

FEBRUARY 13 – APRIL 20, 2012

New Online! Certified Faculty Developer (CFD)

Get the professional development you want,
Get the recognition you deserve



"Information That Works!"

New! By Request. Now Online Certified Faculty Developer (CFD)

The professional development you want, the recognition you deserve

Every institution in higher education should have at least one Certified Faculty Developer on staff. Faculty development is too important. Lack of faculty development is too costly.

Finally, certification specific to those coordinating and training faculty, especially online faculty

Come to the Certified Faculty Developer Institute online and become a Certified Faculty Developer (CFD).

Why Your Institution Should Participate

There are two reasons why your institution should have a Certified Faculty Developer (CFD) on staff:

Faculty development is a good investment.

Faculty development creates income and reduces costs. Professionally trained faculty 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 send your faculty developer to become a Certified Faculty Developer, that person improves the professional development of your staff, resulting in an enormous Return on Investment (ROI) for all your faculty. Faculty development enhances the quality of all your faculty.

Unique

Here's why you should send your faculty developer to become a Certified Faculty Developer (CFD).

Foremost authorities

The instructors at the LERN Institute are the foremost authorities on online learning and faculty development. Each is an author, consultant and a popularly requested speaker at conferences. Your instructors are engaged daily in research into best practices, the latest trends, and emerging technologies in the rapidly changing environment of higher education today.

Information not available anywhere else

The Certified Faculty Developer curriculum is the most sophisticated, advanced, comprehensive and intensive curriculum in the field. You will receive strategies and techniques not found anywhere else.

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 training and designation is relevant. Deans and other decision makers will also benefit from getting the most advanced, comprehensive, and intensive professional development available in faculty development.

Benefits

- The Faculty Development Manual included in your materials
- PowerPoint slide shows on faculty development and online teaching topics to present to faculty your institutions. Unique benefit!
- After you pass the exam, you get a framed certificate and a real medal.
- After passing the exam, you earn the right to have the initials CFD after your name.

Outcomes

The goal of LERN's Faculty Developer certification is to prepare faculty developers to assist faculty in improving instructional quality at their institutions.

Upon certification, faculty developers will:

- Identify current trends and issues that need to be addressed by faculty development programs.
- Be aware of the latest innovations and best practices in instructional strategies.
- Be apprised of emerging technological advances.
- Understand the needs and characteristics of today's learners.
- Be able to address the changing role and needs of faculty.

Join the Best Experts

“I was amazed
at how much I learned
in such a short amount of time.”

*Cindy Officer, CFD
Gallaudet University, Washington DC*



Rita-Marie Conrad, Ph.D., is one of the foremost authorities on online instruction and is co-author of *Faculty Guide to Moving Teaching and Learning to the Web*. She is also the co-author of *Engaging the Online Learner: Activities for Creative Instruction*.

Conrad has been teaching, designing and consulting about online courses for the past decade. She has taught for Florida State University, Capella University, Nova Southeastern University and Tallahassee Community College.

Conrad consults on the design and implementation of distance learning courses, the management of technology-related projects, the use of technology in the classroom, and has provided training to community college and university faculty. She is a frequent presenter on the topic of online instruction at various national forums.

Les Howles is a leading online media expert and is a senior e-learning consultant at the University of Wisconsin – Madison. He has over 20 years experience as an instructional design and technology consultant in corporate, government, medical and academic settings.



He works with faculty, researchers, trainers and subject experts to develop instructional programs, multimedia applications and e-learning courses. He has a graduate degree in educational technology from the University of Oregon and undergraduate degrees in education and educational psychology.

Les is a frequent presenter at national, local and regional conferences, as well as a guest speaker at various universities.



Julie Coates is author of the pioneering book, *Generational Learning Styles* and co-author of the new book, *The Pedagogy of the 21st Century*. She also teaches faculty about generational learning styles in the University of South Dakota graduate program in adult and higher education.

She has taught faculty on campus, does consulting with educational institutions, and is a highly sought speaker for conferences and presentations. She is an authority on demographics, gender, the brain, and students with Asperger's.

Her keynote speeches and sessions on trends and generational learning styles have garnered rave reviews and standing-room-only crowds. She has conducted seminars in Australia, Europe, Canada and throughout the United States. Coates has spoken at Radcliffe and has been on PBS television.

“LERN has done
an outstanding job.”

*Paula Hanger, CFD, Norman Moore
Technology Center, Norman, OK*

William A. Draves is a nationally known authority on teaching online. He is author of *Advanced Teaching Online*, and *How to Teach Adults*, the most popular book on the topic. He has taught more than 8,000 faculty about teaching online. He has been interviewed by the *New York Times*, *Wall Street Journal*, *BBC*, *NPR* and other national media.



He does writing, consulting, speaking and on-site faculty development. He has keynoted conferences and given presentations in Russia, Japan, Australia, Europe, U.K., Mexico, and throughout Canada and the United States.

