

## Using Web 2.0 Tools to Deepen Student Engagement & Faculty Collaboration Category: Professional Development Grant

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**Funds Requested:** \$9,700 (\$3,650 UMass Dartmouth; \$6,050 UMass Lowell)

### Project Summary:

The purpose of this project is to support the development of online course activities that leverage the social networking and personalization tools introduced by Web 2.0 (e.g., podcasts, video blogs, and discussion blogs). Anchored in the concepts of Communities of Practice, the Project Investigators will develop, pilot and share online business course activities and assignments that take advantage of Web 2.0 tools for use in MIS and Management courses while creating a common pool of online, instruction-related resources for both UMass Lowell and UMass Dartmouth faculty. If successful, an active cross-campus Community of Practice of business faculty will exist in order to continue and expand these activities. This prototype can also serve as a proof of concept to be replicated in other disciplines and campuses.

This project will address the following Professional Development Grant objectives:

- Encourage effective use of a variety of existing and emerging instructional technology tools by faculty.
- Disseminate best practices to other faculty to help them think about new ways of teaching students.
- Cross traditional academic disciplines and campus boundaries
- Advance the system's goal of delivering high quality academic instruction to the broadest possible constituencies without regard to geography.

Signatures:

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*Dr. Stuart Freedman, Chair  
Management  
UMass Lowell*

*Dr. Angappa Gunasekaran, Chair  
Decision & Information Sciences  
UMass Dartmouth*

*Dr. Kathryn Carter, Dean  
College of Management,  
UMass Lowell*

*Dr. Eileen Peacock, Dean  
Charlton College of Business  
UMass Dartmouth*

*Dr. John Wooding, Provost  
UMass Lowell*

*Dr. Anthony Garro, Provost  
UMass Dartmouth*

## PROJECT NARRATIVE

Web 2.0 has introduced a broad range of social networking and information personalization tools that are changing the way in which people interact with information. Social software, tools such as blogs, podcasts and video blogs, offer an opportunity for instructors to reach out and engage students in new and personal ways. This project will pilot the use of appropriate social software tools across business courses offered by faculty at UMass Lowell and Dartmouth in an effort to more deeply engage students in the learning process while, simultaneously, starting an online Community of Practice in order to share successful techniques and activities with faculty peers.

**Goal I** - The project proposes to develop a series of Web 2.0 enhanced business course assignments that will be shared and used by faculty at each campus. In the Management and MIS fields, textbooks quickly lose currency. Examples and cases are often out of date before the texts are available to students. Authentic assessment suggests that in order to assist students in linking course concepts to application, real world examples and activities must be embedded in course work. This is particularly challenging in rapidly changing fields such as MIS and Management. In addition, most of the examples included in textbooks are text-based, failing to capitalize on the wealth of primary multimedia resources available to students and instructors. As faculty in these disciplines, each of us has found the use of modular web-enhanced, course activities to enrich the student learning experience. With minimal instruction, we have also found our students have the skills and tools required to access the Web 2.0 activities since the majority now use these same tools for social interaction with their peers.

Project Investigators envision the use of podcasts, video podcasts, discussion forums and social book-marking tools to develop course assignments that will be integrated into web-enhanced courses in the University's WebCT Vista installation. Each PI will develop a minimum of three Web 2.0 enhanced assignments for use in their fall 2007 and spring 2008 courses, a total of nine new course assignments. Each assignment will be accompanied by support materials that indicate:

- Learning goals of assignment
- Relationship to course objectives
- Relationship to professional accreditation objectives
- Assignment instructions
- Required materials
- Grading rubric
- Creative Commons license allowing use of assignment by other instructors.
- Zip version of assignment for download and reuse.

These materials will be shared with colleagues as discussed below in Goal II.

**Goal II** - The project plans to both assess and share the use of Web 2.0 course enhancements. A challenge exists for faculty who often develop their own traditional and web-based course materials. This process requires a significant time commitment,

pedagogical knowledge, discipline-specific knowledge, technical knowledge and resources. A second goal of this project is to share the Web 2.0 resources developed by the Co-PIs with their fellow faculty at UMass Dartmouth and Lowell. There is a definite need to build a bridge between the traditional go it alone approach to teaching and materials development. We believe an online Communities of Practice can assist in supporting and sharing the development of these new teaching resources. It is through these communities that the potential of the social networking and information specialization tools provided by Web 2.0 can be realized.

