



School of Design Strategic Professional Development Plan for Blended Learning

Purpose

This document describes activities to be undertaken as part of the 3C Project to increase the use of blended learning approaches in the School of Design. It focuses on the aims and objectives for the School and sets out a plan of action to achieve identified goals.

Key Staff

The following staff were involved in the development of this Strategic Professional Development Plan for Blended Learning for the School of Design:

Professor Lorraine Justice, Director	School of Design
Mr Wilson Yuen, eLearning Advocate 3C Project	School of Design
Mr Peter Duffy, 3C Project Leader	3C Project, Educational Development Centre
Dr Christine Armatas, Senior Project Fellow	3C Project, Educational Development Centre

Background

The 3C project is a 2 year institutional initiative at PolyU funded by VP(AD) in support of PolyU's strategic plan. The broad aim of the 3C Project is to enhance the eLearning / Blended Learning culture at PolyU. The approach used to address this is through the use of the 3 concurrent foci (3C) of collaboration, community and context. For more information please refer to www.3c.edc.polyu.edu.hk.

The activities described in this plan have been developed after consultation with the Director, Professor Lorraine Justice and the eLearning Advocate for the School – Mr Wilson Yuen.

Key Drivers

The School is faced with a number of key challenges over the next few years, including the introduction of the 3+3+4 education model, outcomes-based education, Freshmen seminars and Capstone projects. The increased use of blended learning will assist in managing these key challenges by providing staff with skills and experience to help them to teach more effectively and efficiently, using new approaches that incorporate eLearning technologies. It is envisaged that staff will be able to use technology to enhance the teaching and learning experience both in and outside of class, and to help students become independent learners.

Aim of the strategy

The aim of the strategy is to provide a framework for the provision of support and training for staff in the adoption of blended learning approaches in subjects taught in the School. This strategy is aligned with the Hong Kong PolyTechnic University Strategic Plan 2008/09-2011/12.



Professional Development Goals

The action plan detailed in this document is designed to:

1. increase staff awareness of the range of eLearning tools available and their application in educational contexts;
2. inform staff about what blended learning is and to help them to explore possibilities for its application in their teaching;
3. help staff to acquire the skills needed to adopt appropriate blended learning approaches in their teaching;
4. provide staff with resources to assist them adopting blended learning in their teaching;
5. promote best-practice in the use of blended learning to enhance teaching and learning at PolyU.

Activities for the Strategic Professional Development Plan for Blended Learning

Development of an online subject

Professor Justice will liaise with the 3C Project Team on the development of an existing subject for delivery online to distance students. Development of this subject will be used as a template for future online units in the School.

Review of learning systems in School of Design

Wilson Yuen will liaise with staff in the School to determine what systems are currently being used to support teaching and learning in the School. This information will then be used to determine how to rationalise these systems and / or re-purpose or re-use these systems to create efficiencies in the delivery of subjects within School of Design. The 3C Project Team will assist with this review and the implementation of any recommendations.

Feasibility study on development of a digital media repository

Wilson Yuen will work with the 3C Team to report on the feasibility of developing a platform that supports uploading of digital media which students can comment and critique and which also serves as an e-archive for these media.

Promoting blended learning through an eLearning event for the School

A review of platforms, systems and eLearning innovations in the School will be made by Wilson Yuen, after which he will meet with the 3C team to determine how best to promote eLearning and blended learning in the School of Design. One possibility is to have an informal meeting to discuss the review Wilson conducted, followed by a showcase of what has been developed and how it has been applied. This showcase would most likely be scheduled for January 2010.

Activities to develop students' academic reading, writing and speaking skills

The 3C Team will liaise with Wilson Yuen to investigate adapting the work done by PolyU's English Language Centre in this area.

Website for teaching and learning

Development of a website that captures learning resources that staff in the School could use will be investigated so that project, applications, platforms etc. can be made available online to staff.



Evaluation

Each activity undertaken for this Strategic Professional Development Plan for Blended Learning will be evaluated using a protocol developed by the staff involved in organising the activity. The evaluation could be completed using methods such as:

- questionnaires
- uptake and usage statistics
- focus group feedback

The result of these evaluations will be reported as per the Communications Plan.

Communications Plan

Progress on the implementation of the Strategic Professional Development Plan for Blended Learning will be communicated in the following ways:

- through reports to the Faculty and School / Department Learning and Teaching Committees;
- via the monthly 3C eNewsletter and on the 3C project website;
- at events or activities conducted as part of the 3C Project or as part of the Strategic Professional Development Plan;
- through emails and other means as required.



3C - What's in IT for me?

Action Plan

The table below indicates the activities planned as part of this Strategic Professional Development Plan for the School of Hotel and Tourism Management, together with the participants and indicative timelines. Which activities address the goals for the Plan is also indicated in the table.

Activity	Participants	Indicative Dates	Goals Addressed
Development of an online subject	Mr Peter Duffy & Dr Christine Armatas, 3C Project Team* Professor Lorraine Justice, Director, School of Design	August – December 2009	1, 2, 3, 4 and 5
Review of learning systems in School of Design	Mr Peter Duffy & Dr Christine Armatas, 3C Project Team* Mr Wilson Yuen, eLearning Advocate, School of Design	July – December 2009	1, 4 and 5
Feasibility study on development of a digital media repository	Mr Peter Duffy & Dr Christine Armatas, 3C Project Team* Mr Wilson Yuen, eLearning Advocate, School of Design	July – December 2009	1, 4 and 5
Promoting blended learning through an eLearning event for the School	Mr Peter Duffy & Dr Christine Armatas, 3C Project Team* Mr Wilson Yuen, eLearning Advocate, School of Design	July – December 2009	1, 4 and 5
eLearning Roadshow presentation	Mr Peter Duffy & Dr Christine Armatas, 3C Project Team* Mr Wilson Yuen, eLearning Advocate, School of Design	January 2010	1, 4 and 5
Activities to develop students' academic reading, writing and speaking skills	Mr Peter Duffy & Dr Christine Armatas, 3C Project Team* Mr Wilson Yuen, eLearning Advocate, School of Design Mr Andrew Morrall, eLearning Advocate, Faculty of Humanities	January 2010	1, 2, 3, 4 and 5
Website for teaching and learning resources	Mr Peter Duffy & Dr Christine Armatas, 3C Project Team* Mr Wilson Yuen, eLearning Advocate, School of Design	January 2010	4

* The 3C Project Team will involve staff from Educational Development Centre as required for each of these activities.



3C - What's in IT for me?

Additional activities to be held as part of the 3C Project which the School can have involvement with are:

Activity	Organisers	Participants	Indicative Dates
eLearning Showcase	3C Project Team	Open to all PolyU staff	16 th October 2009
Teaching Innovation Award	3C Project Team	Open to all PolyU staff	12 th – 16 th October 2009 4 th June 2010
School events with invited eLearning consultants	Mr Peter Duffy & Dr Christine Armatas, 3C Project Team Mr Wilson Yuen, School eLearning Advocate	Invited staff from School of Design	12 th – 16 th October 2009 4 th June 2010
Teaching and Learning Symposium	Mr Peter Duffy & Dr Christine Armatas, 3C Project Team Mr Wilson Yuen, School eLearning Advocate	Open to all PolyU staff	4 th June 2010
Technology to address teaching challenges – Workshops	Mr Peter Duffy & Dr Christine Armatas, 3C Project Team Mr Wilson Yuen, School eLearning Advocate	Open to all PolyU staff	Early Semester 2, 2009