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Working Professionals and Subject Matter Experts in the Classroom

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Working Professionals and Subject Matter Experts in the Classroom

34th Academic Chairpersons Conference

New Orleans, Louisiana, February 9, 2017

Chairpersons Conference

A.T. Still University College of Graduate Health Studies | ATSU

Johnson & Wales University

Presenters

- **Stephen Pyle**, MS, CHE
  - Associate Professor, Chair, College of Management
    Johnson & Wales University
- **David Line**, PhD, MPH, MSW, COI
  - Associate Professor, Public Health
    A.T. Still University

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Working Professionals and SMEs in the Classroom

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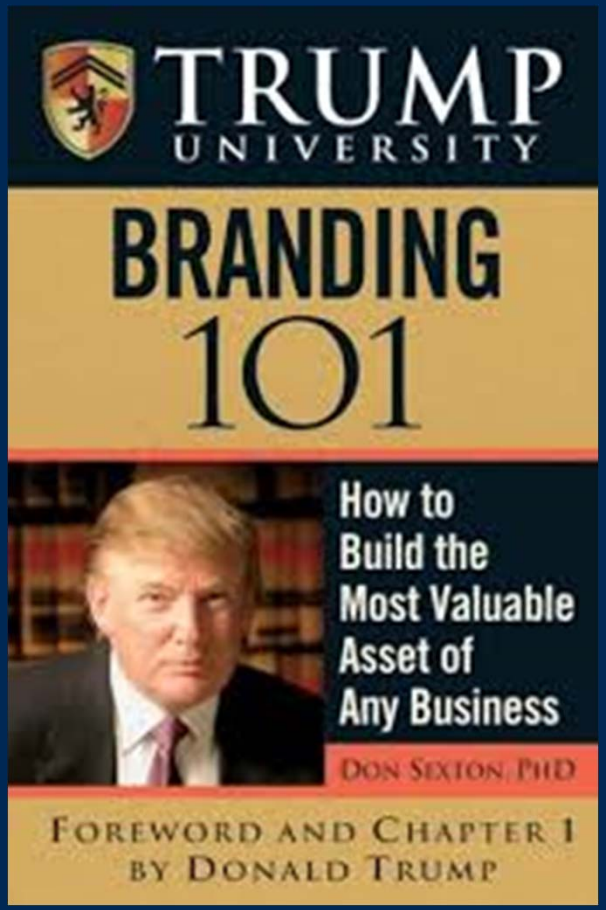
Working Professionals and SMEs in the Classroom



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Working Professionals and SMEs in the Classroom

