Instructional Design and New Media

2019

Annual Review

ASU EdPlus
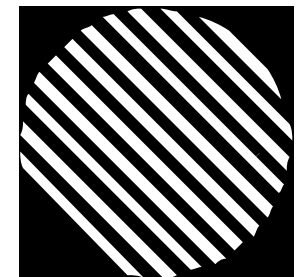Arizona State University
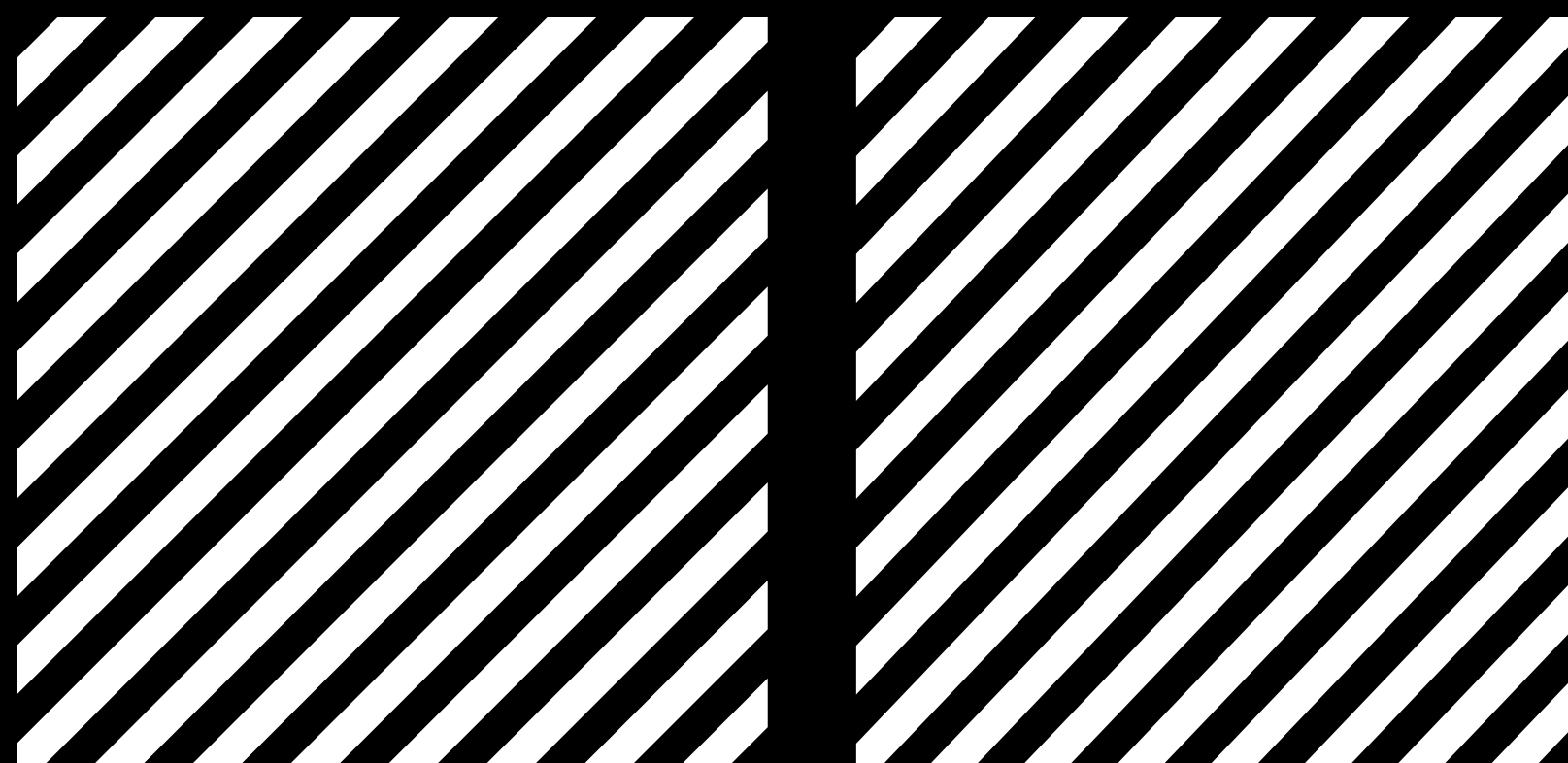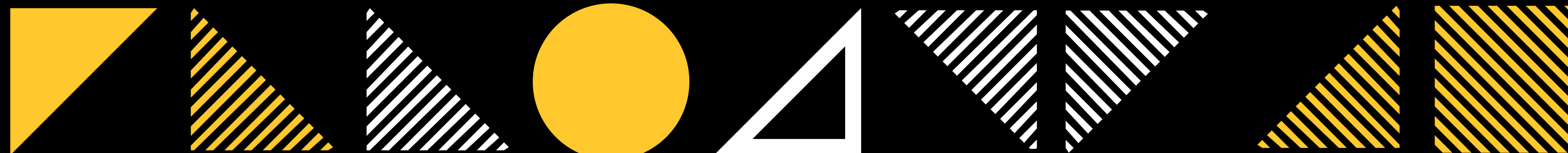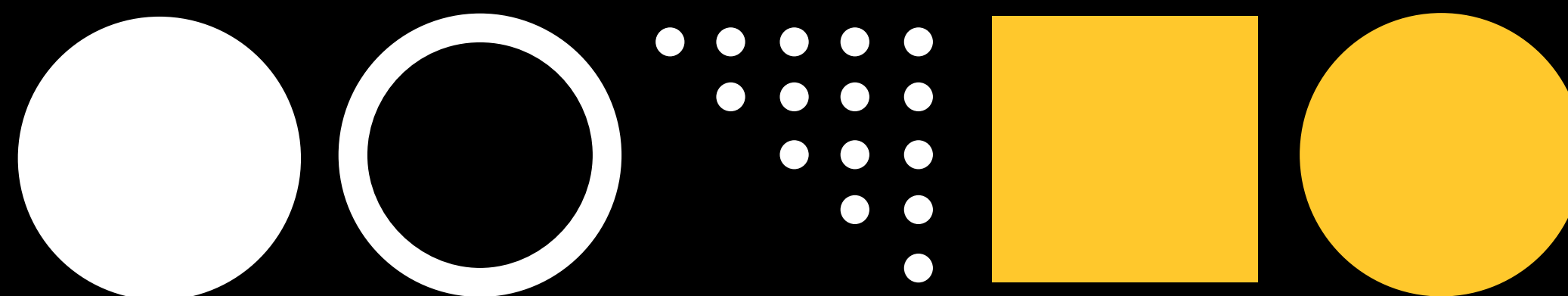
ASU Online

ASU Online has over 200 fully online degree programs and certificates. ASU offers a broad range of programs from the arts to the sciences and includes unique, innovative programs such as Bachelor of Fine Arts in Digital Photography and a Bachelor of Science in Biological Sciences.

24 new ASU Online Programs

199 new course developments

Top Program Development

-Interdisciplinary Arts and Performance, BA

-Organizational Leadership, MS

-Global Management, BGM

-Physics, BA

-Forensic Science, PSM

Course Management Migration

EdPlus offered full-service Blackboard to Canvas migration of online courses. The Instructional Design team implemented a five-stage quality assurance process to ensure courses retain the same structure and functionality to provide a smooth transition for faculty. The team referred to this massive project as Monarch to evoke the spectacular natural phenomena where massive amounts of monarch butterflies migrate 3000 miles to warmer climates. This 16-month long project successfully concluded in July of 2019.

