

Second Annual! North American Faculty Development Conference

Take your faculty to the next level.

March 3-4, 2014 – Fort Lauderdale, Florida



"Information That Works!"

Take your faculty to the next level.

Second Annual! North American Faculty Development Conference

**March 3 – 4, 2014, Pre-conference Day: March 2
Riverside Hotel — Fort Lauderdale, Florida**

The latest, most advanced faculty development strategies and techniques for faculty and staff, both new and experienced in faculty development.

**Finally, a North American conference
specific to those developing faculty,
especially online faculty**

Why You Should Attend

There are several reasons why your institution should be represented at this important conference:

Boost completion rates.

Boosting your completion rate is now a top priority. The key is to provide professional development for your faculty members so they can better enable your students to learn

more and succeed. This conference has the latest and most successful tips for faculty development.

Faculty development is a good investment.

Faculty development creates income and reduces costs. Professionally trained faculty members are able to use their time more effectively, teach hybrid and online courses as well as face to face, and are more apt to adjust to new technologies and pedagogical strategies.

In the increasingly competitive environment facing higher education in the years ahead, your institution cannot afford to fall behind in teaching quality.



Return on Investment (ROI) is substantial.

When you come to the North American Faculty Development Conference, you are able to improve the professional development of your faculty and staff, resulting in an enormous Return on Investment (ROI) for all your faculty. Faculty development enhances the quality of all your faculty.

Enhance your institution's teaching quality.

In the increasingly competitive environment facing higher education in the years ahead, your institution cannot afford to fall behind in teaching quality.

Unique

Only this conference has:

- State of faculty development
- Top faculty development issues
- Future of faculty development
- Top faculty development tips of the year

Just one student retained will pay for your entire conference.

Who Should Participate

Any person on faculty or staff engaged in faculty development should participate. Whether faculty development is a full-time position, a part-time position, or a part of an administrator's duties, this conference is relevant. The content is geared towards both new and experienced faculty developers. Deans and other decision makers will also benefit from getting the most advanced, comprehensive and intensive professional development available in faculty development.

Benefits

1. Sessions by some of the top faculty developers in higher education
2. Networking and discussions with your colleagues
3. Latest most advanced practices in online teaching
4. Complimentary pre-conference seminars
5. Discussion of the future trends and issues in faculty development

Outcomes

After attending this premier conference you will be able to:

- Identify current trends and issues that need to be addressed
- Know the latest best practices
- Address the changing needs of faculty

...and much more.



Dear Faculty Developer,

Whether you are new to faculty development or experienced, the time is now to take your faculty to the next level.

There is a sense of urgency in higher education. There is an imperative to boost completion rates.

With our best experts and top practitioners, this conference will have information not available anywhere else.

I look forward to having you at our second annual conference to move higher education forward in serving our society in the 21st century.

***William A. Draves, COI, President,
Learning Resources Network***

Conference Agenda

Sunday, March 2, 2014

Pre-conference Seminars

No additional charge to those registering for the conference

8:30 a.m. – 9 a.m. Pre-conference Seminar Registration

9 a.m. – Noon Designing and Marketing Faculty Development Programs, with William A. Draves

The essentials and fundamental aspects of faculty development, from when to email faculty to selecting room size

9 a.m. – Noon Generational Learning Styles, with Kassia Dellabough, Ph.D., University of Oregon, Eugene, OR

1 p.m. – 4 p.m. New! The 11 Top Retention and Completion Strategies, with William A. Draves

Boosting completion rates are now a high priority for society. Session includes pioneering research gathered from both practitioners and education literature.

1 p.m. – 4 p.m. Creating Hybrid/Blended/Flipped Courses, with Kassia Dellabough, Ph.D., University of Oregon, Eugene, OR

1 p.m. – 4 p.m. New! Students with Asperger's/ASD-1, with Julie Coates, Vice President for Research and Information Services, LERN, and author of the pioneering book *“Generational Learning Styles.”*

4 p.m. – 5 p.m. Society for Faculty Development Council meeting

“The sharing and collaboration on improving faculty teaching was invaluable.”

