Professional Development, Group 3: Web Page

Report for October 26, 2012 Meeting

Student Success Task Force Professional Development Committee work group assigned to "work on the Web site to house various professional development resources."

1. Committee Members
2. Model Professional Development Web Sites
3. What Should be Included in The PD Web Site?
4. Type of Web Site Envisioned
5. Other Thoughts

Committee Members

Please use this space to introduce yourself to the rest of the group, add a picture and/or Web site URLs that will help us know more about you.

1. Blaine Morrow, Director of CCC Confer, @ONE, and 3C Media Solutions. I've been with the CCCs since 2003; prior to that, I was with Michigan State University, Wayne State University, and several K-12 school districts as a technology director. Confer with Blaine: Content Conversations
2. Tim Calhoon, Director CCC Tech Center CCC Technology Center
3. Lesley Buehler, Dean of Business, Technology and Learning Resources (includes the eCampus)
4. Scott Vigallon, Instructional Technology Coordinator at Las Positas College.
5. Glen Kuck, Associate Vice-Chancellor, Technology and Educational Support Services, San Bernardino Community College District
6. Micah Orloff, Co-Director, @ONE Project Instructor, Trainer, Consultant EdTech With CCCs since 1998 focusing on EdTech and Distance Education Involves in planning and delivery of @ONE, Statewide Technology Training and Professional Development project since 2006 LinkedIn Profile @ONE Website
7. Hi Im Scott Rosen. I am a computer science instructor and Faculty development coordinator at Santa Rosa Junior College. Here is a link to my instructor page instructor page

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Model Professional Development Web Sites

Please provide links and descriptions of Web Site for professional development that might serve as models for this group's mission. Provide your own thoughts on what you see as useful or applicable to the mission of the SSTF Professional Development Committee's mission and objectives (as you foresee them). Add your name to your comments if you like.

1. On Course
   Although it's an ugly site, the focus is on student success and there is a ton of helpful information, along with PD resources (workshops, conferences, etc.) here. It's a model for the kind of content that could be provided, but not necessarily for Web site design. - Blaine On Course

CCC Brainstorm Report
2. **Annenberg Learner**  
   Attractive site. Site has a prominent place to showcase students and/or programs. Links at the top can be used for tools and resources. Links on the left side can be targeted for different audiences (e.g., faculty, staff, etc.)...Vigallon [Annenberg Learner](#)  
   **Comments:**  
   1. I like the structure of this site. I think it emphasizes the different types of PD products and has a searchable platform.

3. **Stanford Center for PD**  
   Clean-looking site. I particularly like the search function and the incorporation of social media tools. Not saying I’d use all those tools, but we should use something. Student Spotlight section is very nice...Vigallon [Stanford Center for PD](#)  

4. **University of Texas at Austin /PDC**  
   I like the front page of this site in that it identifies major delivery types, emphasizes a catalog, spotlights and features specific courses (likely rotating) and has categorized training for search needs. Based on one of our objectives to make PD resources easily shared, I think we would need to include a mechanism for adding PD resources. - Micah [University of Texas at Austin /PDC](#)  

5. **PBS Teacherline**  
   This is one of my favorite models. While focused on K-12, the structure lends itself to quickly finding resources of interest, both from an individual level and a program/college/district level. Access to a PD Catalog, individual PD Resource description pages, recognitions (Teacher Favorite, popular), filter by subject, level, required commitment in hours. I think that if we index, metatag, provide social/peer rating/comments, and access to statewide schedule and resource materials, I think this would be a good platform for finding PD resources. - Micah [PBS Teacherline Website](#)  

6. **POD Network**  
   The Professional and Organizational Development Network in Higher Education (POD) fosters human
development in higher education through faculty, instructional, and organizational development. This site includes listservs, conferences and archives, grants and awards, publications, and links to PD activities.

**PODNetwork**

7. **Innovative Educators**
   Innovative Educators is dedicated to providing superior training focused on critical issues facing students and educators today. Its primary goal is to provide the information, training, and skills necessary to implement positive change on a personal, professional, and institutional level. The site includes Webinars, Go2Knowledge on-demand professional development trainings, newsletters, and "2-minute takeaways" at Innovative Educators.