1150 Courses Migrated
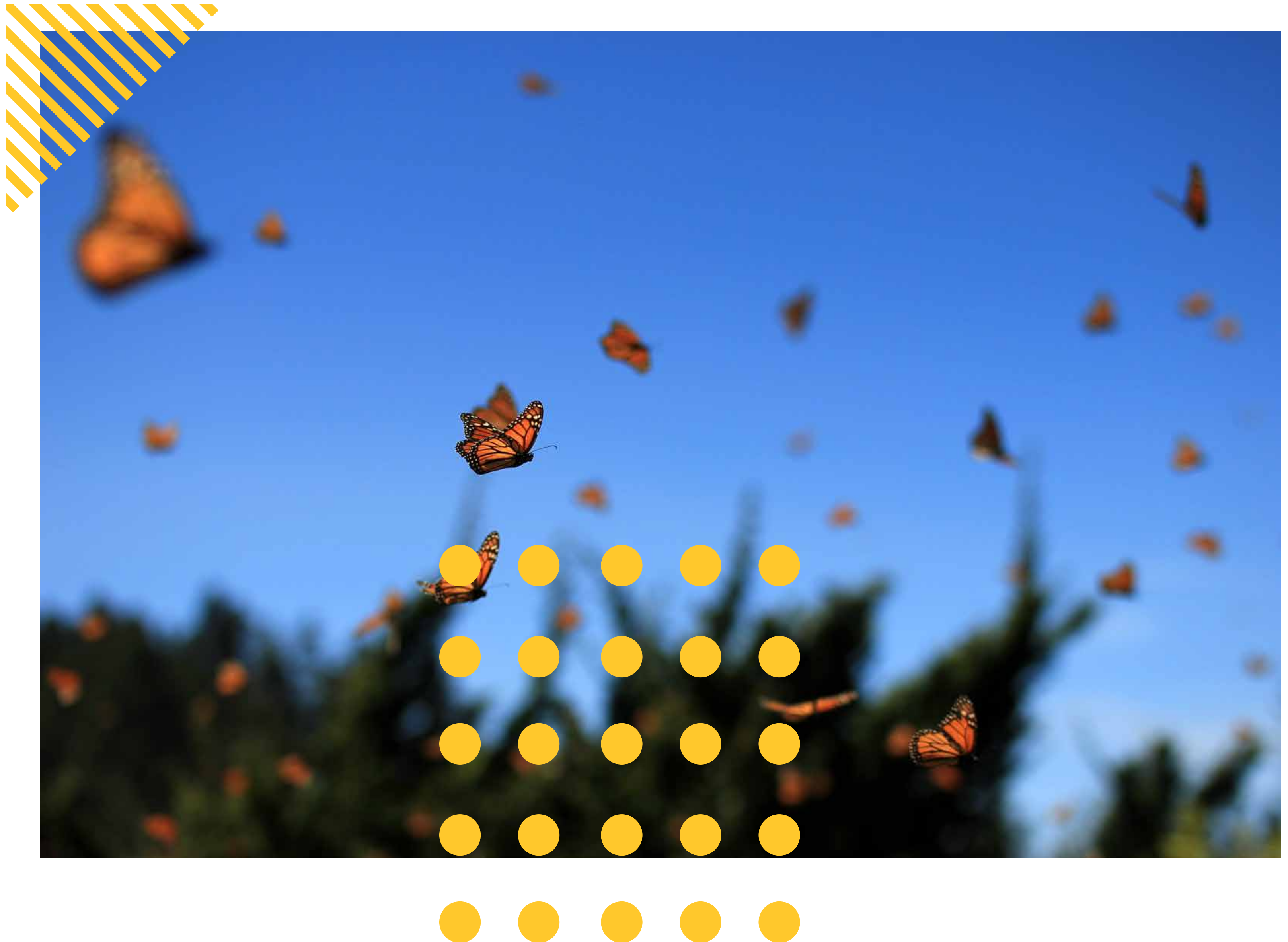
Continuing and Professional Education

Continuing and Professional Education (CPE) is part of ASU's mission to help learners acquire skills-based knowledge to support their career aspirations. CPE is also focused on creating lifelong learners and providing them with high-quality educational experiences to enrich their lives.

13,741 + Learners

151 Total courses

**39** CPE developed

79 Unit developed

Partnerships in Continuing and Professional Education
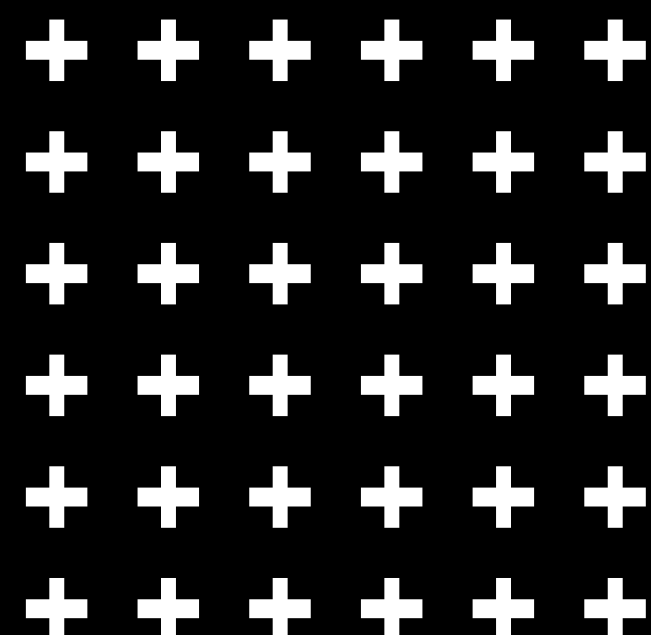
History of WWII: D-Day

Jointly offered with The National WWII Museum in New Orleans, LA, this course explores the largest amphibious invasion in history through expert interviews and commentary, fascinating oral histories, unique artifacts, and rare historical footage.
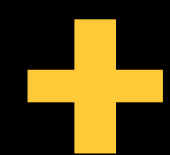
Satellite Command and Control: Introduction to Satellite Operations
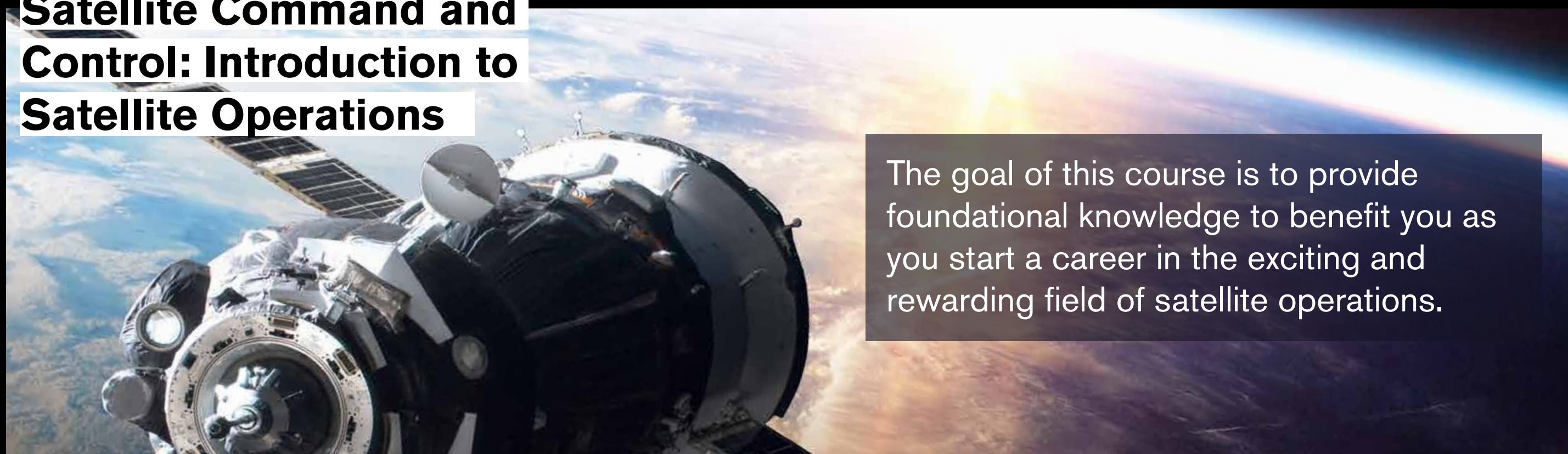
The goal of this course is to provide foundational knowledge to benefit you as you start a career in the exciting and rewarding field of satellite operations.

Partnerships in ASU

ASU School of Sustainability
Arizona State University

ASU School of Earth and Space Exploration
Arizona State University

ASU T. Denny Sanford School of Social and Family Dynamics
Arizona State University

Learning Technologies

This team discovers, deploys, and supports technologies that enhance the ASU digital platform and learning environment. Technology tools promote sustainable learning environments at scale and also provide enhanced learning experiences for all learners.
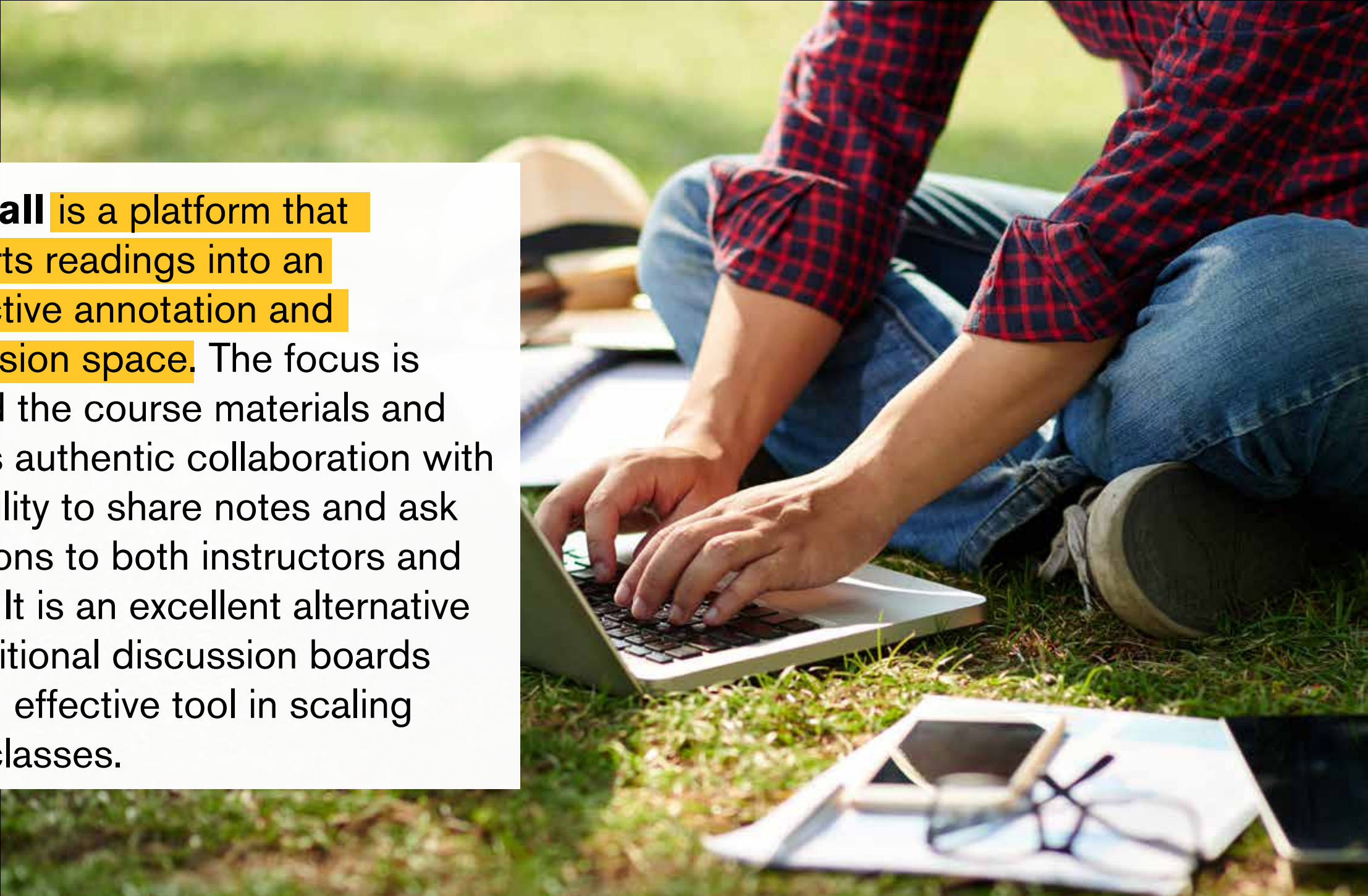
47 New tools identified