Kermelle Hensley, CFD, Columbus Technical College, Columbus, GA

Monday, March 3, 2014

7:30 a.m. – 8:30 a.m. Registration and Complimentary Breakfast

8:30 a.m. – 8:45 a.m. Opening Session, **The State of Faculty Development**, with William A. Draves, President, Learning Resources Network

8:45 a.m. – 9:30 a.m. Making Faculty Feel Part of the Community, Jill Y. Fuson, Faculty Director, School of Management, American Public University System, Charles Town, WV

9:30 a.m. – 10:15 a.m. Rethinking Grades: Using Game-like Elements to Increase Student Motivation, Andy K. Stanfield, Assistant Vice President, Assessment and Director, Center for Teaching and Learning Excellence, Florida Institute of Technology, Crawford, FL

10:15 a.m. – 10:30 a.m. Complimentary Morning Break

10:30 a.m. – 11:15 a.m. Building Online Learning Communities with Voice Thread, Lilita Toader, Academic Coordinator of Distance Learning, Siena Heights University, Adrian, MI

11:15 a.m. – Noon Adding More Visual Appeal to Slides, Drusilla Pair, Instructional Technologist, Hampton U Online, Hampton University, Hampton, VA

Noon – 1 p.m. Complimentary Networking Luncheon

1 p.m. – 1:15 p.m. Small Group Discussions on faculty development topics

1:15 p.m. – 2 p.m Faculty Navigator: Increasing Faculty Retention, with Sheila McKay and Elizabeth Hagell, Instructors, Nursing Department, Red Deer College, Red Deer, AB, Canada

2 p.m. – 2:15 p.m Break

Conference Agenda

2:15 p.m. – 3 p.m Faculty Development for Chairs and Administrative Staff, Martha King, Office of Faculty Affairs, Saint Louis University, St. Louis, MO

3:15 p.m. – 4 p.m Adopting Blended Learning Strategies: How to get faculty on board, Micah Murdock, Instruction Development Coordinator, Brigham Young University-Idaho, Rexburg, ID

Tuesday, March 4, 2014

7:30 a.m. – 8:15 a.m. Complimentary Breakfast

8:30 a.m. – 8:45 am General Session, **The Future of Faculty Development**

8:45 a.m. – 9:30 a.m. Support Elements for Designing Online Courses, Lisa Lamor, CFD, Faculty Development Specialist, South Central College, North Mankato, MN

9:30 a.m. – 10:15 a.m. Challenging the One-Shot Professional Development Workshop Model, with Susan Blackwell and Toni Morris, Professional Development Facilitators, University of Indianapolis, Indianapolis, IN

10:15 a.m. – 10:30 a.m. Complimentary Morning Break

10:30 a.m. – 11:15 a.m. Best Practices for Developing Faculty Learning Communities/Circles, Kassia Dellabough, Director, Office of Professional Outreach & Development for Students, School of Architecture & Allied Arts, University of Oregon, Eugene, OR

11:15 a.m. – Noon Education in the 21st Century: 2014 Edition, with William A. Draves, one of education's leading futurists

Noon Conference Ends on Time



The professional development you want, the recognition you deserve.

Sessions and Presenters

Making Faculty Feel Part of the Community

Make all of your faculty feel part of the community. Good communication involves understanding which method to use to convey your message for maximum results. Come explore a variety of communication methods to keep your ALL your faculty involved, dedicated and motivated making your program FIRST-CLASS. Take home the best practices to implement at your institution.

Jill Y. Fuson, Faculty Director, School of Management, American Public University System, Charles Town, WV



Jill Y. Fuson

instructor immediacy and social presence while maintaining the flexibility that draws students to online learning. This session will explore how the use of Voice Thread can create a more active online learning classroom.

Liliana Toader, Academic Coordinator of Distance Learning, Siena Heights University, Adrian, MI

Challenging the One-Shot Professional Development Workshop Model

Create more effective professional development. Improve teaching practices by faculty conducting observations in each other's classrooms over an entire semester and create Faculty Learning Communities (FLCs) with faculty groups participating in a year-long process of studying an aspect of teaching and/or scholarship.

Susan Blackwell and Toni Morris, Professional Development Facilitators, University of Indianapolis, Indianapolis, IN



Susan Blackwell



Toni Morris



Andy K. Stanfield

Rethinking grades: Using Game-like Elements to Increase Student Motivation

Rethink grading by incorporating elements of game design. Traditional grading often starts with 100 points, and any errors made will be deducted from this score. Sometimes grading may seem arbitrary. Incorporating game elements may change this focus. Students start at 0 and work to gain points. This mimics how students play videogames: if there is no immediate success in a video game players persist until they achieve mastery.

Andy K. Stanfield, Assistant Vice President, Assessment and Director, Center for Teaching and Learning Excellence, Florida Institute of Technology, Crawford, FL

Building Online Learning Communities with Voice Thread

Studies have shown the use of regular audio communication in an online environment improves



Liliana Toader



Drusilla Pair

Adding More Visual Appeal to Slides

Your students learn visually, the research shows, and faculty need to make presentations more visually appealing. Find out how to breathe life into bullet points and text using SmartArt graphics. Then learn to use the SmartArt graphics feature in Microsoft Word or Microsoft PowerPoint. In this session, participants will learn how to create SmartArt graphics from scratch or from existing text or bullets, how to choose appropriate SmartArt graphic styles to visually present textual information, and how to modify and format SmartArt graphic structures.

