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University Council

April 10, 2020

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Dear Colleagues:

The attached proposal from the Mary Frances Early College of Education for a new Graduate Certificate in Online Teaching and Learning (Online) will be an agenda item for the April 17, 2020, Full University Curriculum Committee meeting.

Sincerely,

John Maerz, Chair
University Curriculum Committee

cc: Provost S. Jack Hu
Dr. Rahul Shrivastav

**PROPOSAL FOR AN INTERDISCIPLINARY CERTIFICATE PROGRAM**

**I. Basic Information** **Date:** August 14, 2019

1. **Institution:** University of Georgia
2. **School/College:** Mary Frances Early College of Education
3. **Department/Division:** Career and Information Studies
4. **Certificate Title:** Graduate Certificate in Online Teaching and Learning (Online)
   ***Note: This certificate will only be offered online.***
5. **Level (undergraduate or graduate):** Graduate
6. **Proposed starting date for program:** Summer 2020
7. **Program abstract:**

   The proposed Graduate Certificate in Online Teaching and Learning seeks to both broaden and better reach the audience for the current Online Teaching Endorsement offered by the College of Education and approved by the Georgia Professional Standards Commission for certified P12 teachers.

   The course sequence required for the Online Teaching Endorsement is currently offered as an option within the current Graduate Certificate in eLearning Design. The intention of this proposal is to separate this optional path and create a more transparently titled graduate certificate. This will allow P-12 teachers looking to earn the PSC-approved Endorsement to more easily find where it is offered at UGA. In addition, we expect that this new certificate will also appeal to a number of current and future graduate students who are planning careers in higher education and business, given the increased movement toward online education and training in those fields.

   The proposed sequence of courses, which has already been approved by the PSC for the Georgia Online Teaching Endorsement, offers students a solid foundation in learning, evaluation, and instructional theories related to online learning and the creation of effective online courses; experience with a range of technology tools commonly used in online education; and multiple opportunities to apply this knowledge in authentic online instructional settings relevant to their current or intended careers. Throughout this program, the emphasis is not on "one best way" to teach online, but rather on students' developing a deep understanding of online learning and learners, a wide-range of instructional tools and strategies, and the skills to choose critically among these to best teach diverse learners in a variety of online formats, depending on the context and content of the desired learning. Since online education is growing in both P-12 and higher education, and also very common in business and human resource training, graduate students who complete this certificate successfully should be both more marketable and able to make a greater contribution in their chosen professions.

## II. Response to the Criteria for All Programs

### 1. Purposes and Educational Objectives

- To provide knowledge, learning experiences, and expertise that will prepare current UGA graduate students, educators in preparation, and educators in other contexts (e.g., business, health education) who plan to engage in online education at any level to teach well online.
- To provide certified P-12 teachers from all over the state of Georgia and beyond with an accessible, online opportunity to earn the Online Teaching Endorsement from the Georgia PSC.

These educational objectives support the strategic plan of the University of Georgia, in particular Strategic Direction II: Enhancing Graduate and Professional Programs and Strategic Direction IV: Serving the Citizens of the State of Georgia and Beyond. They also directly align with two key objectives in the UGA College of Education strategic plan:

> Objective 3.3: Increase access to undergraduate and graduate programs through extended campus and online education.
>
> Objective 4.2: Expand educational and professional development opportunities.

The certificate and its courses will be housed in the Learning, Design, and Technology (LDT) program within the Department of Career and Information Studies. Online education is a growing trend in many fields, and it is expected that students from multiple majors and content areas across the University will be enrolled. Since the courses in this certificate are taught from the LDT program's constructivist, interactive pedagogical perspective, students will have many opportunities (indeed requirements) to collaborate with classmates from multiple disciplines, sharing knowledge and gaining an understanding of each other's goals and viewpoints within an interdisciplinary learning community.

### 2. Demonstrated need for the program

Online education and training is a rapidly expanding area in a number of employment fields, including P-12 and higher education, training in business and industry, health education (both public health and ongoing education for health professionals), and public-service education (e.g., consumer education, voter education). Many currently employed professionals, as well as those hoping to work in these fields, are seeking opportunities to develop recognized skills in this area through a certificate program from a highly respected academic institution like the University of Georgia.

