



School of Hotel and Tourism Management 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 Hotel and Tourism Management. 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 Hotel and Tourism Management:

Professor Kaye Chon, Director	School of Hotel and Tourism Management
Mr Paul Penfold, eLearning Advocate 3C Project	School of Hotel and Tourism Management
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 Kaye Chon and the eLearning Advocate for the School – Mr Paul Penfold.

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

Using a blended approach in subjects in the Higher Degree programs

Paul Penfold will liaise with the Program Leader Andrew Chan to determine how the 3C Project Team can assist with re-developing three subjects in the Higher Degree programs with a blended learning approach. It is anticipated that the planning for these subjects will be completed at the end of July and at this time it should be possible to ask for targeted assistance through the 3C Project.

Using a blended approach in subjects in the HR Management subject

Paul Penfold will liaise with the Sylvester Yeung to determine how the 3C Project Team can assist with developing the HR Management subjects with a blended learning approach. No timelines are available yet for this activity.

eLearning Roadshow

An eLearning Roadshow for School staff will be conducted to showcase eLearning in the School. The Millennium Restaurant was suggested as a possible venue. The ideal time for this roadshow is mid-semester, around the end of October 2009.

Promoting blended learning through School events

The 3C Team will also be asked to present at the School Forum which is held twice each semester. Paul Penfold will advise when the next forum is to be held and will invite the 3C Project Team to present. He will also investigate whether the 3C Project Team can give one of the lunchtime seminars that are held in the School every 2-3 weeks.

Second Life Actions Conference at PolyU

This conference of the local chapter is being held from the 26th to 28th September, 2009. Paul Penfold will organise so that the 3C Team are able to present at this conference, to help drive interest in the use of Second Life at PolyU and generally raise the profile of eLearning. Paul will provide details on the conference when they are available.

Conference Session at APCHCRIE 2010

Hosting a session at this conference will be investigated, including what opportunities there are to promote Second Life and generally share blended learning experiences with other international institutions. Paul Penfold will follow this up and report to the 3C Project Team so that this can be planned. .



School-specific workshops on blended learning

The 3C Project Team will work with the eLA to select workshops currently offered by Educational Development Centre which could be adapted to the needs of School staff. These workshops will then be re-purposed to ensure that they demonstrate how blended learning can be used to achieve key strategic objectives such as outcomes-based education. After a workshop is delivered to School staff, follow up will be provided to ensure that staff have the support to put into practice ideas they have taken from these workshops.

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
Using a blended approach in subjects in the Higher Degree programs	Mr Peter Duffy & Dr Christine Armatas, 3C Project Team* Mr Paul Penfold, School eLearning Advocate Mr Andrew Chan, School of Hotel and Tourism Management	July – December 2009	1, 2, 3, 4 and 5
Using a blended approach in subjects in the HR Management subject	Mr Peter Duffy & Dr Christine Armatas, 3C Project Team* Mr Paul Penfold, School eLearning Advocate Mr Sylvestr Yeung, School of Hotel and Tourism Management	July – December 2009	1, 2, 3, 4 and 5
eLearning Roadshow (1 session 1 ½ hrs)	Mr Peter Duffy & Dr Christine Armatas, 3C Project Team Mr Paul Penfold, School eLearning Advocate	Early Semester 2, 2009	1, 2 and 5
Promoting blended learning through School events	Mr Peter Duffy & Dr Christine Armatas, 3C Project Team* Mr Paul Penfold, School eLearning Advocate	June 2009 – May 2010	1, 2 and 5
Second Life Actions Conference at PolyU	Mr Peter Duffy & Dr Christine Armatas, 3C Project Team* Mr Paul Penfold, School eLearning Advocate		1, 2 and 5
Conference Session at APCHCRIE 2010	Mr Peter Duffy & Dr Christine Armatas, 3C Project Team* Mr Paul Penfold, School eLearning Advocate	May 2010	1, 2 and 5
School-specific workshops on Blended Learning	Mr Peter Duffy & Dr Christine Armatas, 3C Project Team* Mr Paul Penfold, School eLearning Advocate	June 2009 – May 2010	1, 2, 3, 4 and 5

* 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 Paul Penfold, School eLearning Advocate	Invited staff from School of Hotel and Tourism Management	12 th – 16 th October 2009 4 th June 2010
Teaching and Learning Symposium	Mr Peter Duffy & Dr Christine Armatas, 3C Project Team Mr Paul Penfold, 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 Paul Penfold, School eLearning Advocate	Open to all PolyU staff	Early Semester 2, 2009