Drusilla Pair, Instructional Technologist, Hampton U Online, Hampton University, Hampton, VA

Sessions and Presenters

Faculty Development for Chairs and Administrators

What happens when those faculty move into leadership roles within their department, college or university? This session will highlight some of the key challenges faculty face when moving into administrative roles and solutions that faculty developers can offer this population.

Martha King, Office of Faculty Affairs, Saint Louis University, St. Louis, MO



Martha King

About Fort Lauderdale

Fort Lauderdale is the home of good weather, sun, great beaches and more. From the popular water taxi to the great restaurants and shops right outside your hotel along Las Olas Boulevard, there are special experiences waiting for you!

About the Society for Faculty Development (SFD)

Give your faculty the best professional development with these services from LERN: complimentary webinars, our monthly faculty TipSheet, a faculty development newsletter and much more. Annual dues are normally \$495, but you can save \$150 if you join when you register for this conference. For complete info, email Tammy at info@lern.org or call her at 800-678-5376.

Every institution should be a member. Faculty development is just too important.



Sheila McKay

Faculty Navigator: Increasing Faculty Retention

Research suggests that supporting new faculty in the transition to educator is an effective approach to retention. A variety of approaches are used, including orientation, mentorship and coaching programs. This unique program supports a positive transition into the education setting for the faculty member and encourages a learner-centred approach to enhance the students' experience.

Sheila McKay and Elizabeth Hagell, Instructors, Nursing Department, Red Deer College, Red Deer, AB, Canada



Elizabeth Hagell

Adopting Blended Learning Strategies: How to get faculty on board

How to effectively move blended learning from the drawing board to the classroom in meaningful ways. What we know about successful adoption strategies for both



Micah Murdock

“What a powerful workshop packed with gems of new information to be disseminated back at my home institution.”

Neal Rosenburg, Linfield College, McMinnville, OR

Sessions and Presenters

About LERN

The Learning Resources Network (LERN) is a leading association in online teaching, programming and faculty development serving about 1,000 colleges and universities every year.

LERN also sponsors the Certified Online Instructor (COI) designation, the leading designation in the field for faculty in higher education, and LERN sponsors the Certified Program Planner (CPP) designation, the leading programming designation in higher education. More than 3,000 professionals have received a certified designation from LERN.

More than 600 institutions of higher education are members of LERN. Educators serve on the LERN Board of Directors and in its leadership councils, creating leadership standards for the field for the 21st century.

Services include consulting, conferences, newsletters, technical assistance, seminars and online events. More than 8,000 faculty in higher education have taken an online course sponsored by LERN.

Administration and faculty, and the role the institutional culture plays in promoting or inhibiting this adoption, based on Rogers Diffusion of Innovation framework.

Micah Murdock, Instruction Development Coordinator, Brigham Young University-Idaho, Rexburg, ID

Support Elements for Designing Online Courses

Take back a course building and peer review process that decentralizes the support element and allows faculty to work in multiple stages so as not to feel overwhelmed. Support systems such as foundational & organizational elements, authoring tools, incorporation of other tech tools, peer review and a lead reviewer are components of this new model that works.

Lisa Lamor, CFD, Faculty Development Specialist, South Central College, North Mankato, MN



Lisa Lamor



Kassia Dellabough

Best Practices for Developing Faculty Learning Communities/Circles

Faculty are busy and often work on their own time frame and shy away from joining groups. Yet we know collaboration can produce innovation and creative solutions. How can you foster active learning communities among your faculty that produce new ideas and foster a stronger teaching community? We will look at examples of winning faculty learning communities and see what it is that helps them prosper and grow.

Kassia Dellabough, Director, Office of Professional Outreach & Development for Students, School of Architecture & Allied Arts, University of Oregon, Eugene, OR

Sessions and Presenters

Education in the 21st Century: 2014 Edition

Join one of education's leading futurists for research and information not available anywhere else. Our current higher education model is obsolete and is being transformed into a more relevant system for the learners and society of the 21st century. Spend an hour with someone who works the whole year on the cutting edge. Educator Phil Housel of Kerrville, Texas says "I'd trample my grandma to hear Draves speak."



William A. Draves

William A. Draves, is co-author with Julie Coates of the new book, *"The Pedagogy of the 21st Century."*



Julie Coates

Students with Asperger's/ASD-1

Every faculty member is now teaching students on the autism spectrum. It is critical that faculty understand their neurological difference and have strategies to help students on the spectrum be academically successful.

Most students with ASD-1, formerly called Asperger's, are bright but need specific strategies to maximize their success. This preconference seminar will explore both the myths and realities of high-functioning ASD and provide practical strategies for communication and interaction. Offered Sunday March 2.