Although the five courses in this proposed certificate are currently available as an option within the current Graduate Certificate in eLearning Design (eLD), we wish to separate this optional course sequence from the regular eLD certificate to make it its own

certificate, i.e., this proposed Graduate Certificate in Online Learning and Teaching. The current placement, as an optional sequence with the eLD certificate, is not ideal for either recruitment of interested students or enhancement of their employment possibilities upon graduation, for the following reasons:

a. Teachers looking online for a certificate program leading to the Georgia PSC Online Teaching Endorsement have a more difficult time finding our program here at UGA because the official certificate title, eLearning Design, does not contain terms like "online teaching" or "online education" which are used by other Georgia colleges and universities, and under which they are likely to be searching.
b. Current UGA graduate students and potential students who plan a career in higher education or online training for business often assume that the online teaching option leads only to the Georgia PSC endorsement for P-12 teachers, and thus do not realize that the courses in that sequence are actually designed to prepare online educators to teach or train in multiple contexts. Because of this, we believe many UGA graduate students are missing this opportunity to gain skills and a credential that would help them in these careers.
c. Students who elect the current OTE option within the eLD Certificate receive the same eLearning Design Certificate completion notation on their diplomas as all other student in the certificate program, so that their diplomas do not accurately reflect the expertise they have gained in online teaching.

**3.** Indicators of Student Demand

One indication of student demand for coursework in this area is the steady increase in enrollment in our course EDIT 7520E, Online Teaching and Learning, over the past several years. This course has grown from 12 students in a single section in 2015 (when it was still titled "Distance Learning,") to 42 students in summer and fall sections in 2019. Of the 29 students registered for fall, 2019, 9 are not LDT majors, but are from majors as diverse as French, Linguistics, Kinesiology, Workforce Education, and Counseling.

Another indication of demand is the six (6) students out of 18 admitted to the current eLearning Design Certificate program who have chosen to focus on online teaching. Again, three of these six are from majors outside of LDT. These six are enough to get the proposed certificate program going, without adversely affecting the eLD certificate, which plans to admit a new group of students in spring, 2020, and we believe that once established, this proposed certificate will appeal not only to many more P-12 educators in Georgia seeking the PSC Online Teaching Endorsement, but also to graduate students in other departments in the University who plan to teach in higher education or be involved in training for business or industry, and thus will benefit from gaining expertise and marketability in online education.

1. **Semester/Year of Program Initiation**: Summer 2020
2. **Semester/Year Full Implementation of Program**: Summer 2020

3. **Semester/Year First Certificates will be awarded:** Fall 2020 (to one or more students shifting from the current eLD certificate program)
4. **Annual Number of Graduates expected (once the program is established):** 10-20 students
5. **Projected Future Trends for number of students enrolled in the program:** 15-30 students

**Projected extent of minority enrollment**

Since this certificate program will draw students in part from the population of certified teachers in the state of Georgia (approximately 28% minority in 2015), and based on our department's experience with students seeking the GA PSC Instructional Technology, it is likely that minority student enrollment will be greater than or equal to the proportion of minority students in the total UGA student body.

**4. Design and curriculum consistent with appropriate disciplinary standards and accepted practice.**

**A. Curriculum outline**

Students seeking this certificate will take the following courses:

EDIT 6400E, Emerging Approaches in Teaching, Learning, and Technology (3 hours)
EDIT 6170E, Instructional Design (3 hours)
*Name change to "Introduction to Instructional Design" in progress*
EDIT 7520E, Online Teaching and Learning (3 hours)
EDIT 7350E, eLearning Evaluation and Assessment (3 hours)
*Name change to "Evaluation and Analytics in Instructional Design" in progress*
EDIT 7460E, Internship in Instructional Technology (1-3 hours)

For information purposes, the chart below lists the courses that will be required, upon approval of this proposal for the new OTL certification as compared to the eLD certificate:

| Courses required for eLD certificate | Courses for proposed OLT certificate (which have already been approved for receipt of the Online Teaching Endorsement for the PSC) |
|---|---|
| EDIT 6400E: Emerging Approaches in Teaching, Learning, and Technology (3 hours) | EDIT 6400E: Emerging Approaches in Teaching, Learning, and Technology (3 hours) |
| EDIT 6170E: Instructional Design (3 hours) | EDIT 6170E: Instructional Design (3 hours) |
| EDIT 7520E: Online Teaching & Learning (3 hours) | EDIT 7520E: Online Teaching & Learning (3 hours) |

| | |
|---|---|
| EDIT 6190E: Design and Development Tools (3 hours)<br>*Name change to "Design Thinking and Development Tools" in progress* | EDIT 7350E: eLearning Evaluation and Assessment (3 hours) |
| CHOICE OF EDIT 6200E: Learning Environments Design I (3 hours)<br>*Name change to "Designing Interactive Learning Environments" in progress*<br>OR EDIT 6500E: Educational Video Production (3 hours) | EDIT 7460E: Internship in Instructional Technology (1-3 hours) |