8. **STARLink (State of Texas Academic Resource Link)**
   The State of Texas Academic Resource Link (STARLINK) was established by the Texas Higher Education Coordinating Board (THECB) in 1989 to increase access to professional development activities among faculty throughout Texas. Now in its third decade of operation, STARLINK provides higher education institutions throughout North America with a multi-purpose network that provides cutting edge training by the greatest educators available. They have a library of 160+ hours of professional development and provide pd materials in 20-30 page resource packets. [STARLink](#)

9. **CSU - The Source**
   Whether in the classroom or on-line, Systemwide Professional Development provides options for CSU employees to expand their job-related learning beyond campus offerings.

   Thousands of e-Learning courses, Open to CSU employees and family, Bargain registration fees, Certification prep for IT professionals

   Webcasts provide specialized content at [CSU: The Source](#)

10. **Lynda.com**
    Houses over 83,000 tutorials on everything from MSOffice products to you name it. The videos are very well produced and you can take them in sections. Rather than trying to reinvent the wheel, perhaps we look at strategic partnerships or fee-for-service types of offerings. [Lynda.com](#)
11. SRJC Staff Development
Useful Resources at Santa Rosa Junior Colleges
Staff Development Website Santa Rosa Jr. College Staff Resource Center

These examples are brought to the group because it is an example of a healthy and thriving staff development program.

Professional Development Day PDA (sub-site)

http://www.santarosa.edu/src/PDA-current/pda-index.html

The Website is an overview of Professional Development Day, Workshops, Schedule, Credits etc.

Fall 2012 Menu of Activities

http://www.santarosa.edu/src/menuOfActivities_current.html

A list of all flex approved activities for Semester

• Fall 2012 Menu of Activities (Online Activities)
  http://www.santarosa.edu/src/menuOfActivities_current.html#online

• Flex approved Online activities for Semester, Lots of online opportunity for staff development

• Fall 2012 Menu of Activities (On-Demand)
  http://www.santarosa.edu/src/menuOfActivities_current.html#ondemand

• Fall 2012 Menu of Activities (Podcasts)
  http://www.santarosa.edu/src/menuOfActivities_current.html#podcasts
Podcasts are great for Staff Development Activities.

Forms

http://www.santarosa.edu/src/form.html

uses signable PDF forms to collect data

Resources

http://www.santarosa.edu/src/resources.html

A list of Staff Development resources (includes local as well)

Flex Program Information and FAQ

http://www.santarosa.edu/src/flex-program.html

Cool feature to check your flex here

Staff Development Pathways

http://www.santarosa.edu/src/pathways.html

Describes how staff development activities meet best practices

Orientation Programs for New Employees

http://www.santarosa.edu/src/orientation.html

12. Staff Development Resources
National Institute for Staff & Organizational Development (NISOD)

Community College Leadership Program

http://www.nisod.org/

Since 1978, the National Institute for Staff & Organizational Development (NISOD) has been dedicated to the professional development of faculty, administrators, and staff, and to the continued improvement of teaching and learning, with the ultimate goal of student success.

League for Innovation in the Community College
The League is an international organization dedicated to catalyzing the community college movement. We host conferences and institutes, develop Web resources, conduct research, produce publications, provide services, and lead projects and initiatives with our member colleges, corporate partners, and other agencies in our continuing efforts to make a positive difference for students and communities.

The Community College League of California

http://www.ccleague.org

is a nonprofit public benefit corporation whose voluntary membership consists of the 72 local community college districts in California. Within the League are two major organizations which share a common mission, staff and fiscal resources: the California Community College Trustees (CCCT) and the Chief Executive Officers of the California Community Colleges (CEOCCC).

Basic Skills

http://3csn.org/

California Community Colleges Success Network

Provides general information about the state Basic Skills Initiative including statewide staff development events.

Brings together faculty within a region for staff development, program evaluation and implementation as it relates to student success and completion.

http://thecalade.com/

California Association for Developmental Education
http://www.nade.net/

National Association for Developmental Education

http://www.cccbsi.org/

The original Basic Skills Initiative site for access to the online Poppy Copy.