One of education's leading futurists, Draves has been called a “world class speaker” by Maureen Geddes, Vice President of the Ontario, Canada, Speakers Association.

Curriculum

1. Engaging Student Learners

Train your faculty to engage students in leading activities in the online learning environment. Discover the four stages of the Phases of Engagement Model developed by your instructor. After attending this session, you will be able to train faculty in a step-by-step process to design engagement activities, plus take away an assessment rubric for each type of engagement activity.

2. Multiple Assessments

It's one of the most exciting developments in education. But many instructors are not yet comfortable with creating and analyzing multiple assessments. Give your teachers the knowledge to write performance objectives, choose appropriate assessments, and measure the effectiveness of each assessment. Types of assessments that can be used to formatively and summatively assess learning in a variety of contexts will be discussed, with an emphasis on online assessment.

“I learned how to help faculty improve learning outcomes while simultaneously being more efficient.”

Larry Grieshaber, Marysville University

3. Best Practices for Online Faculty

Get the latest models and benchmarks for online teaching. Discover the latest state of online learning in higher education. Then acquire the leading online course critique standards, a 20-point evaluation check list with both essential elements and best practices for online faculty.

4. Designing Hybrid Courses

Within 20 years, almost all courses will be hybrid. New studies show that online and hybrid can be even more effective than the traditional face-to-face classroom. Hybrid courses also lower facility costs, and save faculty and students time. Come discover the four essential keys to designing successful hybrid courses. Take away the guidelines for training faculty on converting their face-to-face courses to hybrid, enhancing learning for your students.

5. Designing Visuals for deeper learning

- Shoot the bullet: Design PowerPoints for knowledge construction
- Creating slide storyboards
- Information topologies and meanings
- Online handouts

6. Designing Multimedia for e-Learning

Take your institution's online courses to the next level. Get the latest on Multimedia-based online lectures, and how to train your faculty to use multimedia presentations effectively both online and in the classroom.

Discover:

- Blend audio and visual elements for effective multimedia presentations
- Apply best practices to the design of podcasts and auditory learning
- Shoot the bullet: Design PowerPoints for deeper learning and knowledge construction

7. New eTools for Developing Content Objects

Start taking advantage of the growing number of eTools both commercial and non-commercial for rapid development of web-based content objects. Adopt new strategies for online course design by incorporating media rich and interactive web-based learning objects to increase learner engagement with course content.

8. Marketing and Promoting Faculty Development

Find out what works in marketing and promoting faculty development on your campus. Get techniques on designing an effective web site for faculty development. Find out the keys to sending out email promotions. Learn whether print promotions work. And discover why testimonials are the “magic” promotion.

9. Generational Learning Styles

Generations learn differently. So your Boomer and Gen X faculty have different learning and teaching styles from your Gen Y students. Brief your faculty on what they need to know about generational learning styles to enhance their teaching. Your faculty will learn more about their students, and discover something new about themselves.

10. Faculty Development Planning and Programming

Take away the keys to successful faculty development planning and programming. Find out how to do quick no-cost needs assessments. Learn how to design surveys for faculty and get a high response rate. Acquire advanced program planning techniques. Get the world's best evaluation form to receive a high response to your evaluations, so you can be able to improve your programs from the results.

Agenda

Content and interaction delivered in two formats:

Online Course

- Participate anytime throughout the week.
- For optimal professional development, log on 2-3 different times during the week.
- Feel free to work ahead, or back, if you have scheduling conflicts.

Live Webinars

- Weekly one-hour live webinars
- Can't attend? No problem, each webinar is recorded so you can listen at your leisure.

Faculty interact and engage in both the online classroom and as many webinars as possible.

You participate as much as you can.

Week 5. March 12 - 18

Designing Visuals for Deeper Learning

Webinar: Thursday, March 15

2-3 pm ET; 1-2 pm CT; Noon – 1 pm MT; 11 am – Noon PT

Week 6. March 19 – 25

Designing Multimedia for e-Learning

Webinar: Thursday, March 22

2-3 pm ET; 1-2 pm CT; Noon – 1 pm MT; 11 am – Noon PT

Week 7. March 26 – April 1

New eTools for Developing Content Objects

Webinar: Thursday, March 29

2-3 pm ET; 1-2 pm CT; Noon – 1 pm MT; 11 am – Noon PT

Week 8. April 2 - 8

Marketing and Promoting Faculty Development

Webinar: Thursday, April 5

2-3 pm ET; 1-2 pm CT; Noon – 1 pm MT; 11 am – Noon PT

Week 9. April 9 – 15

Generational Learning Styles

Webinar: Thursday, April 12

2-3 pm ET; 1-2 pm CT; Noon – 1 pm MT; 11 am – Noon PT

Week 10. April 16 - 20

Faculty Development Planning and Programming

Webinar: Thursday, April 19

2-3 pm ET; 1-2 pm CT; Noon – 1 pm MT; 11 am – Noon PT

Optional CFD Exam

Take the CFD Exam as soon as the course is over. You can take the exam online with a local proctor from your institution, or you can take the exam with paper-and-pencil/pen and a local proctor at your institution. You can take the exam up to one year after the Institute concludes.