9 Onboarded

9 Pilots

Tech Tool Spotlight

Perusall is a platform that converts readings into an interactive annotation and discussion space. The focus is around the course materials and fosters authentic collaboration with the ability to share notes and ask questions to both instructors and peers. It is an excellent alternative to traditional discussion boards and an effective tool in scaling large classes.

zyBooks is an interactive textbook focusing on STEM fields such as computer science, engineering, and statistics. A rich and interactive learning experience is provided with visual animations, immediate formative feedback, and instructor created content.

Ongoing Technologies

- **Yellowdig** Learner community-building tool promoting interactions.

- **VoiceThread** Media-rich interactions such as video presentation and commenting system.

- **PlayPosit** Tool to elevate videos from passive to active experiences.

New Media

The New Media team supports the media needs of ASU Online, Continuing and Professional Education, and EdPlus projects. The media studios produce professional-level audio, video and graphic elements. The New Media team strives to be leaders in the educational media field by exploring new trends, hardware and production techniques.

5229 Videos Created

2460 Studio Videos

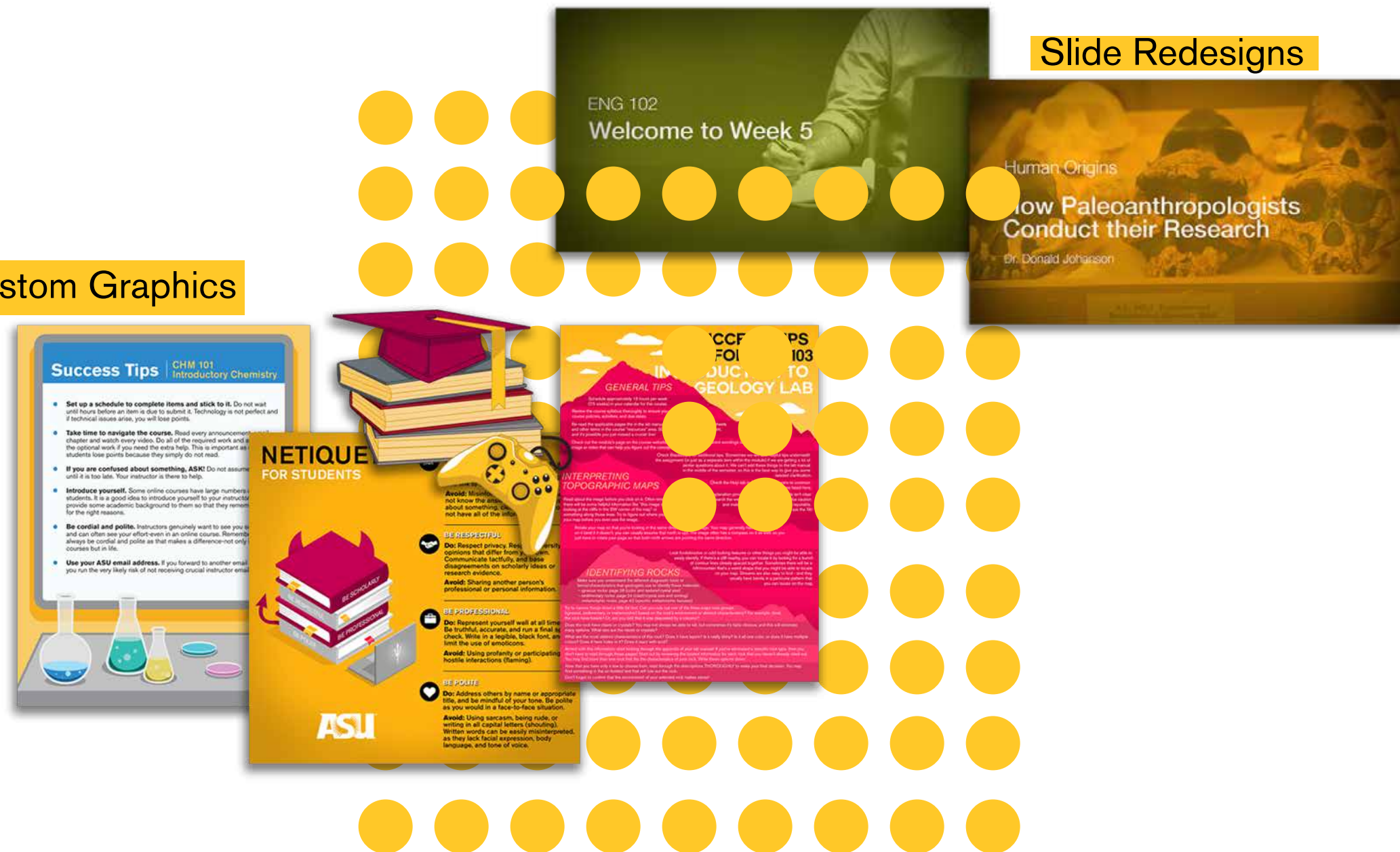**2769** One Button Studio Videos

Graphic Design Support

The design team transforms all slides for studio recordings to match templates. The design team creates custom graphics from course banners to learning objects.

2250 Slide Redesigns

762 Custom Graphics

224 Requests

Slide Redesigns

Custom Graphics

Captions

The New Media team uses a combination of professional and Automated Speech Recognition services to ensure any video can be captioned. Captioning videos directly supports usability and accessibility, opening our videos to a larger number of learners.
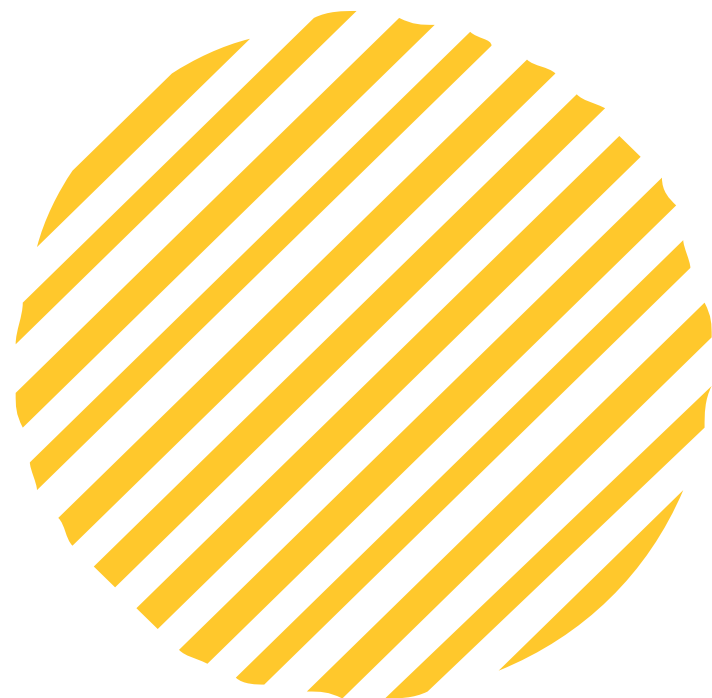
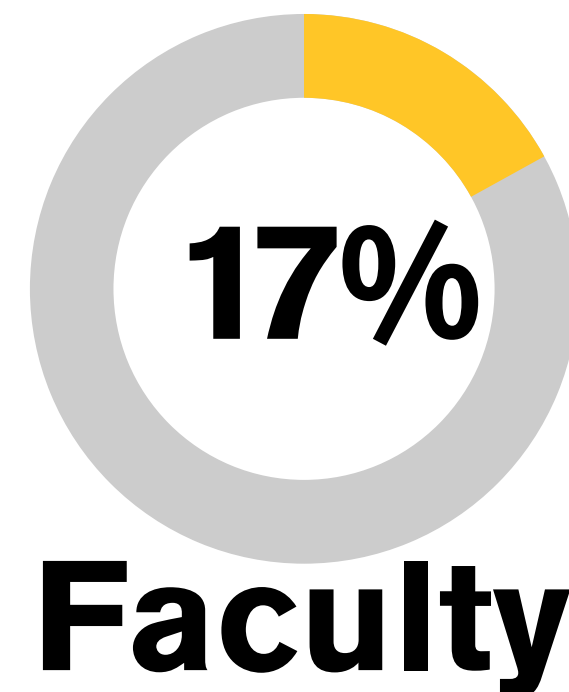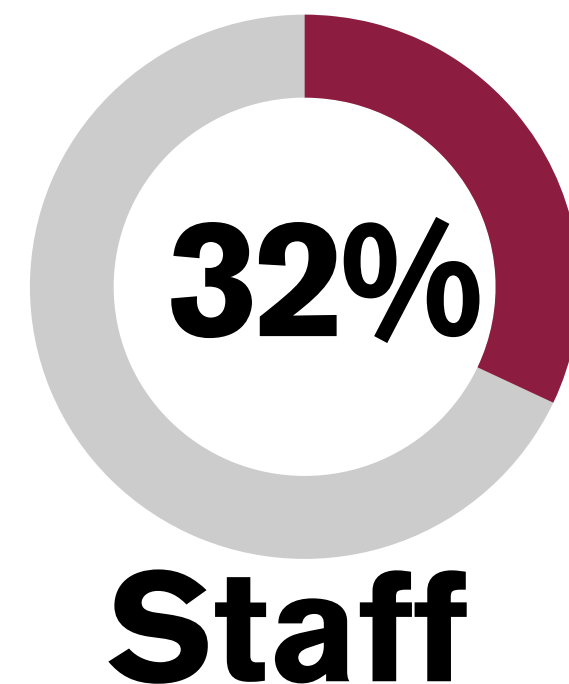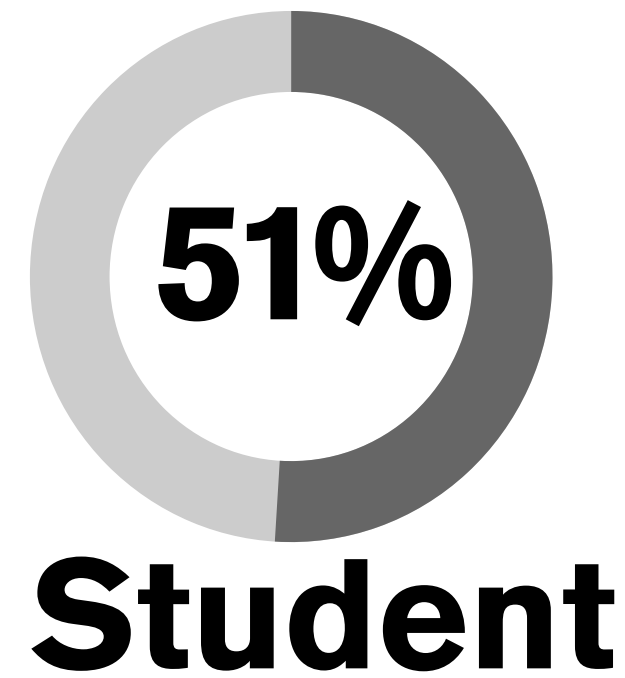**17,338** Minutes

