

H. Wayne Huizenga College of
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NOVA SOUTHEASTERN UNIVERSITY

NSU
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Turning What You Do in the Classroom into a Publication or Conference Presentation

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2019 ExEL Conference – Experiential Education and
Learning Across the Disciplines



Sources of Ideas for SOTL

- Teaching a Concept
- Meeting a Class Need
- Improving Student Engagement
- Understanding our “Industry” or a Phenomenon



Types of Scholarship

- Teaching Innovations
 - Exercises, Classroom Activities, Teaching Tips
- Research on Teaching
 - Scholarship of Teaching & Learning
- Research
 - Scholarship of Discovery



Common Topics of Business Educational Research

- Classroom Exercises
- Student Characteristics, Attitudes, and/or Behaviors
- Faculty Career Development
- Curriculum Issues
- Course Design
- Pedagogy/Andragogy
- Teaching with Technology
- Case Studies
- Student Professional Development
- Knowledge/Skills Acquisition
- Assessment
- Online/Blended Education
- International/Cross Cultural Education

Source: Arbaugh, Asarta, Hwang, et al., (2017) Decision Sciences Journal of Innovative Education



Outlets for Intellectual Contributions in SOTL

- Peer-Reviewed Academic/Professional Meeting Presentations
- Case Studies
- Peer-Reviewed Journals
- Scholarly, Trade, and Text Books
- Primary Course Materials



Conference Presentations



Multi-Disciplinary Teaching Conferences



Association of American Colleges & Universities
A VOICE AND A FORCE FOR LIBERAL EDUCATION IN THE 21ST CENTURY

AAC&U Meetings and Events



LILLY CONFERENCES
EVIDENCE-BASED TEACHING & LEARNING



**Original Lilly Conference on
College Teaching**
“Evidence-Based Teaching and Learning”

issotl

International Society for the Scholarship of Teaching and Learning



<https://www.magnapubs.com/teaching-professor-conference/>

11 Different Tracks

- Learner-Centered Course Design
- Student Engagement
- Teaching Specific Types of Students
- Instructional Vitality: Ways to Keep Teaching Fresh and Invigorated
- New Faculty
- Grading and Feedback that Promotes Learning
- Scholarship of Teaching and Learning (SoTL)
- Faculty Development
- Teaching with Technology
- Teaching Health Sciences Majors
- Teaching Professional Majors

LILLY CONFERENCES

EVIDENCE-BASED TEACHING & LEARNING

<https://www.lillyconferences.com>

The Original Lilly Conference

Hosted by: Miami University



LILLY-ORIGINAL

November 21-23, 2019

Miami University - Oxford, OH

Call for proposals open through Jun. 17

National & International Lilly Conferences

Hosted by: International Teaching Learning Cooperative

Lilly Institutes

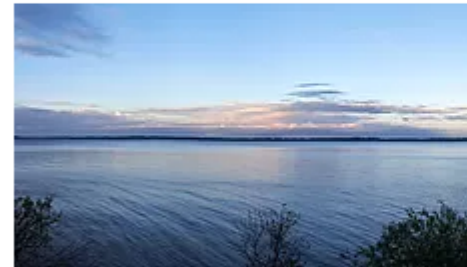


CREATING ACTIVE AND ENGAGED CLASSROOMS IN HIGHER EDUCATION

March 28-29, 2019 *(2020 dates tba)*

Integrate Principles of Learning with Teaching Strategies to Improve Student Learning

Doubletree Hotel - Durham, NC

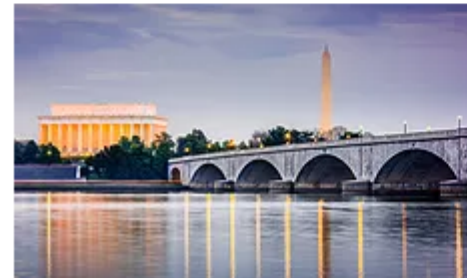


FACULTY LEARNING COMMUNITIES

July 8-10, 2019

Designing, Implementing, and Facilitating Faculty Learning Communities

Hotel Indigo - Traverse City, MI



ASSESSING YOUR TEACHING AND STUDENT LEARNING

Postponed until 2020 - *Details soon*

Formative and Summative Classroom Assessment Systems

Washington, DC

Teaching Conferences & Teaching Tracks in your Discipline

Discipline Conferences in Management

- AOM and TLC – August
- DSI - November
- EAM (ELA) – May

Teaching Conferences in Management

- MOBTS – June, USA
 - MOBTC – March
- Every 2 years
- IMOBTS – June



Success Tips

- Find, Read, and Follow Submission Guidelines
- Present Your Exercise
- Use Feedback
- Write Up Presentation For Publication