HTTP://4FACULTY.ORG/

4faculty.org

4faculty.org is an online professional development network of resources and learning modules designed specifically for the needs of community college faculty.

http://www.onefortraining.org/

@ ONE Trainings

The @ONE Project makes it easy for California Community College faculty and staff to learn about technology that will enhance student learning and success. @ONE's programs provide training, online resources and research for free - or at a very low cost - thanks to funding from the California Community College Chancellor's Office Telecommunication and Technology Infrastructure Program (TTIP).

HTTP://WWW.ACCCA.ORG
ACCCA

The Association of California Community College Administrators. ACCCA is the foremost member-supported professional organization for administrators and managers of California’s community college system.

http://www.accca.org/i4a/pages/index.cfm?pageid=3287

Events and Programs

ACCCA offers several career-building, highly regarded professional development programs and events throughout the year.

HTTP://WWW.CCCCONFERENCE.ORG/TRAININGCENTERS/LIVEONLINETRAINING.ASPX

CCCCONFERENCE TRAININGS

The CCC Confer project is located at Palomar College in San Marcos, California and is funded from a grant from the California Community Colleges Chancellor’s Office. The project was initially funded in February 2001 in order to offer the CCC system a viable means to meet and collaborate at a distance. CCC Confer is led by a Project Director, three managers and a small staff. CCC Confer was designed to allow communication and collaboration, using the latest Web conferencing technology, for all staff, faculty and administrators in the California Community Colleges system. It is ADA and Section 508 accessible.

HTTP://WWW.FACCC.ORG/FACCC071409/EDUCATION.HTML

FACCC EDUCATION INSTITUTE

Faculty Association California Community Colleges

The FACCC Education Institute is the policy institute that enhances teaching and learning through research, communication and professional development opportunities for Community College faculty.

Staff Development Resources

13. Online Language Learning

http://livemocha.com
As the world’s largest online language learning community, Livemocha fuses traditional learning methods with online practice and interaction with native language speakers from around the world. Livemocha delivers an unparalleled learning experience that promises conversational fluency. Since launching in 2007, the Livemocha community has grown to over 14 million members from over 195 countries, highlighting the international demand for an engaging and collaborative approach to language learning. 

http://www.rosettastone.com/
Enterprise training (discounts) for language learning

What Should be Included in Our Web Site?

Please add your ideas about the content that a Professional Development Web Site should contain.

1. Professional Development Courses and Content
   All the resources necessary to conduct a professional development course related to student success: handouts, slides, media, registration and evaluation forms, etc.

   1. summative assessment instruments too (to assess if the PD resource meets the outlined objectives)
   2. lesson plans for effective delivery

2. Ideas (Vigallon)
   We can match the site to the vision statement by: 1. having sections for faculty, staff, administrators, and trustees (“...all personnel”); and 2. spotlighting a student who benefited from someone undergoing professional development (“...students’ ability to complete their educational goals”).

   Obviously, it should be a site where employees can access synchronous and asynchronous materials. The following should be available: webinars, short narrated PPTs on focused topics, video and web tutorials, topical articles, important research, PD news from the chancellor's office, online modules or courses within a CMS that people can complete, maybe even MOOCs.

   Online modules, courses or MOOCs could be developed to market outside the CCCs and make others pay (similar to what @ONE does). Perhaps we can consider asking for additional resources to give to @ONE so they can handle that end of things.

   On the back end, since the flex calendar is being re-examined, we can award employees with some sort of confirmation of completion (a certificate, badge or the like). We should also have some sort of tracking and evaluation mechanisms.

   The site needs a calendar and should have a social component to it. Maybe some of the training resources should have Creative Commons licenses so they could be used at local campuses during workshops.

CCC Brainstorm Report
1. Great ideas Scott. I think a **badging** ecosystem would be a great way to increase vPDC usage and focus on competencies achieved from participation.

