

Teaching Effectiveness

I am extremely passionate about two things - *subject* and teaching. In addition to my passion, one of my greatest strengths in a PTE environment is my industry experience. As you will see in the next section, the students consistently comment on my enthusiasm and the valuable industry experience I bring to the classroom. That I bring these elements to the class and that the students are aware of them, is critical in being an effective educator.

Some specific examples of changes or additions I have made to the course material include:

Overview of Course Improvements

- Addition of a weekly design journal to the _____ class It is my firm belief that before you can build or design something, you must first be able to deconstruct it and identify all the pieces. The students collect two examples of printed pieces and write a detailed analysis identifying the four design principles the course is based on - Contrast, Repetition, Alignment & Proximity. In order to gain valuable experience in articulating the design elements in a public forum, the students occasionally present their design journal analysis to the class.
- Updated standards compliant page layout in the _____ class .The use of CSS based page layout was added to this class the minute I began teaching it bringing it up to current industry standards. I also incorporate lots of industry tips to help the students coding skills stand out in a potential job situation.
- Real-world projects which result in live, published work in the _____ class
 - *project name*
 - *project name*
- Team based project to submit a CSS Zen Garden design in the _____ class
 - *project name*
 - *project name*
 - *project name*
- Wider reaching projects that utilize more class/topic cross-over, project planning, presentations and actual client meetings for all classes.
- Frequent industry research projects giving the students insight into the industry standards, job requirements and overall nature of web design field with rapidly changing technologies.

The student's overall participation, enthusiasm and growth based on these modifications to the courses is very positive. I believe the real-world application together with student involvement in researching industry requirements gives them a motivation beyond a simple grade.

Curriculum Development

In the three short years I have been teaching in the _____ program, there have not been any major curriculum changes. However significant revisions are in process and on target to be effective within the next academic year.

The program is working closely with our Advisory Committee and hope to add several new classes covering topics such as file management and server maintenance issues, client bidding and billing, and dealing with emerging web technologies such as setting up and maintaining Web 2.0 tools such as blogs and content management systems.

Classroom Technology

I have used a variety of technologies in all of my courses ranging from fully on-line to traditional, classroom courses. I have used both Camtasia and Elluminate to record course content for fully on-line courses. The storage and delivery of the recorded course content was managed with Moodle.

During the Spring 2009 semester, I taught two sections of the _____ course. One of which was a traditional course and one was a fully on-line course. I modified my lecture recording process to capture the live lecture from the traditional course and made it available as a real time lecture/chat as well as posting the final recording in Moodle. The students in the on-line course were very positive about this method of recording and delivery as it captured questions from the in-class students that would not have occurred in a separate recording.

I also use Moodle as a supplement to my traditional courses posting assignment criteria and due dates on the course calendar.

Recruitment

The growth and popularity of the web and internet industries has been a key factor in maintaining a very high enrollment in our program. Despite the fact our program has been full with a waiting list for the last several years, I participate in several recruiting activities.

- School Career Fairs - American Falls, Idaho Falls, Jerome
- ISU Majors Fair
- College of Technology Open House
- Tech Expo

The _____ program is always a very enthusiastic participant in recruiting activities. In fact, at the spring 2010 Tech Expo event, our program was the only ISU program to be featured on the evening news. Planning for and taking our equipment to events such as Tech Expo requires a great deal of creativity and advanced planning. Our students are always very eager to help at such events which I believe to be another strong indicator of teaching effectiveness and the commitment between instructor and student.

Summary

I am an experienced web designer and instructor, however, I am relatively new to the teaching of credit based academic classes. While I believe in continual growth and improvement, I also believe, and my student and performance evaluations will prove, I have done exceptionally well during my first three years at the College of Technology.

I hope once you review the course syllabi, performance evaluations and sample course materials, you will also conclude that my teaching effectiveness is in line with an increase in Rank & Promotion to Level II Advanced Instructor.