Case Studies

- Link Between Research & Teaching, Theory & Practice
- Case Study Life Cycle
 - Research
 - Write
 - Cases as a Research Output
 - Teach
 - Classroom Impact
 - Distribute
 - Widening Impact
- Opportunities Developing Further, Deeper Research Relationships

• **Teaching Cases**

- Objective
- Achieve Learning Outcomes
- Context
- Course or Module
- Variety of Media
- Case Collection or Textbooks

• **Research Cases**

- Objective
- Explore a Research Question
- Context
- Programme of Research
- Primarily Written
- Research Paper Publication
Journal or Research-Based
Books

Teaching Case Categories

- **Exercise Case**

- Chance for Students to Apply Techniques
 - Example - Quantitative Analysis

- **Complex Case**

- Significant Issues May be Obscured by Quantities of Data

- **Decision Case**

- Students Required to State What They'd Do in Circumstances

- **Mini Cases**

Writing a Teaching Case

- Identify and Develop
 - Learning Objectives
 - Scenario
 - Protagonist
 - Decision
- Leave it Unresolved
- The Teaching Note/Instructor's Manual
- Teach the Case & Write it Again

The Teaching Note – Instructor's Manual

- Better Outlets Require Cases Have a Teaching Note (IM)
- Often Developed First and Used to Guide Writing
- Faculty Prefer Cases With Teaching Notes
- Include Summary, Learning Objectives and Lesson Plan
- Identify Student Categories and Levels
- Share Your Experience of Teaching Case
- Give Teacher an Advantage

Teaching Case Categories

- **Situation Case**

- Why Did Things Go Wrong?

- **Incident Case**

- Short
- Illustrates Concept or Issue for Discussion

- **Background Case**

- Imparts Information
- Often A Framework for Other Cases To Explore Specific Issues