In collaboration with UMass Lowell's existing EOutcomes Assessment Project, directed by Dr. Tello, the PIs will use the EOutcomes WebCT Vista group to share these new assignments with each other and with colleagues from their respective campuses. The EOutcomes website will serve as a repository and resource to those interested in enhancing their MIS and Management courses with authentic, web-enhanced assessment activities. It is hoped this pilot project between two campuses will be used as a model across the UMass campuses. This project offers the potential to expand into all major subject areas, providing faculty with a local UMass repository of Web 2.0 course activities.

Project PI's will assess the use of materials developed under Goal I from both a student use and faculty use perspective. We will develop assessment tools that will be distributed to students during the fall and spring semesters, as well as to any colleagues who make use of the Web 2.0 assignments. We will share this information with our respective departments, campus teaching centers and members of the SAT. We also envision presenting the results of this project at regional conferences such as NERCOMP, SAT Instructional Conference and the local Campus Technology Conference.

This project supports the professional development grant category by taking advantage of the mass resources which are available on the Internet, and providing them in a manner which most of today's students feel comfortable with.

## **PROJECT DELIVERABLE**

The project has two sets of deliverables. First, we will develop and implement a minimum of nine Web 2.0 enhanced course assignments across our respective courses. Required course materials, objectives, instructions and resources will be uploaded and linked in the UMOL WebCT Vista installation. Second we will develop a resource website within WebCT Vista, available to all Management Information Systems and Management faculty at both campuses, which shares these Web 2.0 enhanced assignments as well as the contributions of other faculty. This resource site will serve as the anchor to our online Community of Practice. The resource site will include a training manual with instructions in how to add course assignments to the site, an active discussion forum focused on issues of teaching MIS and Management courses, and use online surveys of faculty and students for assessing the effectiveness of Web 2.0 assignments..

## DISSEMINATION OF PROJECT RESULTS

We plan on sharing our results through a number of mechanisms including:

- Participation in local, regional, and national elearning and discipline-specific conferences, including NERCOMP, SAT Instructional Conference, local Campus Technology Conference;
- Presentation to our local faculty teaching and development centers;
- Presentation to campus MIS and Management curriculum committees;
- Publication of activities on EOutcomes website;
- Investigate potential grant funding sources which may be used to expand the pilot project;
- Through an interim and final report to be delivered to the Information Technology Council

## PROJECT BUDGET

### Lowell's Request

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|---|----------------------|--------|
| ▪ Digital MP3 Recorders for investigators:<br>(80 GB Video IPOD w/Belkin Tune Talk)                           | \$450 x 2            | \$900  |
| ▪ Multimedia Software for investigators:<br>(Camtasia Multimedia, DVD Conversion, WebPod Studio, Sound Forge) | \$500 x 2            | \$1000 |
| ▪ HP ScanJet 4370 Photo Scanner<br>Support scanning of cases, photos for enhancements                         | \$100 x 2            | \$200  |
| ▪ Cannon Elura 100 MiniDV Camera, Tripod, Warranty<br>Support faculty interviews for video podcasts           |                      | \$550  |
| ▪ Audio-Technical AT803B Lavalier Microphone<br>Record podcasts and video interviews                          | \$200 x 2            | \$400  |
| ▪ Student Media Support Staff<br>Assist in taping, digitization, media production                             | 150 hrs x \$12.00/hr | \$1800 |
| ▪ Participation at regional conferences<br>2 conferences per PI at \$300 per conference                       |                      | \$1200 |

**Total Lowell Request** **\$6050**

### Dartmouth's Request

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|--|--|--------|
| ▪ Digital MP3 Recorders for investigator:  |  | \$450  |
| ▪ Multimedia Software for investigator:<br>(Camtasia Multimedia, DVD Conversion, WebPod Studio, Sound Forge) |  | \$500  |
| ▪ HP ScanJet 4370 Photo Scanner<br>Support scanning of cases, photos for enhancements                        |  | \$100  |
| ▪ Audio-Technical AT803B Lavalier Microphone   |  | \$200  |
| ▪ Student Media Support Staff<br>150 hrs x \$12.00/hr  |  | \$1800 |
| ▪ Participation at regional conferences  |  | \$600  |