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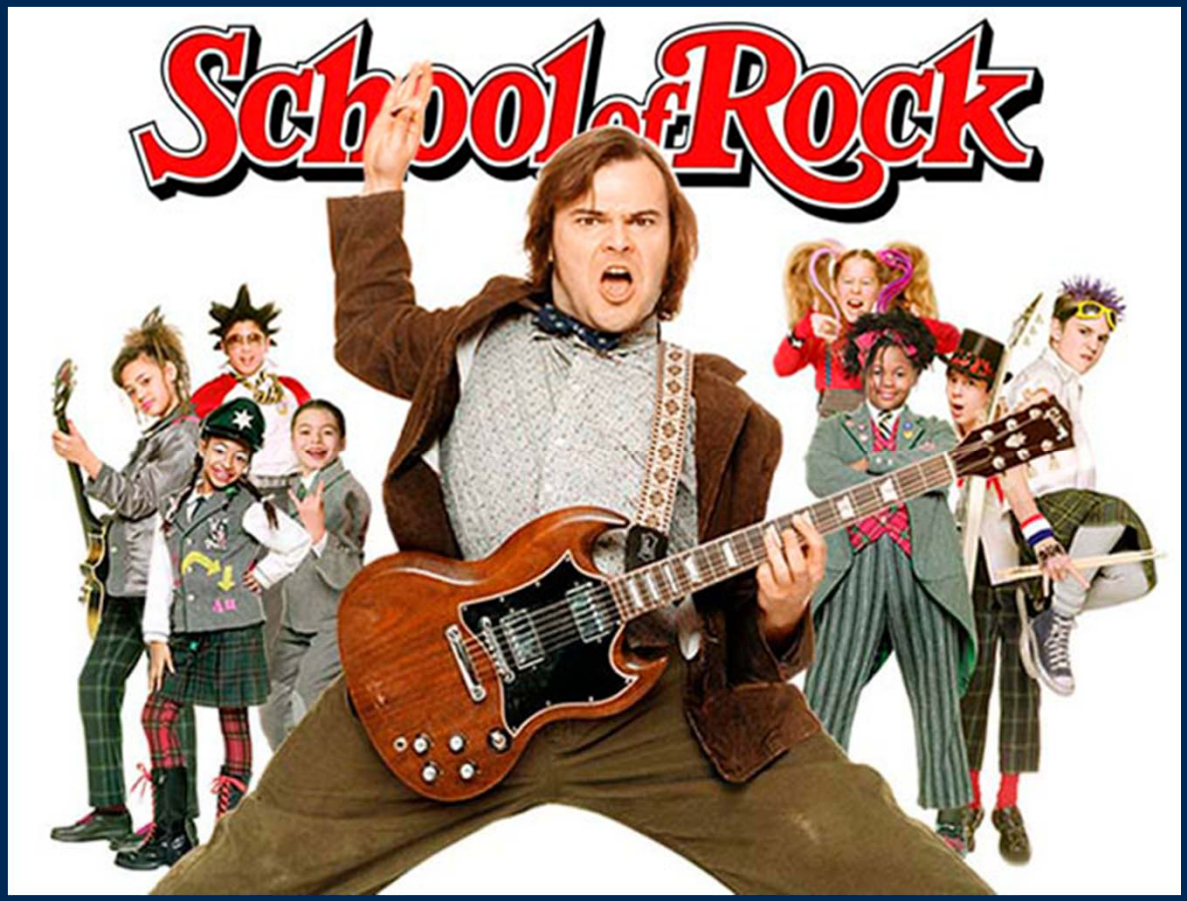
Bringing Working Professionals into the Classroom



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People → Process → Product

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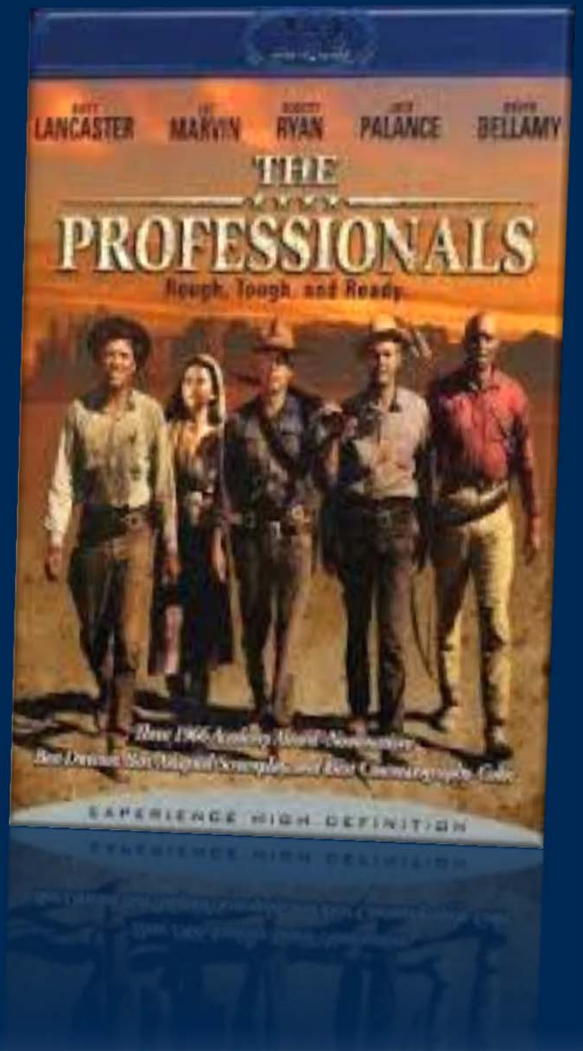
- Federal Scrutiny
- Value Creation
- Linkages
- Connections
- Industry Perspective



