

# Course Design Strategy

## DESIGNING EFFECTIVE ONLINE COURSES

Many organizations face challenges with course design, including inconsistent course experiences for learners, uncertain effective teaching practices, and inefficient workflows and support processes. With Course Design Strategy, we help ensure that your organization delivers a high-quality student experience and impactful learning, organization's specific goals.

Consistent and high-quality course delivery is essential to student engagement and success. Such high-quality delivery, however, is fully dependent on organizational course design practice.

With Course Design Strategy, Blackboard Consulting will help your organization develop a structured, programmatic approach to high-quality course design. Specifically, you will walk away with a process that:

- ▶ **Enhances course quality and consistency for a better and more effective learner experience**
- ▶ **Incorporates structure and standards to define and assess online course quality and expose faculty to online strategies and effective practices**
- ▶ **Establishes workflow practices that capture efficiencies and economies of scale for course production, focuses faculty effort on instructional development, and increases collaborative**



### Getting There

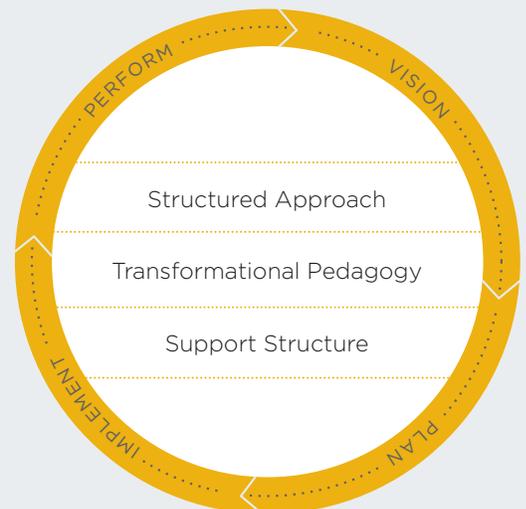
We draw upon our expertise as educators and educational technologists to develop a unique solution incorporating capabilities across three Effective Practice Areas. Our approach not only concentrates on developing a strategy for the present, but also sustaining that strategy over time.



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*Blackboard and Southern Miss worked with faculty to identify their teaching styles, how they liked to communicate, and what could be translated from face-to-face classes to the online environment. By doing that, we were able to take a deep dive into their courses from an instructional standpoint. As a result, instructors could leverage core elements of the courses they had worked so hard to develop and easily migrate them into an online environment.*

Sheri Rawls  
Director of the Learning  
Enhancement Center  
University of Southern  
Mississippi



# Course Design Strategy Effective Practice Areas

## Structured Approach

- Definition of Course Quality
- Standards
- Pre-Release Approval Process
- Governance Body
- Consistent Location of Basic Information
- Support Faculty Innovation & Creativity

## Transformational Pedagogy

- Pedagogically Driven Course Design
- Leverages Student Engagement
- Appropriate Use of Technology
- Defined Pre-Build Process
- Inter-faculty Collaboration
- Minimal Faculty Time & Effort

## Support Structure

- Staff Resources
- Needs-based Technology
- Staff Development
- Communication Strategies
- Quality Assurance Strategies
- Academically Centered

The three Effective Practice Areas are rooted in comprehensive rubrics that establish a benchmark against our maturity and capability model. This systematic approach enables us to help you take a holistic view of course design and explore deeper issues around a structured approach, transformational pedagogy, and support structure.

As part of this engagement, we will:

- ▶ **Conduct an assessment of your current capabilities, including establishing key goals and desired outcomes, examining your current program and offerings, evaluating existing staffing and resources, and identifying needs and gaps**
- ▶ **Perform a review of select courses, including assessing the current state of your online courses, identifying existing trends and practices, and diagnosing areas for potential improvement**
- ▶ **Develop and propose an improved course design process, including identification of design process requirements, presentation of design process models and process framework, outline of roles and responsibilities, recommendations on quality standards and metrics, and full process documentation**
- ▶ **Plan the implementation of your process, including implementation strategies, capacity analysis and schedule, and cost estimates**
- ▶ **Provide faculty mentoring, which includes an onsite workshop and follow-on mentoring for select course projects**

## Contact Blackboard

To learn more about how Blackboard can help you develop a course design process strategy to help you better support online teaching and learning, visit [www.blackboard.com/coursedesign](http://www.blackboard.com/coursedesign). Or, if you are already a Blackboard client, contact your Blackboard Account Representative.

**Structured Approach: Course design is a systematic, uniform process, with widely varying content and applications that suit faculty styles and student needs.**

Criteria for Evaluation	Level 4	Level 3	Level 2	Level 1
Definition of Course Quality				
Standards				
Pre-release				