**Total Dartmouth Request** **\$3650**

**Total Project Request** **\$9700**

Please note the following in-kind contributions from each campus:

**Lowell**

- Streaming Media Server Storage Space \$10,000
- Faculty development and assessment effort \$3000  
\$500 per enhancement, 6 enhancements
- Promote and facilitate the Community of Practice \$500
- EOutcomes Websites \$2500  
Developed under auspices of Davis Educational Foundation Grant

**Dartmouth**

- Faculty development and assessment effort \$3000  
\$500 per enhancement, 6 enhancements
- Promote and facilitate the Community of Practice \$500

**Total In-Kind Campus Contribution \$19,500**

**PROJECT TIMETABLE**

April - May 2007	Curriculum Analysis: What are our learning objectives?
June - August 2007	Curriculum design: What enhancements are appropriate? Design appropriate curriculum activities. Purchase hardware and software.
August - September 2007	Develop course web enhancements. Hire student assistants.
September - December 2007	Pilot course web enhancements in 4 classes -- 2 at Lowell and 2 at Dartmouth.
December 2007	Evaluate student and faculty experience.
December 07–January 2008	Revise web enhancements, post on EOutcomes site.
January - April 2008	Announce the Community of Practice (CoP) to MIS and Management faculty colleagues at UMass Dartmouth and Lowell. Recruit faculty colleagues to review and contribute web enhancements. Facilitate the CoP
May 2008	Develop final report.

**PARTICIPANTS:**

**Steven Tello, Ed. D.**, has extensive experience in the development and delivery of technology-enhanced training and education for both college and K-12 faculty. Steve co-founded UMass Lowell's online program in 1996 with Jacquie Moloney. He served as Associate Director of Distance Education until fall 2005, when he then joined the faculty as an Assistant Professor within the University's College of Management, Steve currently teaches MIS, Leadership and Organizational Change. In past lives, Steve has taught in the University's Multimedia Certificate Program and has conducted numerous workshops and trainings on the use of multimedia, the Internet and the World Wide Web as a teaching tool. Most recently, he initiated the development of the University's Online Teaching Institute, which received the 2005 Sloan-C Excellence in Faculty Development Award.

**Timothy Shea, D.B.A.**, is an Associate Professor in the Decision Information and Sciences Department at UMass Dartmouth. He received his D.B.A. in Management Information Systems from Boston University. Dr. Shea's has numerous articles and conference presentations that have focused on the delivery and management of web-based learning and teaching technologies, end-user training, and the use of online communities of practice for faculty development. Over the past 12 years, at both his previous institution and UMass Dartmouth, Dr. Shea has participated in the ongoing development of technology and teaching as both teacher and through administrative positions, including as Co-Director of Distance Learning. Dr. Shea previously received two Professional Development Grants in Instructional Technology for Academic Development -- one in 2001 to study the effective use of virtual teams between campuses and one in 2002 to pilot a cross-campus MIS elective using videoconferencing.

**David Lewis, PhD.**, a Professor in the Management Department, has been teaching at the University of Massachusetts Lowell for 22 years. He is a pioneer in using technology in the classroom, having taught online for 11 years, since the inception of the online program at Lowell. Prof. Lewis taught a pilot blended learning course six years ago, long before the current trend in blending learning [the term used at the time was hybrid learning.] He has consistently tried innovative approaches in the delivery and assessment of both his day and online classes. He has participated in two technology grants awarded by the UMASS President's office, and authored numerous articles relating to innovative approaches in the delivery of classes and assessment of students.

## **LETTERS OF SUPPORT & PARTICIPATION**

The following letters of participation are provided, in hard copy format:

- Principal Investigator, Dr. Steven Tello
- Investigator, Dr. David Lewis
- Investigator, Dr. Timothy Shea
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The following letters of support are provided, in hard copy format:

- Dr. Angappa Gunasekaran, Chair, Decision and Information Sciences (DIS) Department, University of Massachusetts Dartmouth
- Dr. D. Steven White, Chair, Management and Marketing Department, University of Massachusetts Dartmouth
- Dr. Stuart Freedman, Chair, Management Department, University of Massachusetts Lowell