289 Hours

1078 Videos Captioned

One Button Studio (OBS)

The One Button Studio (OBS) is an outreach project to serve the greater ASU community by offering a self-service video recording studio to anyone at the university.

Total Videos Recorded

2769

ASU Usage

51%
Student

32%
Staff

17%
Faculty

One Button Studio Video Types

Single Person

Slide Presentation

Two Person

Whiteboard Presentation

Multiple Persons

Course Trailers

The New Media team collaborated on Project 3D to produce several 90-second promotional videos that aimed to highlight a particular course. Faculty were interviewed and asked why they are excited to teach the course, why students should take the course and what a student can expect to gain from the course. The interview was combined with animations, b-roll footage, and other media elements to produce a high-quality trailer. This is part of the effort to cultivate and promote the University's Universal Learner initiative.

CHM233 General Organic Chemistry I Trailer

Dr. Ara Austin
Clinical Assistant Professor
School of Molecular Sciences

Open Scale

The Open Scale team goals are to create access to higher education through strategic partnerships with corporations, platforms, other universities and high schools. In these five programs, students can earn credit at a reduced cost, earn admission, or enroll in a reduced cost degree program.
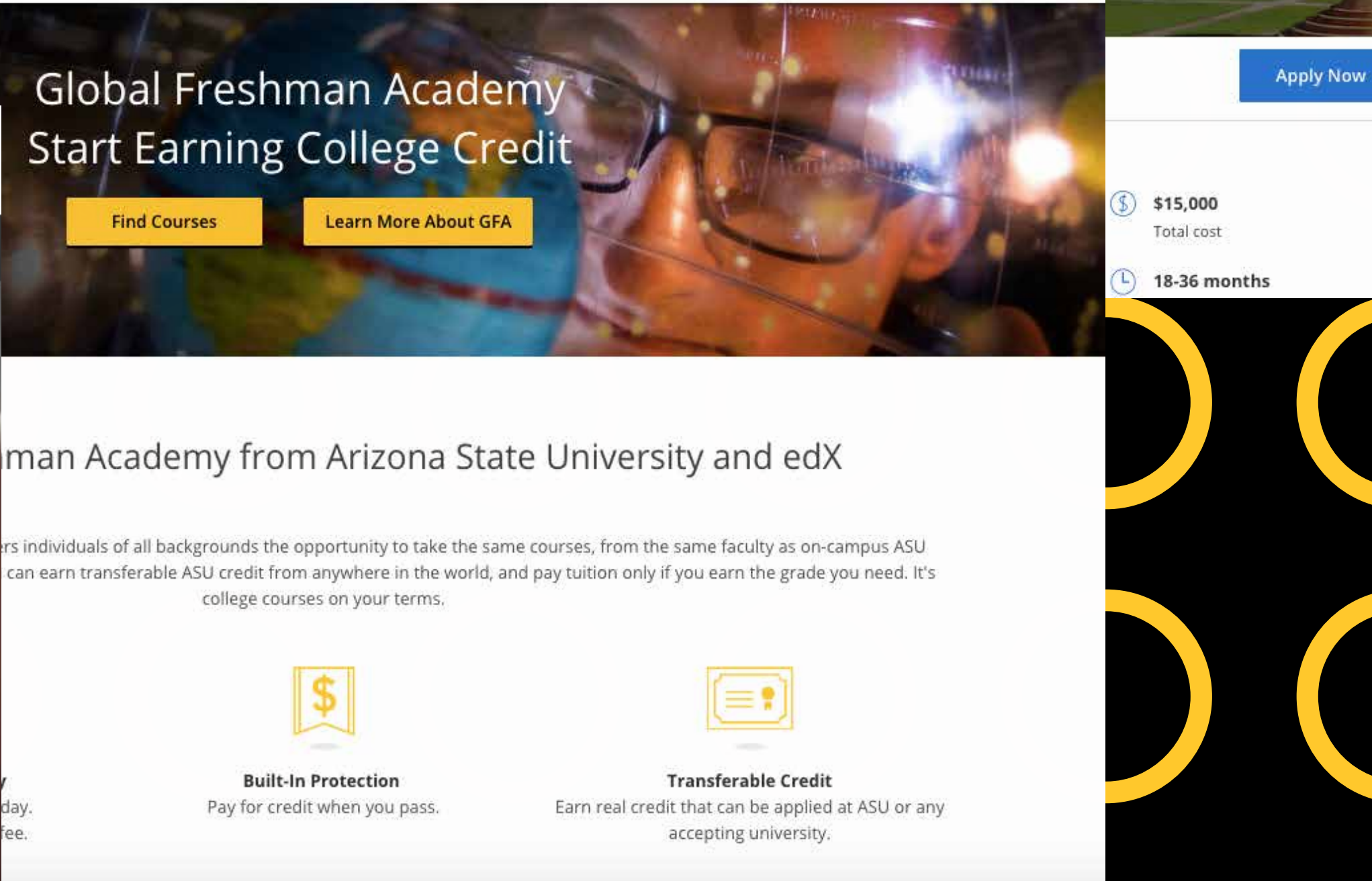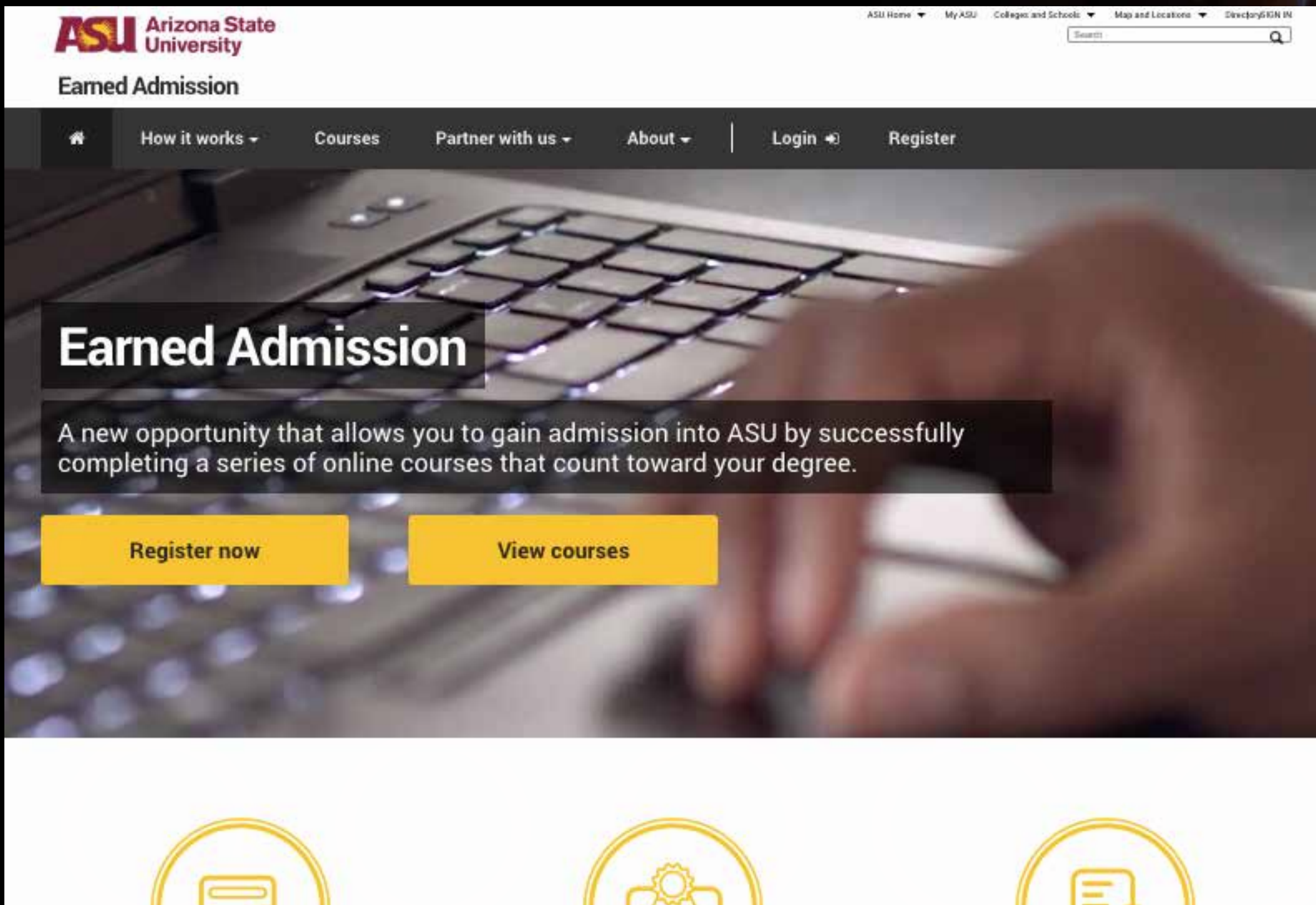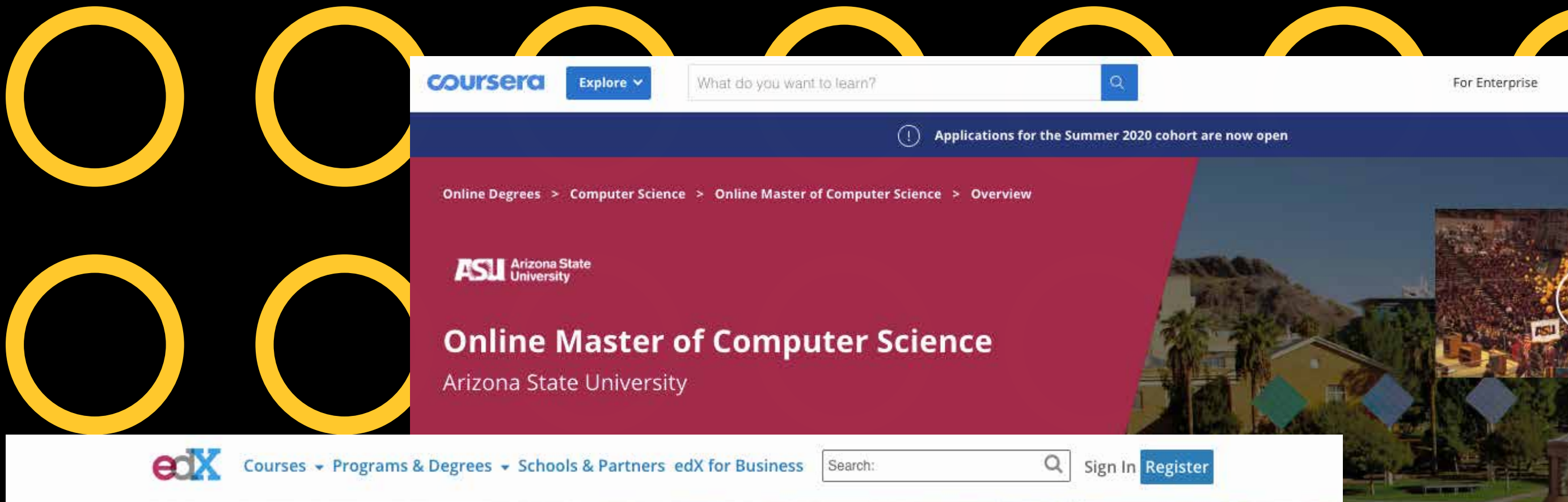
Earned Admission Pathway