Research Cases

- **Theory Building**
- **Theory Testing**
- **Theory Demonstrating**

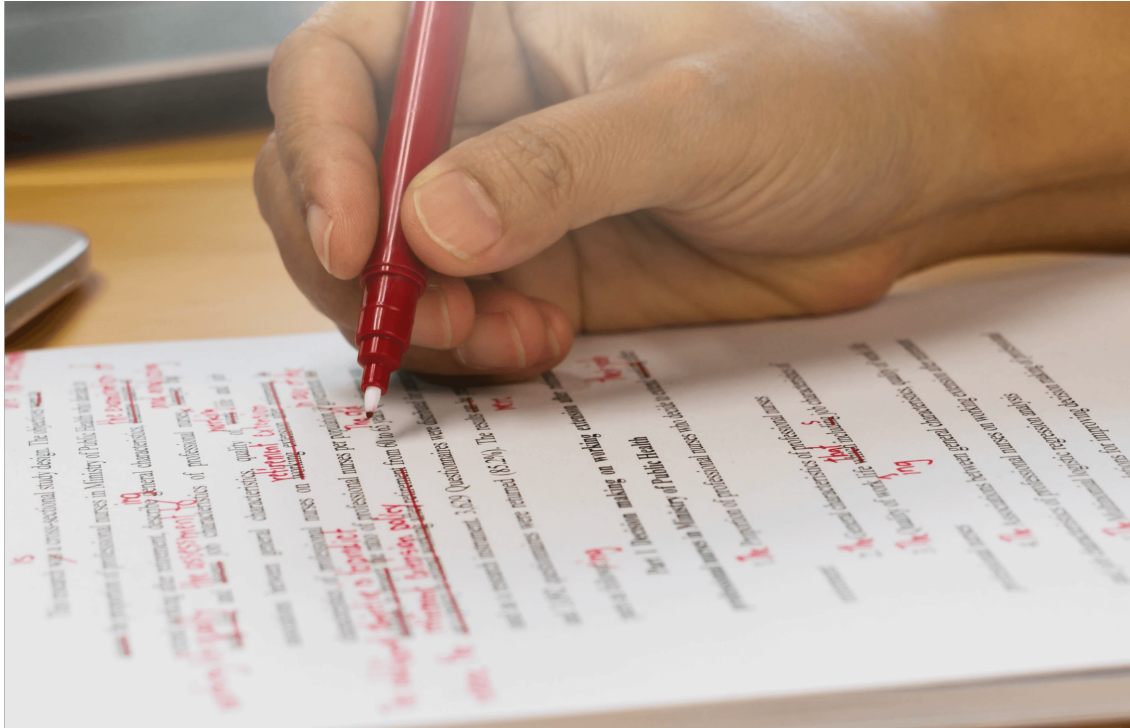
Peer Reviewed Journal Articles

Select a Target Journal



- Read Journal's Aims & Scope
- Search Journal for Articles Related to Your Work
- Read Sample Articles
- Examine Reference Lists
- Examine Editorial Board

Respond to Peer Review Comments



- Politely
- Thoroughly
- Positively
- Authentically

Scholarly Publication Types

- **Journal Article**
 - Mostly a Scientific Communication
 - Hybrid Journals Attempt to Speak to Both “Worlds”
 - Double Blind Review Normally Required
- **Scholarly Book**
 - Predominantly Scientific Audience
 - Often with Some Blind Peer Review

Scholarly Publication Types

- **Text Book**
 - For an Audience of Learners
 - Some Review is Typical
 - Supplements Increasingly Necessary
- **Trade Book**
 - Airport Bookstores, etc.
 - Definitely Not for Scientific Audience
 - Style *May* be Scholarly

Make An Impact In Publishing

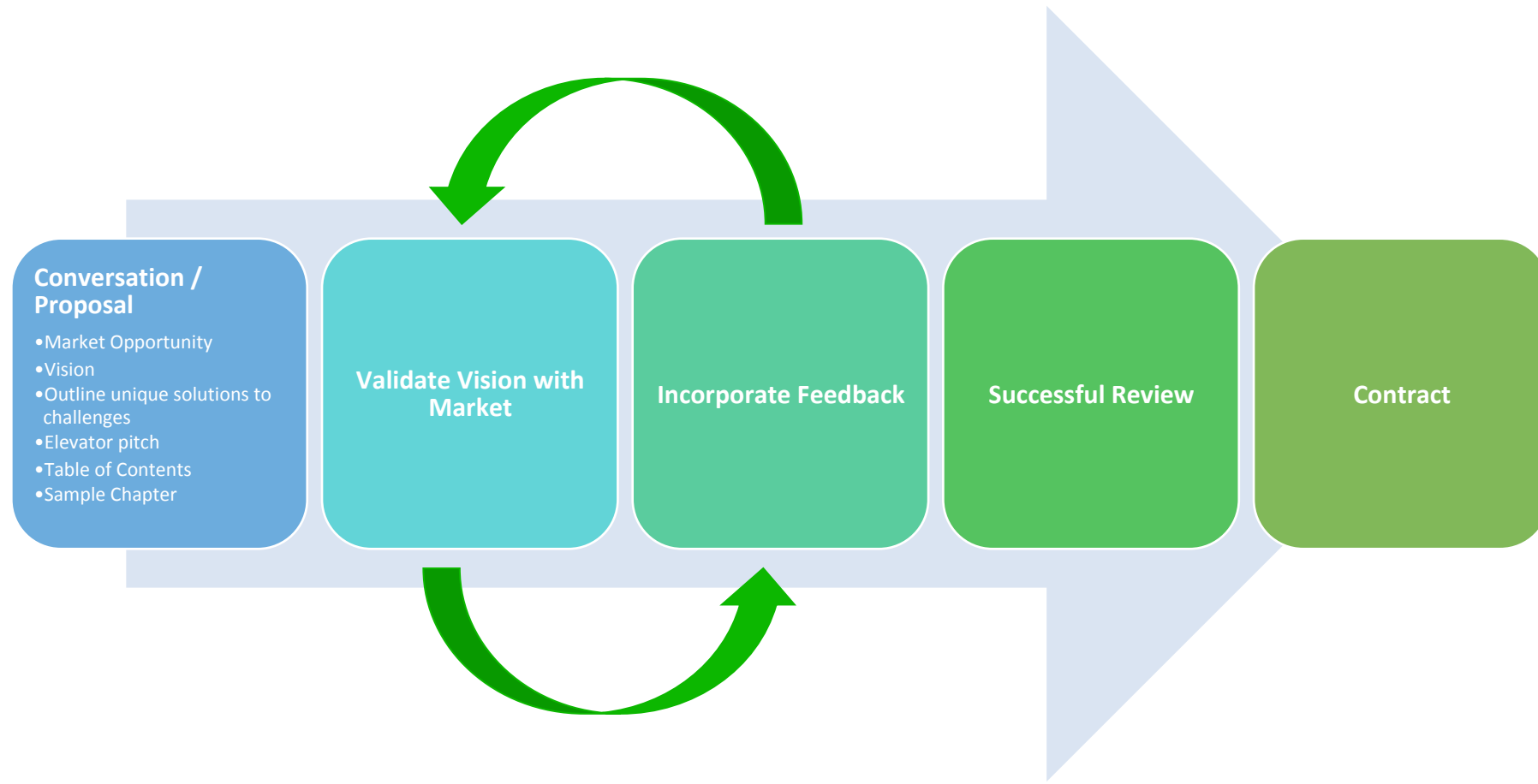
- Primary Course Materials
- Technology Products
- Traditional Supplements
- Revisions