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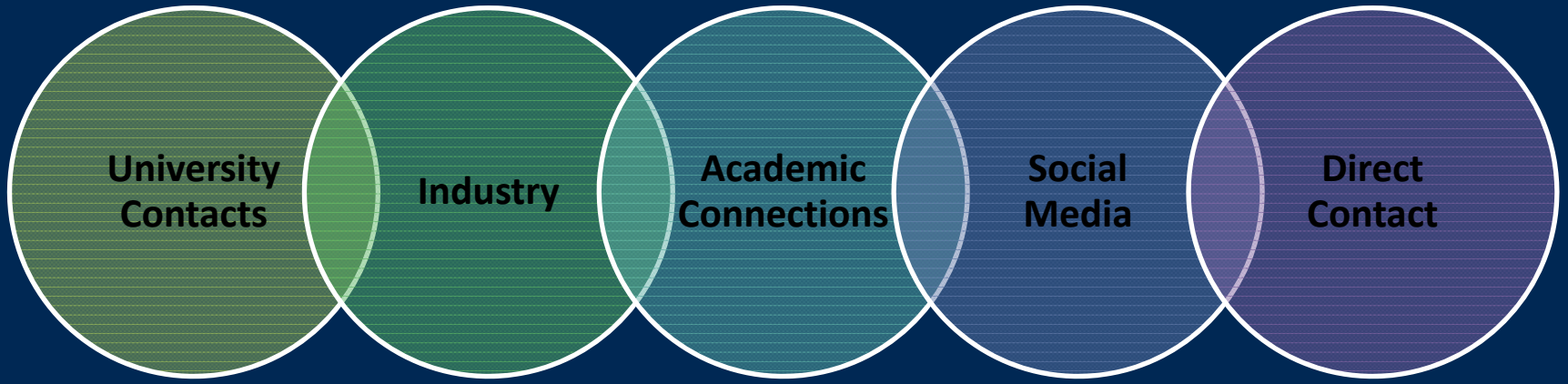

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Development

Investment Up Front Pays Dividends

Create Structured Plan of Engagement

Build in Check Points/Release Points

Create Options

Build & Support Confidence

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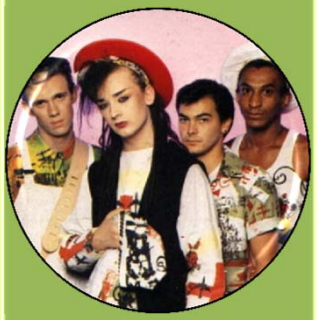

Culture

Written and Unwritten Rules

Develop Expectations and Timelines

Soft and Hard Skills in the Classroom

Course Development Support

Onboard with Intention

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- Full Understanding of Commitment
- Classroom Culture
- Availability – Scheduling
- Administrative Support

Industry is not Academia…

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Using SMEs in Online Education

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Online Course Development

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Online Course Development & SME's

Administration	Instruction	Design	Subject Matter
Chair	Faculty	ID	SME
Institutional Expectations	Pedagogy	Instructional Options	Content
Program Integration	Instructional Methods	Learning Management System	
Timelines			