“The CFD adds more weight to job security.”

Steve Szymoniak, CFD, Texas State Technical College, Harlingen

February 13 – April 20, 2012

Week 1. February 13 – 19

Engaging Student Learners

Webinar: Thursday, February 16

2-3 pm ET; 1-2 pm CT; Noon – 1 pm MT; 11 am – Noon PT

Week 2. February 20-26

Multiple Assessments

Webinar: Thursday, February 23

2-3 pm ET; 1-2 pm CT; Noon – 1 pm MT; 11 am – Noon PT

Week 3. February 27 – March 4

Designing Hybrid Courses

Webinar: Thursday, March 1

2-3 pm ET; 1-2 pm CT; Noon – 1 pm MT; 11 am – Noon PT

Week 4. March 5 - 11

Best Practices for Online Faculty

Webinar: Thursday, March 8

2-3 pm ET; 1-2 pm CT; Noon – 1 pm MT; 11 am – Noon PT

Second Person Discount!

Send a team of two persons and get more for your investment. Studies show that when two people from the same institution attend a professional development event, the institution receives far more new information and benefit. To encourage teams, we are offering the second registration at a big discount.

Council for Faculty Development

More than 50 colleges and universities have already joined the Council for Faculty Development, offering free online professional development for your entire faculty and online consulting for your faculty developers. Institutional membership dues are just \$495. For more information, email Tammy Peterson at TammyP@lern.org.

On-site

You can bring a LERN presentation on-site for all your faculty. Just contact Greg Marsello at marsello@lern.org about availability and fees.

Fees & Benefits

The fee includes the Faculty Development Manual, and also included are PowerPoint slide shows to train your faculty.

There is no additional fee for taking the exam. For those passing the exam, you will also receive a framed certificate and CFD medal suitable for framing.

The registration fee is \$995 for the first person. Send a second person from your institution. The second person fee is just \$695.

Applications

In order to insure maximum participation, interaction and individual attention, attendance at the online Institute is limited. LERN reserves the right to decline applications from those who would not most benefit from the Institute.

Cancellations & Substitutions

Substitutions are available at any time when requested in writing. Cancellations must be requested in writing. Cancellations made 30 days or more prior to the event will receive a full refund. Within 30 days, no refund is available.

**“It will change
my training procedure.”**

*Gary Pitts, CFD,
Southern Crescent Technical College, Griffin, Georgia*



Credit Terms

Organizational purchase orders will be accepted in lieu of payment to hold your place. Our credit terms are net 30 days. All fees must be paid in full in order to attend the Institute.

About LERN

The Learning Resources Network (LERN) is a leading association in online teaching, programming and faculty development serving around 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, magazines, technical assistance, seminars and online events. More than 8,000 faculty in higher education have taken an online course sponsored by LERN.

How to Apply

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

Online. Go to www.lern.org/faculty and click on Faculty Developer Institute.

E-mail. Send your application information to us at info@lern.org.

Fax. Complete and fax the attached application form, along with a purchase order or credit card information, to 888-234-8633.

Phone. You can reserve your place with a credit card by calling Tammy at 800-678-LERN (5376).

Mail. Complete and send the attached application form, along with a purchase order, check or credit card information, to LERN, PO Box 9, River Falls, WI 54022.

REGISTRATION – ONLINE CERTIFIED FACULTY DEVELOPER INSTITUTE 2012

February 13 – April 20, 2012

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 — CERTIFIED FACULTY DEVELOPER (CFD) INSTITUTE

Name _____		
Department _____	Institution _____	
Address _____	City _____	
State/Province _____	ZIP/Postal Code _____	Country _____
E-mail _____	Phone _____	Fax _____

SECOND PERSON — CERTIFIED FACULTY DEVELOPER (CFD) INSTITUTE

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

Payment Method

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



Registration Fees

- \$995 US Regular rate
- \$695 US 2nd Person

Account # _____
Exp. Date _____ CVC# _____
Cardholder's Name (please print) _____
Cardholder's Signature _____

All fees are in US dollars.



PO Box 9
River Falls, WI
54022 USA

Non Profit
Organization
US Postage
PAID
Saginaw, MI
Permit No. 52

“The ROI was significant.”

*Sandi Melton, CFD
Arkansas State University*



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February 13 — April 20, 2012

Join the Best Experts!

Come and get

*The best professional development with
information not available
anywhere else*

Then take away

*Professional development
modules to train your faculty*

**And then get your
CFD designation**

*With a framed certificate
and a real medal*