Primary Course Materials

- **Impact!**
 - Potential to Touch Every Business Student
- **Higher Education Content Delivery Future is Digital**
 - Improved Learning Environment
 - Delivers Any Where, Any Time Learning
 - Immediate Feedback to Students
 - Provides Just in Time Insight Into Student Learning
 - Opportunity to Re-Imagine Teaching Materials

Primary Course Materials Process



Potential Author Qualities

- Do You Have Unique Solutions to Teaching and Learning Challenges that Have Improved Your Students Learning Outcomes?
- Do You Struggle to Find Materials that Support What You Are Doing?

Potential Author Qualities

- Do You Have the Right Temperament?
- Are You Doing It To Help Students Succeed?
- Do You Like to Tell Stories and Get in Front of People?
- Do You Enjoy a Collaborative Process?
- Are You Open to Feedback and Willing to Listen to the Market?
- Do You Like Marathons or Sprints?

Technology Products

• Potential Contributions

- MyLab Quizzes
- Self-Assessments
- Mini Sims
- Group Projects
- Current Events
- Video Programs
- Cases
- Your Ideas?

• Author Qualities

- Same as Supplement
Author for Quizzes,
Group Projects,
Current Events
- More Specialized
Skills for Self-
Assessments, Mini
Sims, Videos, Cases

• Good if...

- Test the Waters to
Author

Revisions

• Potential Contributions

- More Rare
- Involves Updating
 - Cases
 - Features
 - End of Chapter Materials
 - Specific Chapters

• Author Qualities

- Use and Know a Book Inside Out
- Regularly Teach Course
- Help Non-Experts Understand Complex Information
- Do Something Effective Think Could be Implemented in Upcoming Edition

• Good to...

- Test the Waters to Author
- Could Lead to Becoming Co-Author

Traditional Supplements

• Potential Contributions

- Instructor's Manuals
- Power Points
- Test Bank

• Author Qualities

- Use & Know Book Inside Out
- Regularly Teach Course
- Help Non-Experts Understand Complex Information
- Detail Oriented
- Assessment Writing Training a Plus

• Good if...

- Don't Want Long Term Commitment
 - June Start
 - August End

10 Pitfalls to Avoid When Doing SoTL

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1 No IRB approval All research involving human subjects (even students!) must be approved by IRB. "Exempt" does not mean you don't have to go through the approval process.



2 Not grounded in literature Research should be grounded in and informed by the literature. What is the current state of research? How does this study extend or compliment previous research?

3 Poorly designed instruments Your data - whether they be survey results, interview transcripts, student work, etc - is only as good as the instruments you use.



4 Perceptions as evidence Perceptions are valuable, as long as what you are interested in is perceptions. Perceptions are not evidence of learning.

5 Data first, questions later Avoid the scattershot approach to data collection. Know your question(s) before you begin to collect data, rather than looking at data to find question.

6 Methods outside of expertise If you are using methods that are unfamiliar to you, consider collaborations. Use the expertise of others to increase the rigor of your SoTL research.

7 Not enough context Be sure to give readers enough background and context into your particular situation for them to understand your research.



8 Results not situated Situate the discussion of your results in the literature; how does this research confirm, enhance, or refute current understandings? Now what?

9 Poorly edited Reading a poorly edited manuscript is frustrating for reviewers. Do not send in a rough draft; make sure your submission is complete, polished, and error-free.

10 Wrong journal Know the journal and audience you want to target ahead of time - make sure your article is a good fit and within their scope. Format according to their guidelines.

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