A new opportunity that allows learners to gain admission into ASU by successfully completing a series of online courses that count toward a degree.
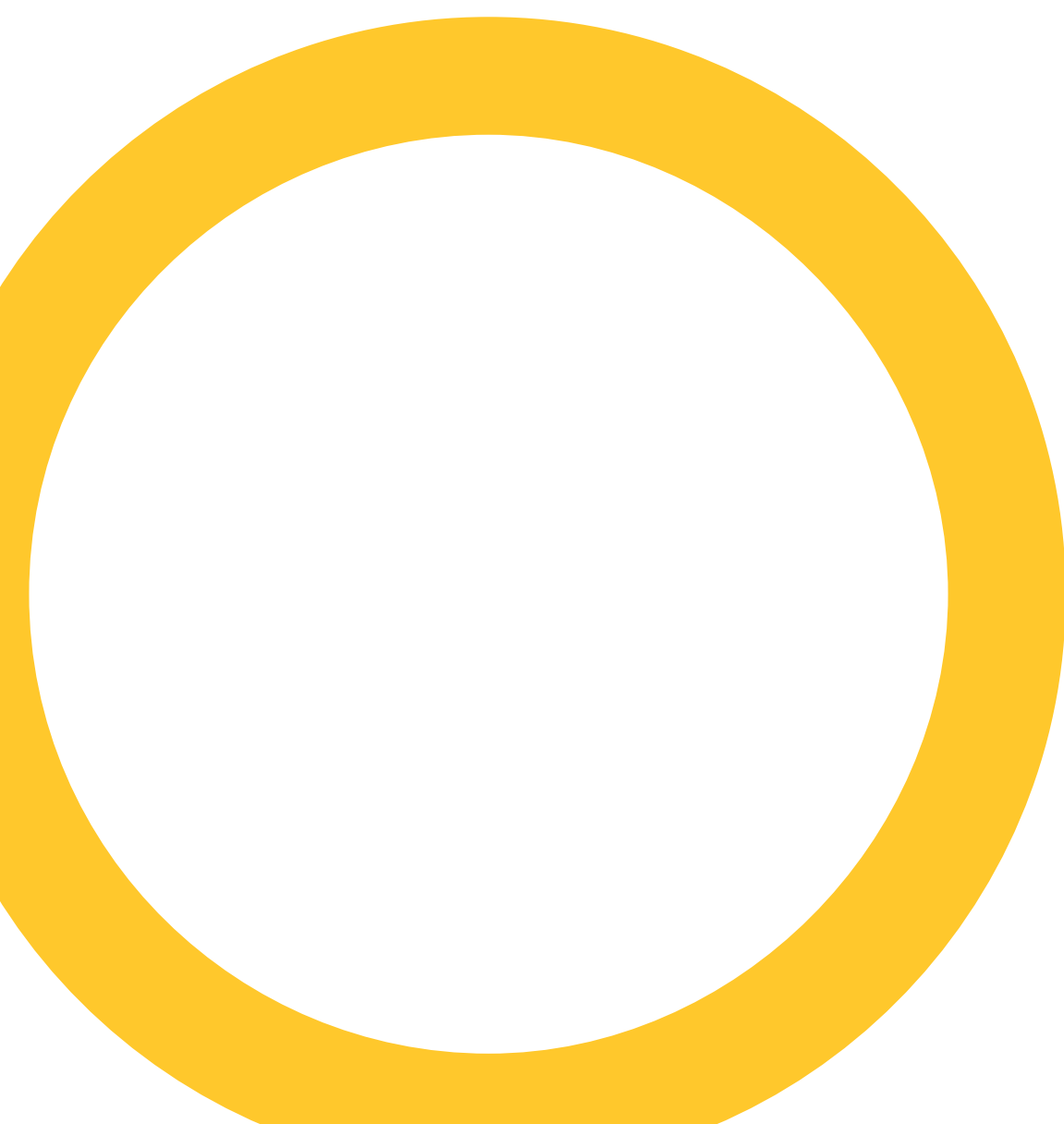
341
Students enrolled at ASU through Earned Admission (In 2019)

