping a pulse on their customers, they were able to shift gears and come out as a market leader. Target identified a need for affordable, yet quality, designer products for individuals and the home.			
Time	What you will talk about	What students will see	What students will do (interactivity)
10	General Q&A about the chapters and self-checks	PPT – Agenda slide PPT – Apply concepts from Unit 1 to current organization involved with	As a group ask questions about the unit content, unit assignments, etc. Ask a few students to speak verbally about how they can apply what they learned; the rest of the class needs to type a sentence or 2 into the chat box. Not a graded task; but counts to extra credit if they need it to bump up from B+ to A-.



During Class

- Real-time support and troubleshooting
- Facilitation of learning activities
- Instructor focuses on teaching; we take care of the rest



▼ Hosts (1)
Michael (Support)

The screenshot displays a Zoom meeting interface. On the left, a video feed shows William Schroeder. Below it, a 'Start Private Chat' button is visible. The main area is a screen share of a web browser displaying a color wheel and a document titled 'TYPOGRAPHY'. The chat window at the bottom shows a conversation about typography.

Video (1)
Screen share - William Schroeder

Color Rule

TYPOGRAPHY

- TYPOGRAPHY is the art and technique of arranging, type design, and modifying type glyphs.
- The arrangement of type involves the selection of typefaces, point size, line length, line spacing, and adjusting the spaces between groups of letters and adjusting the space between pairs of letters.

Start Private Chat

Presenters (0)

Participants (20)

Chat (Everyone)

M: yes, i agree it is a great visual system Faris
M: why is it always the "quick brown fox...?"
M: I think its about the letter forms Maggie - ups, downs, rounds, and straight sides
Fe: because it employs all the alphabet
Fe: Haha so true! This gets me everytime
A: Two periods drive me insane.
Fe: No need for two spaces on a keyboard! :)
M: Agreed! I never double space.
M: Drives me nuts
Jc: 3:30

After Class

- Debrief with faculty
- Participation report and analytics
- Qualitative feedback to help with the instructor's learning curve

Live Session Participation Report

Faculty Name: Anne Kershaw

Course Name: Information Policy and Regulatory Issues

Session Week and Date: Week 1, Thursday Sep 6, 2012

URL of Archive: <http://columbia.adobeconnect.com/p2zsm7ffmw/>

What went well?

1. This was a very successful first class. The students were engaged, we utilized many different tools on the platform and there were no technical issues.
2. The lecture ran smoothly and we were able to get through all of the material. I agree with Julie's comment that you may want to consider making your slides more concise in the interest of time.
3. The breakouts worked very well and the students really used the time well. The exercise prompt and PPT slide in the breakout rooms were very useful to start the group collaboration process.

What can be improved?

1. I know Julie asked about tips for generating meaningful dialogue in the chat. Here are some thoughts for next time: **1. If you are going to use a poll, make sure the students are "rewarded" for answering.** What I mean is, if students are taking the time to interact with a poll, the results should be discussed and elaborated upon. Use the polls to open up an exciting conversation. **2. Ask interest-arousing and hypothetical questions in the chat.** This will get the students thinking and can generate a parallel conversation that reflects the material being covered in the lecture. **3. Promote reflective dialogue in the chat.** If a student asks a really great question in the chat then



Support → Smooth live online classes and continuous improvement

School

- CU SCE has found that this support and coaching model has facilitated technically smooth live online classes that are continually improving.

Faculty

- Instructors say that they could not have done it without their webinar specialist partners – with this support, they are able to focus on instruction and engage their students.

Students

- Students say that they appreciate the responsive technical support and ability to focus on learning rather than extraneous technical issues, and they rate their online courses and instructors well.

Pair Activity with Handout

- Discuss with your partner – how might you adapt some of the strategies from today's session for your institution?

The handout includes best practice tips and ideas for modifying them to fit a range of staffing levels and budgets.

Q&A

Additional tips and techniques for you:

We will compile and distribute the ideas you share on the half-page feedback slips. Please take a minute to write down your top takeaway, as well as any feedback on this session. If you would like your name credited for your idea, please write legibly.

Thank you for joining us today!



Acknowledgements

The authors would like to thank the following team members at Columbia University's School of Continuing Education for their contributions to our presentation:

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 - *James Wall, Instructional Designer*
 - *Ariel Fleurimond, Course Developer*
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