I agree with the calendar - so many potential events, we need to have a master calendar with layers. [http://3csn.org/events/](http://3csn.org/events/) does a decent job of this - I believe they use Helios Calendar: [http://www.helioscalendar.com/](http://www.helioscalendar.com/)

We can build in **cc licensing** (like Youtube) that when added, will apply a specific type of license to the product. We can default it to a **CC license**....-Micah

3. **Social Metatagging** -(Micah)
   Users should be able to tag workshops with keyword tags that can help others locate content that might be of interest to them. Similar to what can be done on Youtube videos and bookmarking services

4. **Consumer Rating System with sort by rating** (Micah)
   From vision and objectives, I assume that this warehouse would be open in a way to include PD resources from all divisions across all colleges/districts without centralized curation. If so, we would still want some sort of mechanism to assist consumers with the ability to make educated decisions on whether the product they are entertaining is worthwhile. Something simple like a 5 star rating system would work (similar to netflix)

   1. Consumer Comments - allow users to provide qualitative comments below the PD resource description for added detail
   2. ^-----^ like Yelp or Walmart, takes the average of ratings for the current rating

5. **cms exports**
   If the PD resource is something typically delivered in CMS, share exports from major CMS providers (Bb, Moodle, ETUDES, etc)

6. **Expanding a little on what Micah said....**
   Following suit with what Micah said regarding ratings, in addition to evaluating what is good and what isn't? we also need to be able to figure out what is dated and what is not? What is accessible and what isn't? etc. It should contain breadth of content, but also not be cluttered.

7. **Courses offered in blocks of time to encourage social interaction**
   One thing that works well for the MOOC’s is that they offer the course for a block of time (quarter, semester, etc.) and everyone works through it together with social interaction elements provided so people can help one another through assignments.

8. **Course Development Platform**
   A standardized course development platform should be provided to develop and deliver new courses.

9. **Proactive Reminder Messaging**
   Wouldn't it be nice if the system handled tracking mandated PD courses and automatically messaged people to get them signed up. Other messaging could be about new courses being offered or courses that relate to a person’s job or interests.

10. **Federated Identity**
    People should use their campus logins to access courses.

11. **LinkedIn**
    Tie into LinkedIn to update with latest PD accomplishments or add to LI profile.

12. **Online, On Demand and Podcasts for Staff Development**
    • Fall 2012 Menu of Activities (Online Activities)
http://www.santarosa.edu/src/menuOfActivities_current.html#online

• Flex approved Online activities for Semester, Lots of online opportunity for staff development

• Fall 2012 Menu of Activities (On-Demand)

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• Fall 2012 Menu of Activities (Podcasts)

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Podcasts are great for Staff Development Activities.

13. Resources

Resources

http://www.santarosa.edu/src/resources.html

A list of Staff Development resources (includes local as well)

14. Pathways

Staff Development Pathways

http://www.santarosa.edu/src/pathways.html

Describes how staff development activities meet best practices

15. Some possibility for organizing in-person meetings

I think a website that can also encourage and facilitate face-to-face gatherings (perhaps by region) would also be helpful

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Topic 4: Type of Web Site

Please indicate your preference for a type of Web Site you envision for this Professional Development committee’s mission (as you understand it). Add comments - with or without your name - if you like.

<table>
<thead>
<tr>
<th>Arranged in order of popularity</th>
<th>Response (scale of 1-5)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Content site</td>
<td>5.00</td>
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<tr>
<td>I see the site mainly as a content site, but with links to a bunch of other tools like a blog, CMS, Facebook-type component, etc...Vigallon..........</td>
<td></td>
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<tr>
<td>Definitely - it needs to store content.............</td>
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<tr>
<td>Professional Development Day PDA</td>
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<td>Menu of Activities</td>
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<tr>
<td>(Online Activities) (On-Demand) (Podcasts)</td>
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</table>

**Resources**

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<thead>
<tr>
<th>2. Course/Content/Learning Management Site</th>
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<tbody>
<tr>
<td>Everything can fit into a CMS, but you have to deal with issues such as passwords, etc... Vigallon.</td>
</tr>
</tbody>
</table>

Maybe - will the vPDC be a provider of PD course facilitation as well? Or will it be a platform that informs of resources available elsewhere? A CMS does have built in community tools however...............

Same as above but add ability to have Staff Dev CMS for online staff development!!