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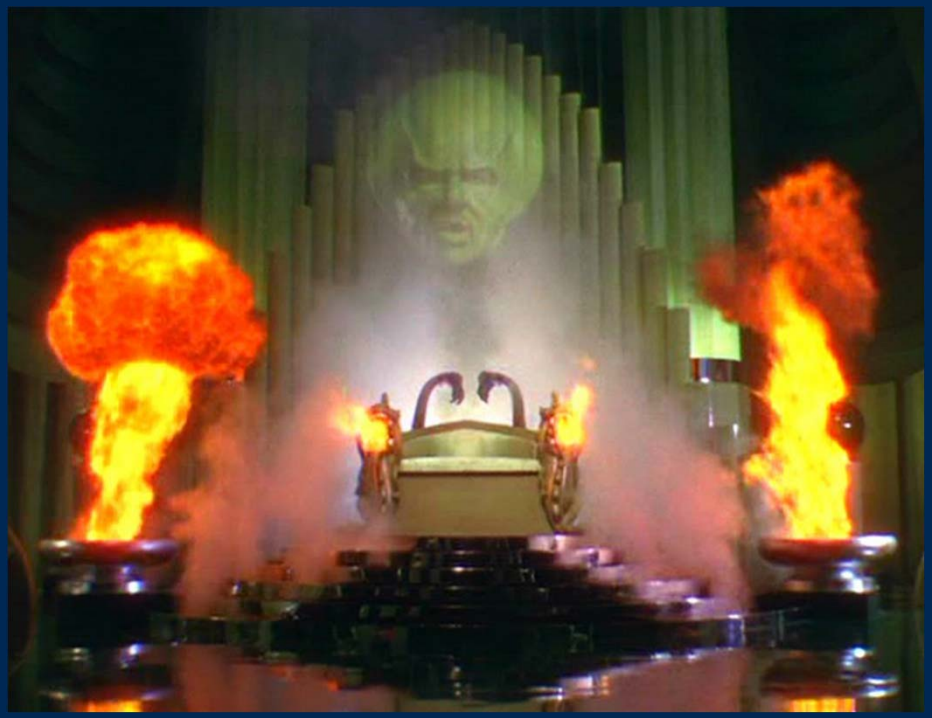
Administrative Contributions to SME's

- Institutional expectations
  - Human resources
  - Codes of ethics
  - Ownership of course
  - Supervisor & liaison



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Administrative Contributions

- Program integration
  - Program focus and culture
    - Accreditation
    - Program objectives
    - Course objectives
    - Course parameters
      - External
      - Internal

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Administrative Contributions

- Course expectations
  - Timelines
  - Content
    - Course format
    - Course objectives
    - Module objectives
    - Freedoms

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Administrative Contributions

- SME core responsibilities
  - Build course content
  - Work with others
- SME additional responsibilities
  - Follow-up work
  - Minor revision expectations and opportunities
  - Life span of the course
  - Course links

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Instructional Contributions

- Course format
- Course objectives
- Opportunities
- Pedagogy

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Design Contributions

- Instructional options
- Learning Management System

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SME Contributions

- Content
- Approach

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Team created Instructor's Guide

- Increases continuity between intention & delivery
- Increases alignment between intention, objectives, and outcomes

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Instructor's Guide

Week 4

- Goals & Objectives
- Connection to Program
- Connection to Course

Directions

- Tasks to do
- Instructional Methods
- What to watch for/Rubric

Teaching Points

- Activity 1
- Activity 2
- Discussion

Syllabus

Week 4

Introduction

Activity 1

Activity 2

Weekly Discussion

Weekly Assignment

Course Objectives Met
Program Competencies Met

Instructor's Guide: Strategic plan for the course

- Introduction – Mission
- Position in the program
  - Program Objectives
  - Prerequisites
  - Position in Degree Plan
- Philosophy - Pedagogy

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Instructor's Guide: Course Goals and Objectives

- Goals
- Objectives
  - Course
  - Module

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Instructor's Guide: Descriptions

- Strategies - Pedagogy
- Teaching points for
  - Activities
  - Discussions
  - Assignments

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Instructor's Guide: Directions

- Tasks for instructors
- Instructional methods

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Instructor's Guide

Week 4

- Goals & Objectives
- Connection to Program
- Connection to Course

Directions

- Tasks to do
- Instructional Methods
- What to watch for/Rubric

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Course Objectives Met
Program Competencies Met