Julie Coates, Vice President for Research and Information Services, LERN, and author of the pioneering book *"Generational Learning Styles."*

"Everyone was approachable and that really enhanced the sharing of information and experience. Extremely practical and relevant!"

Lydia Thebeau, Missouri Baptist University, St. Louis, MO

What to tell your boss

Retention, Recruitment and Reputation.

Faculty development and instructor quality are now financially critical to your institution. Your institution's bottom-line financial health is dependent on retention, completion rates, recruitment and reputation. Retaining just one student will make your investment worthwhile.

Investment payback is 10:1. That's right, the LERN conference provides a 10-to-one return on your investment. People attending LERN's faculty development events learn how to save institutional costs, boost faculty and staff productivity, and stay on the cutting edge without wasting resources.

Your boss should come too. LERN has the most advanced, state-of-the-art and cutting-edge strategies for senior decision makers in higher education. College and university presidents attend our seminars. Thousands of faculty members have taken our online courses. For the best insight about higher education in the 21st century, LERN provides *"Information That Works!"*

Hotel and Registration

About the Hotel

The Riverside Hotel is located in the heart of downtown Fort Lauderdale, along trendy Las Olas Boulevard, just steps away from great shops and restaurants and just a short walk to historic sites and the water taxi.

The room rate is \$179 single/double, plus applicable taxes. Make your room reservation by calling 800-325-3280 or 954-467-0671. To qualify for the group rate, make your reservation by Jan. 29, 2014, and specify you are attending the LERN conference. The hotel does not accept purchase orders for payment.

Riverside Hotel

620 East Las Olas Boulevard
Fort Lauderdale, FL 33301
www.riversidehotel.com

phone: 954-467-0671

Getting There

Fort Lauderdale-Hollywood International Airport is only four miles from the hotel and probably the best airport to consider if you are flying.

Bring a Second Person

Research on conference attendance shows that two people from the same institution bring back substantially more information, ideas and change recommendations than one conference participant. Bring a second person and make an even bigger impact on your institution.

Conference Fee

The conference fee is just \$795 and includes all sessions, the Sunday pre-conferences, breakfast on Monday and Tuesday, lunch on Monday, breaks and materials.

“Invaluable.”

*Kermelle Hensley, CFD, Columbus Technical College,
Columbus, GA*

Early Registration Bonus

Register by Dec. 31, 2013, and get a free copy of LERN's new book, *“Continual Engagement: Fostering Online Discussion,”* by Mary Dereshwisky of Northern Arizona University, Chair of the national recognized Certified Online Instructor (COI) program for faculty in higher education.

Payment

Payment is due, in US dollars, at or before the conference. Make checks payable to LERN. Visa, MasterCard, Discover and American Express are accepted.

Purchase Orders

A purchase order will reserve your place, with payment due at or before the conference. Please fax your registration and PO to us at 888-234-8633, and we will email you an invoice.

Cancellations

Substitutions are accepted at any time. All cancellations must be in writing, and email is acceptable. After Jan. 29, 2014, no refunds can be issued.

There are 5 Easy Ways to Register

You can apply for the Faculty Development Conference in any of these ways:

Online. Go to www.TeachingOntheNet.org and look for the Faculty Development Conference.

Email. Send your registration information to info@lern.org

Fax. Complete the registration form and fax it, toll-free, 24 hours a day, to 888-234-8633.

Phone. Call Tammy at 800-678-5376. The phones are open Monday through Friday, 8 a.m. to 5 p.m. CT.

Mail. Simply fill in the form on the next page and mail it to: Faculty Development Conference, LERN, PO Box 9, River Falls, Wisconsin 54022, USA

REGISTRATION FACULTY DEVELOPMENT CONFERENCE

March 3-4, 2014 — Fort Lauderdale, FL

Simply fill in the information below and fax to 1-888-234-8633 with your credit card information or purchase order, or mail along with your check. If you have questions, call us at 1-800-678-5376. Feel free to copy this form for additional registrations.

FIRST PERSON — FACULTY DEVELOPMENT CONFERENCE

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State/Province _____	ZIP/Postal Code _____	Country _____
Email _____	Phone _____	Fax _____

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Name _____		
Department _____	Institution _____	
Address (if different) _____	City _____	
State/Province _____	ZIP/Postal Code _____	Country _____
Email _____	Phone _____	Fax _____

Payment Method

- Payment enclosed.
Check # _____
- Bill my institution.
PO # _____
See credit terms.
- Charge to my credit card.



Registration Fees

- \$795 US Regular rate
- \$645 SFD members
- \$1,140 Conference + SFD institutional membership

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Exp. Date _____	CVC# _____
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Cardholder's Signature _____	

All fees are in US dollars.



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“Outstanding. Brilliant.”

Steven Zani, Lamar University, Beaumont, TX



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Fort Lauderdale**