40
Total course runs

14,819
ID verified learners

5,187
ID verified learners who successfully completed courses

3,254
Credit Conversions

Global Freshman Academy

The Global Freshman Academy partnership with edX offers individuals of all backgrounds the opportunity to take the same courses, from the same faculty as on-campus ASU students.
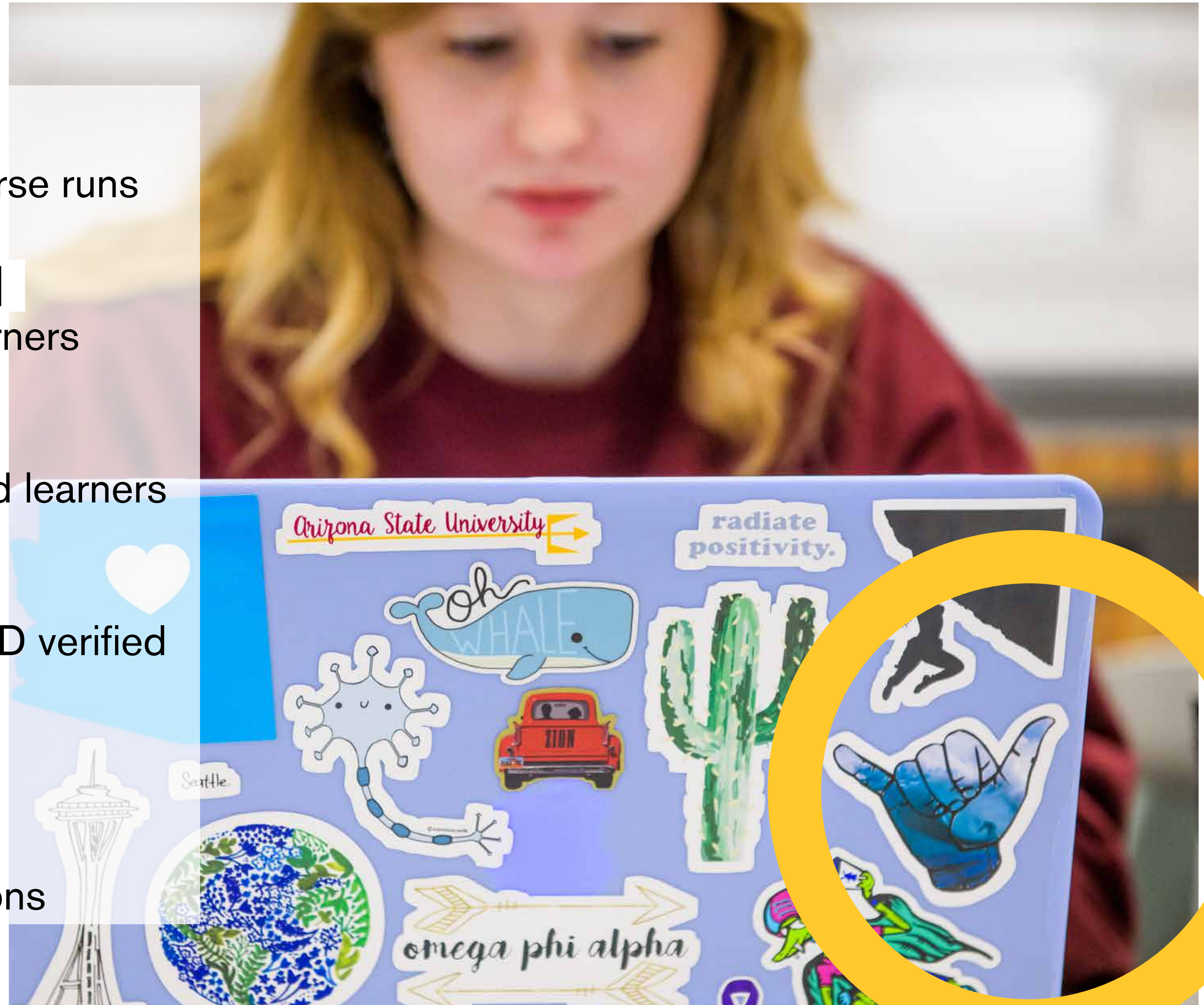
7
Total course runs

19,061
Audit learners

544
ID verified learners

173
Passing ID verified learners

62
Credit conversions

*Numbers do not include MAT 117 and MAT 170

Global Business Leadership and Management MicroMasters

A series of three graduate level courses that can be applied toward the Master of Applied Leadership & Management from the prestigious Thunderbird School of Global Management.

5
Total course runs

34
Students enrolled after completing the MicroMasters

7,649
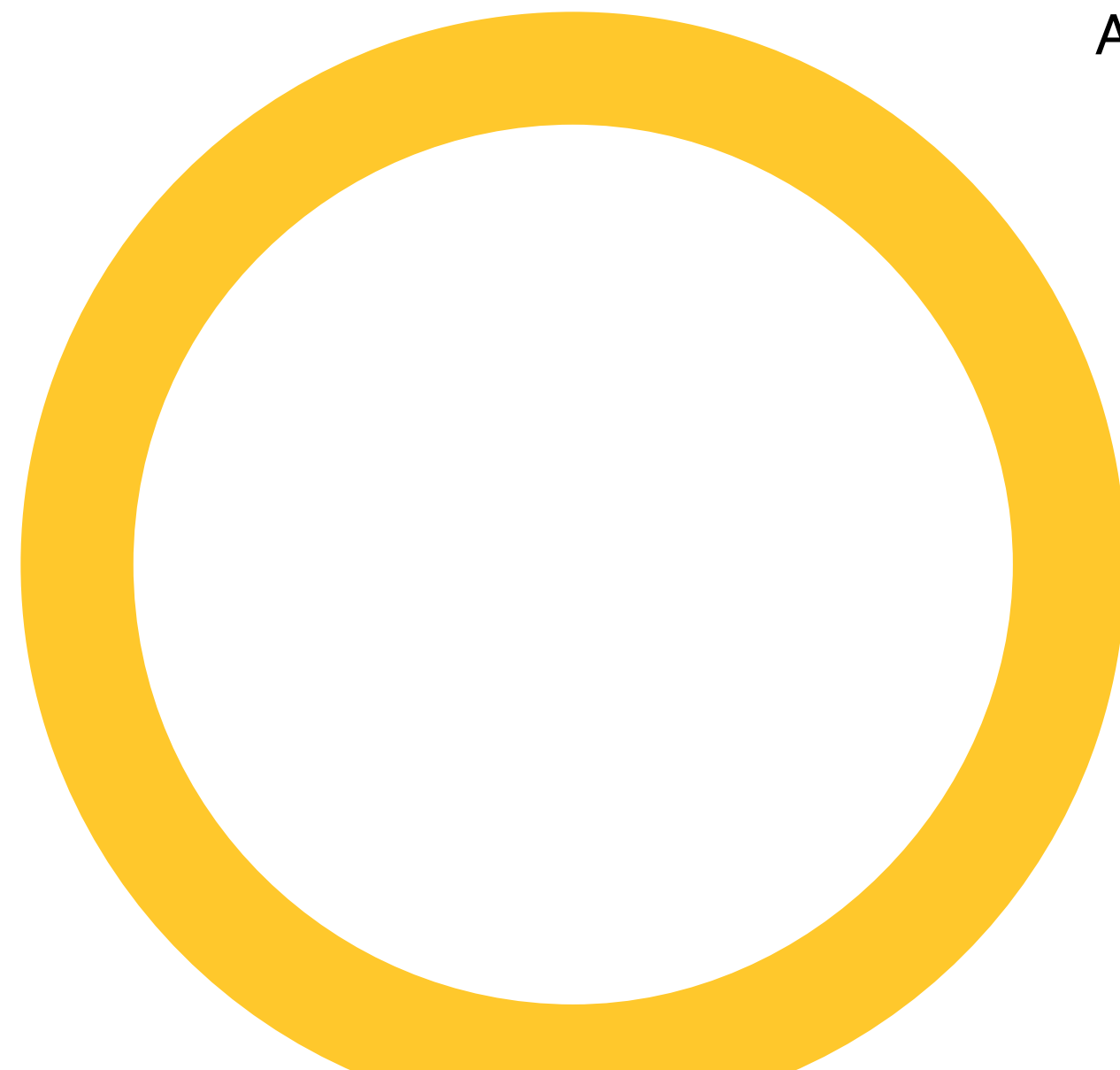Audit learners

325
ID verified learners

192
Passing ID Verified

Master of Computer Science (on Coursera)

This unique program offered through Coursera covers topics such as artificial intelligence, cybersecurity, and big data while strengthening the skill set through real-world projects.
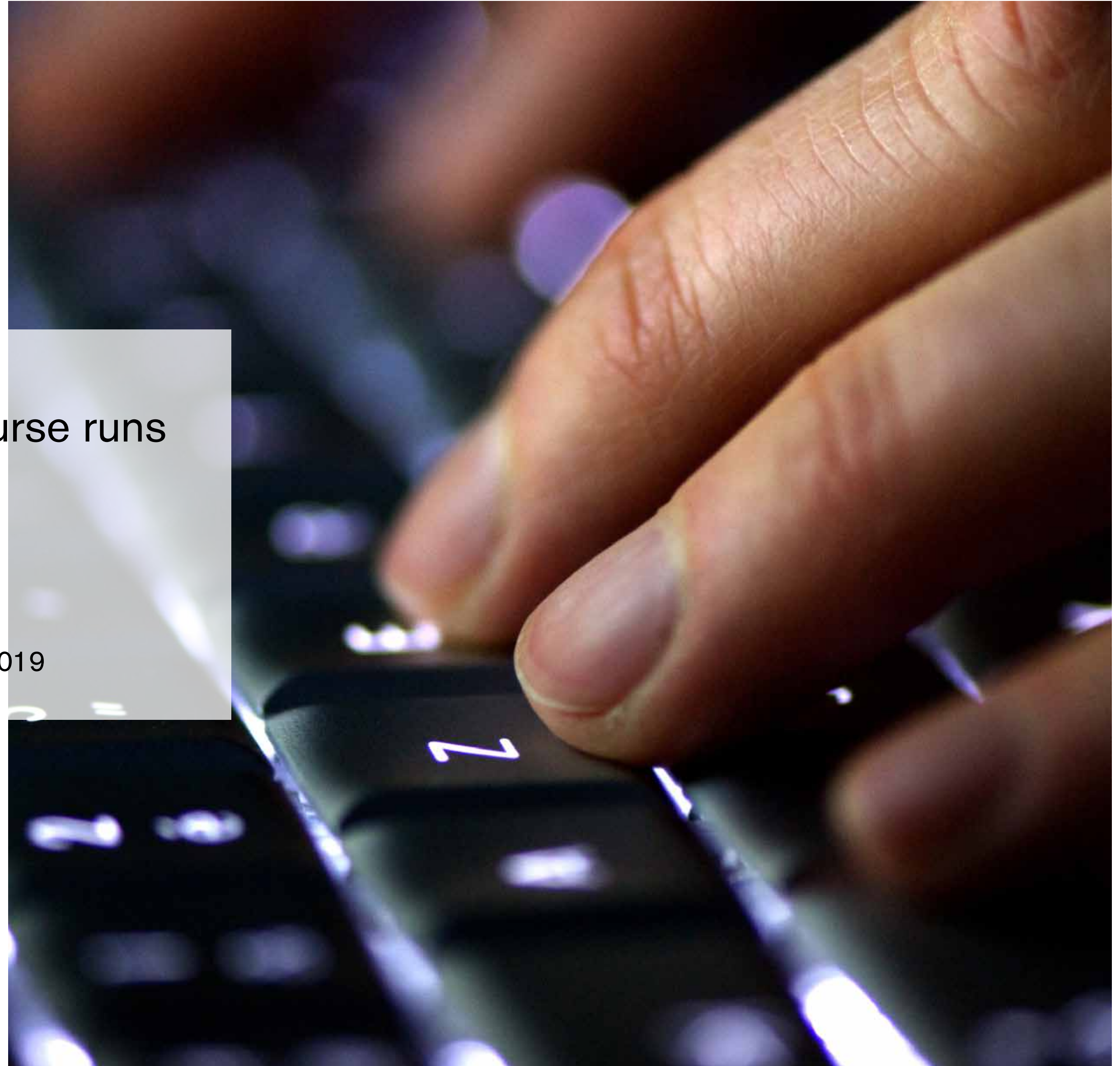
15
Total course runs