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Opportunities

- To increase value of courses
- To exceed expectations
  - Students
  - Parents
  - Professional agents
  - Government agents

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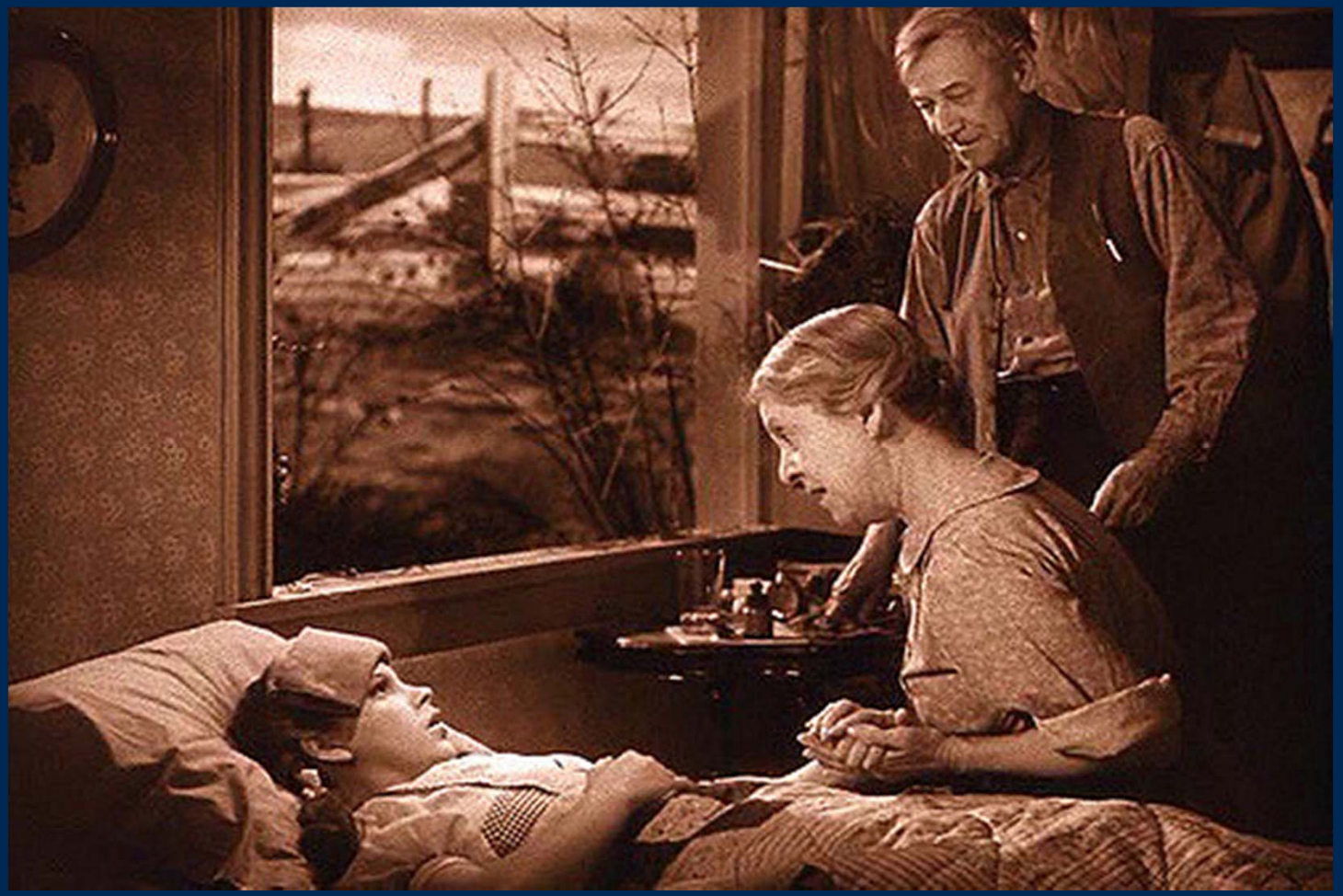
Tell us about your experiences



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