<table>
<thead>
<tr>
<th>3. Media Sharing Site, with pictures, videos, and computer-aided instruction programs</th>
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</thead>
<tbody>
<tr>
<td>Not sure about the computer-aided instruction programs. In order to build the site, it would be nice to be able to share media. But this should just be one component of the site... Vigallon.</td>
</tr>
</tbody>
</table>

Not sure I would classify this site as a media sharing site (like Flickr, Youtube) but the ability to add video, images, etc is important for design..............

Podcasts, Videos can be fantastic staff development activities

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<thead>
<tr>
<th>4. News Site, with news about professional development opportunities</th>
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| As stated above, this can be accomplished by incorporating a blog tool... Vigallon. From the vision and objectives, I recognize one of this site's objectives to inform the state of PD resources and events, so yes...............

News feature should be a feature

<table>
<thead>
<tr>
<th>5. Showcase Site, where professional development programs are showcased.</th>
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<tbody>
<tr>
<td>...... This can be a component. Actually, it should be a component. We can showcase programs and students positively affected by these programs. – Vigallan. Consumers always are looking for products that others find effective. Showcasing also engages developer community to continue sharing resources. ..... This would be a great feature!</td>
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</table>

<table>
<thead>
<tr>
<th>6. Web portal, serving as a gateway to other resources on the Internet or Intranet.</th>
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<tbody>
<tr>
<td>This seems like something else that would be a little too easy. Not sure want to go this route... Vigallon</td>
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</table>

................. It is a portal to a degree but not in general terms. |

................. Would be great for sharing resources

<table>
<thead>
<tr>
<th>7. Review Site, where reviews of professional development programs are posted</th>
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<tbody>
<tr>
<td>Does this mean we would be critiquing programs at our colleges or at other colleges? I guess we can include the ability to review resources... Vigallon. Consumers Reviews should be embedded when &quot;window shopping&quot; for PD resources</td>
</tr>
</tbody>
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**CCC Brainstorm Report**
<table>
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<tr>
<th>8.</th>
<th><strong>Search Engine Site, for searching professional development opportunities</strong></th>
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<tr>
<td></td>
<td>This would probably be the easiest thing to build, but I think we want more. Including a search tool on the site would be wise...Vigallon</td>
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<tr>
<td></td>
<td>................Overkill................ Definitely needs the ability to search based on category, audience, time commitment, rating, social tag, etc</td>
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<tr>
<td>9.</td>
<td><strong>Blog</strong></td>
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<td>................Blog, but shouldn't be a blog. A blog can be used to update news on PD throughout the system and can be used to showcase a college program or perhaps even a student affected by PD...Vigallon.........</td>
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<td>.................could have blogging component that allows contributors to keep state informed of PD current events, trends, etc</td>
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<td>10.</td>
<td><strong>Community Site, with chat and message boards</strong></td>
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<td>................Too old skool, should be more modern...Vigallon.</td>
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<td>.................Should have social options to foster community as community engagement draws consumers back.</td>
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<td>11.</td>
<td><strong>Social Networking site, where users communicate with each other and share media and apps.</strong></td>
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<td>................This should be a component...Vigallon</td>
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<td></td>
<td>.................Staff Dev is not interesting enough to hold a community (opinion)</td>
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<td></td>
<td>.................Social elements will help with repeat traffic especially if they can utilize existing social accounts to participate (openid, login using FB, twitter, etc)</td>
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<tr>
<td>12.</td>
<td><strong>Question and Answer Site</strong></td>
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<td>................This could be part of the social media component.</td>
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<td></td>
<td>.................FAQ should be available</td>
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<tr>
<td>13.</td>
<td><strong>Wiki site, where content is collaboratively added and edited.</strong></td>
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<td></td>
<td>................This can be a tool used within the site...Vigallon</td>
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<tr>
<td></td>
<td>.................I don't see collaboration happening on the site. Maybe at events focused on PD, but not with this particular site.</td>
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</table>

**Other Ideas**

Please add any other comments you have that may help this group with its mission.

1. **Portal for all users....**
   
   links to everything else
2. **Regional PD Coordinator Structure**
   To help communicate the use of the website and to increase its offerings, a regional PD coordination model (similar to [3CSN BSI Regional Coordinators](#)) with central PD coordinator to continue to inform the system of PD events and resources.