383
Enrolled

As of Fall B 2019

Professional Development and Training

The professional development and training team offers high-quality workshops and resources to support our online teaching communities at ASU. The team's goal is to evaluate the pedagogical approaches and identify the best practices for teaching in the fully-online environment.

41 Workshops

32 Unique workshops offered

1,890 Registrants
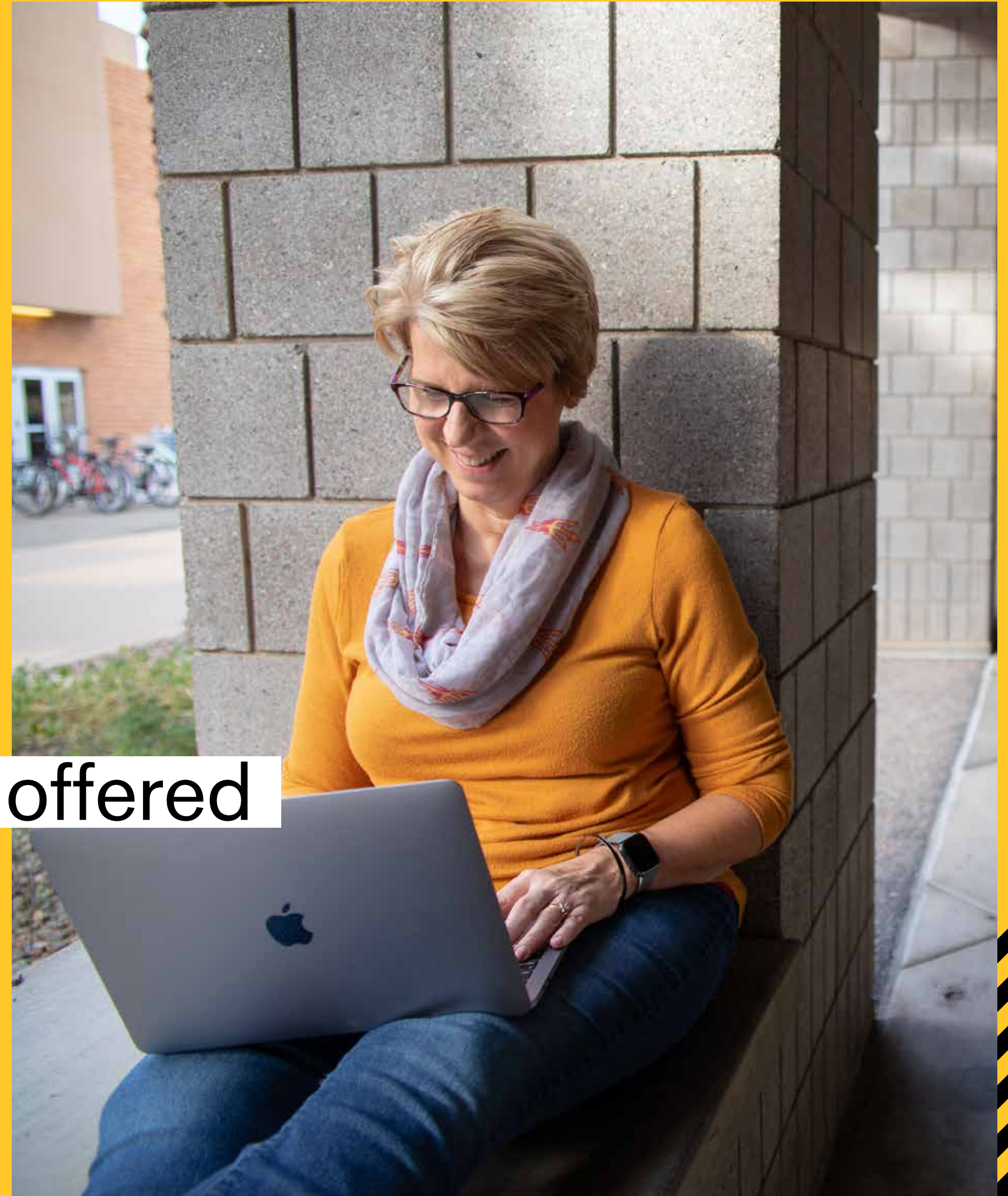
Master Class for Teaching Online

This two week, asynchronous online workshop is designed to facilitate peer sharing of strategies for designing and teaching online courses. Master Class is both for seasoned online faculty and instructors who are new to online teaching. All instructors learn best practices for teaching online and develop comfort with educational technologies. Experienced online faculty gain exposure to new tools that can enhance their instructional strategies.

1671 Total completed since inception
257 Master Class certificates in 2019
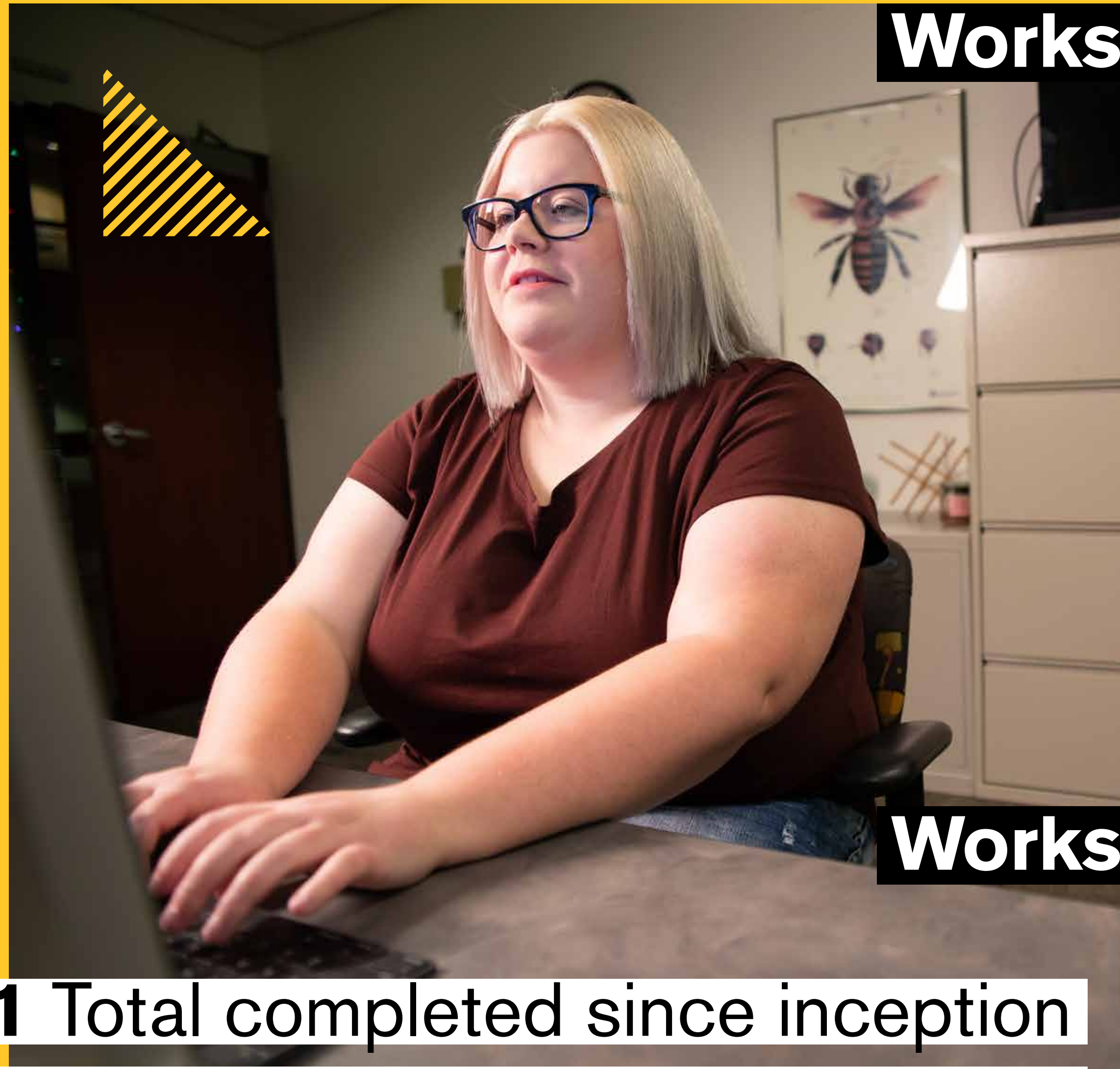
Workshop Spotlight

High Enrollment Courses: Strategies for the online classroom

This webinar covers some best practices for teaching and designing courses that will have a high enrollment of learners. Topics such as: reducing the grading load, using analytics, managing discussion, and leveraging groups all can work to make students feel supported and connected to the course.

Workshop Examples

- **Accessibility**
  Accessible Microsoft PowerPoint Presentations: Tips and Techniques

- **Copyright**
 Copyright and Fair Use for Instructors

Quality Assurance

The Quality Assurance team identifies best practices and applies evidence-based research in the design, development and delivery for ASU Online courses. We partner with faculty and academic unit program leads to promote high-quality standards for learning experiences. We provide ongoing course enhancement support using quality metrics before, during, and after the course is offered. Our custom 360 degree review process reviews course design quality components before a course is launched, while a course runs, and then after the course has concluded.

1194+ Readiness Checks

494 Course Enhancements
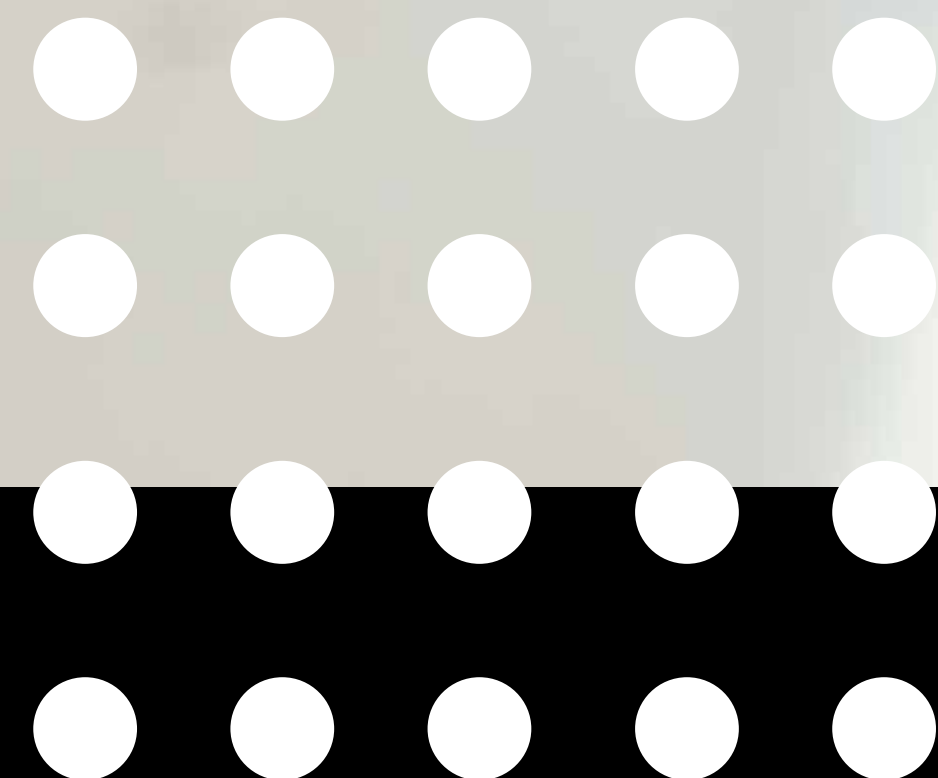
Special Projects

Mayo Clinic School of Medicine

107 modules revised for the Biochemistry and Genetics and Microbiology blocks

Special Projects

NASA Psyche Innovation Toolkit Series

A series of 8 free NASA-grant funded courses. The purpose of the NASA Psyche Innovation Toolkit is to allow anyone in the world with internet access to learn the process and the ideas behind a mission and develop skills, such as building an inclusive mindset. The goal is to inspire others to imagine and plan how they can design and run their own mission, whether it's to space, to improve a community, or drive their own vision.

The Process and Lifetime of a Space Mission:

484 students enrolled
109 course completions
85% of course completions scored 80% or higher
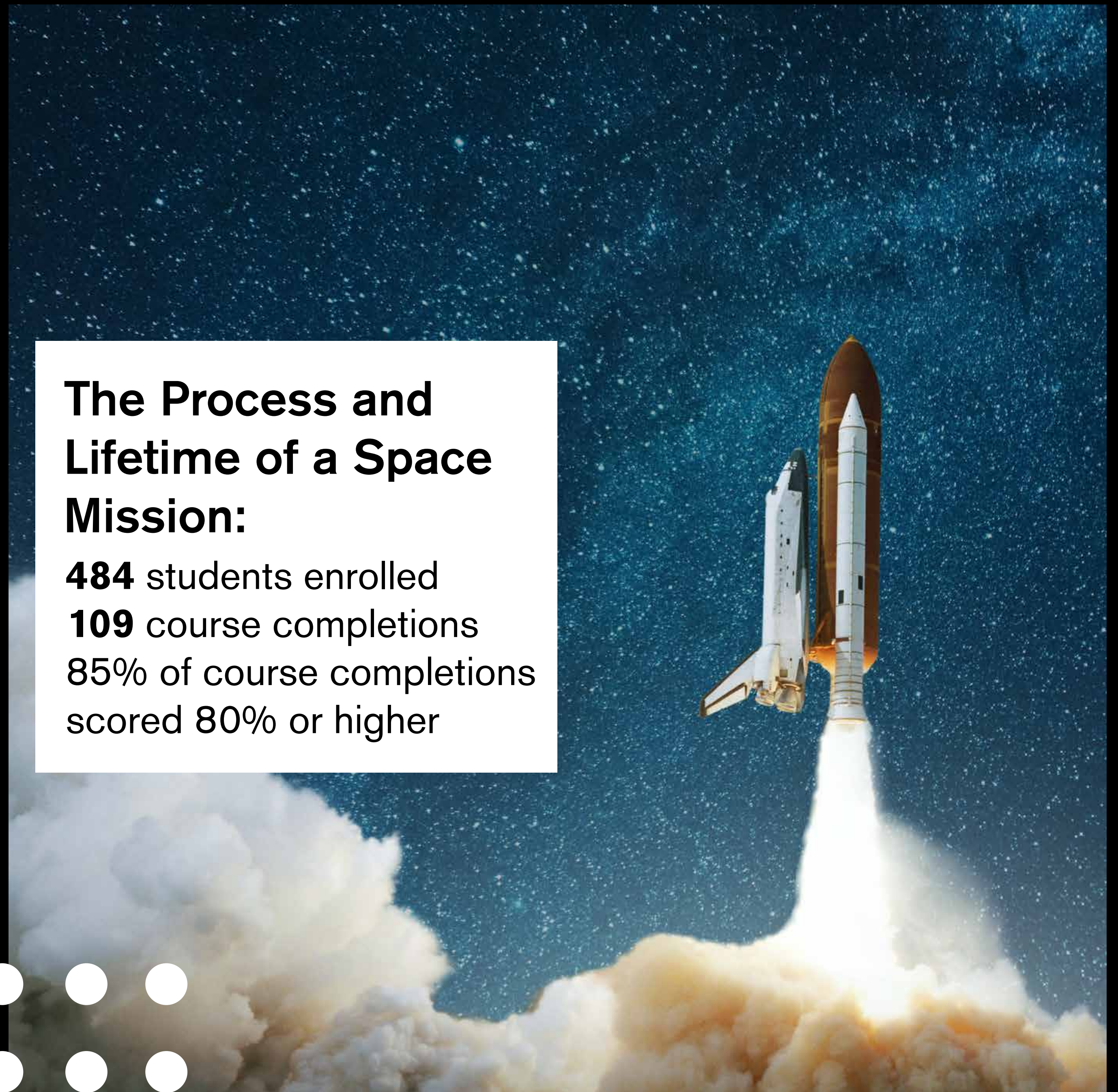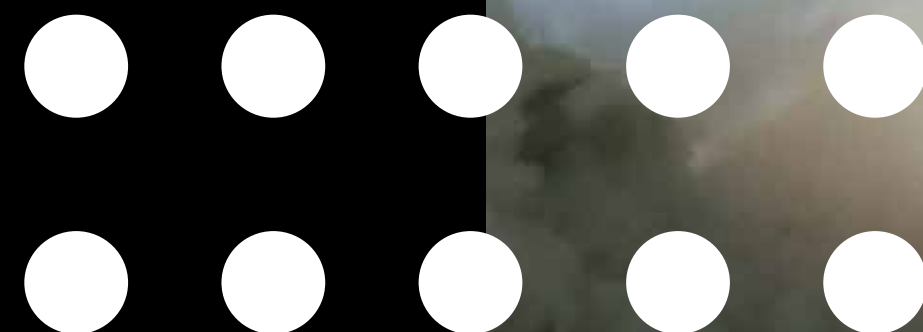
Special Projects

Power Skills for Now and the Future

ASU knows that balancing academics with real-life can be a challenge. Power Skills for Now and the Future is designed for students that decided to take a semester off, it is an opportunity for up-skilling and staying connected to ASU. The course is organized into modules on topics like time management, networking, public speaking, and other 21st century skills to make students successful in their academic and professional careers.