**B.** All of these courses currently exist and are offered at least once a year, with several being offered twice.

**C & D. Accepted Disciplinary Standards & Program Accreditation**

This course sequence has already been approved by the Georgia Professional Standards Commission (PSC) as qualifying certified teachers who complete it successfully to receive the Online Teaching Endorsement. This ongoing approval process requires us to demonstrate that the course objectives and contents align with the International Society for Technology in Education (ISTE) Standards for Educators, which are applicable at all levels and in multiple educational or training contexts.

**E. Student Learning Outcomes**

Per the Georgia PSC standards, graduates of this certificate program will be able to:

1. Use current and emerging technologies to effectively support learning and engagement in online learning environments;
2. Incorporate instructional design principles and best practices when designing and facilitating online learning environments;
3. Design and implement a variety of assessments and provide high-quality feedback in online learning environments;
4. Engage in data analysis and reflection to increase learning and enhance professional growth;
5. Model, guide, and encourage legal, ethical, and safe behavior in online learning environments;
6. Recognize the diversity of [learner's] academic needs, ensure accessibility of online learning, and incorporate appropriate accommodations into online learning environments.

**F. Assessment of Learning Outcomes**

Learning outcomes will be assessed through the completion of identified assessments within the required courses, primarily individual and team projects requiring application of best practices and principles to authentic tasks in the design and teaching of online education. In addition, students seeking the GA PSC Online Teaching Endorsement will

document and reflect upon how they have met the above six standards through their work in the certificate program.

5. **Faculty Resources**

Students in this certificate program will be taking these required courses along with students in our regular LDT degree programs so that they may be taught by any of our regular graduate faculty, and no adjustments in faculty assignment or additions to the faculty will be needed to fully implement this certificate program. All of our LDT faculty are both personally experienced in online learning and professional experts in the content of the courses they teach. A listing of the LDT faculty most likely to teach courses required for this certificate appears below:

**Robert M. Branch, Professor**

(https://coe.uga.edu/directory/profiles/rbranch)

EdD in Instructional Technology, Virginia Polytechnic Institute and State University
Areas of Expertise: Instructional design; Visual literacy; Project management; Strategic planning

**Janette R. Hill, Professor**

(https://coe.uga.edu/directory/people/janette)

PhD in Instructional Systems, Florida State University

Areas of Expertise: Medical education; Evaluation; Higher education pedagogy, including online learning and resource-based learning

**Nancy F. Knapp, Associate Professor**

(https://coe.uga.edu/directory/people/nfknapp)

PhD in Educational Psychology, Michigan State University

Areas of Expertise: Literacy and reading; Teacher education; Motivation; Higher education pedagogy, including online and blended instruction

**Theodore Kopcha, Associate Professor**

(https://coe.uga.edu/directory/proflles/tjkopcha)

PhD in Educational Technology, Arizona State University

Areas of Expertise: P-12 Technology integration; Design-based research; Cognitive apprenticeship in teacher education

**Jill Stefaniak, Assistant Professor**

(https://coe.uga.edu/directory/proflles/jill.stefaniak)

Ph.D. in Instructional Technology, Wayne State University

Areas of Expertise: Human performance technology; Instructional design; Needs assessment; Medical education

6. **Library, computer, and other instructional resources needed**
   A. Existing library resources at UGA are adequate to support this program effectively.
   B. Existing computer and instructional equipment will adequately support this program.

7. **Physical facilities needed**
   Since this certificate will be offered primarily online, no changes or additions to existing physical facilities will be needed.

**8 & 9. Expense to UGA & Financial Support**

A. Expense to the institution (including personnel, operating, equipment, facilities , library, etc.) required to fully implement program

| | First Year | Second Year | Third |
|---|---|---|---|
| 1. Personnel | $0 | $0 | $0 |
| 2. Operating Costs | $0 | $0 | $0 |
| 3. Capital Outlays | $0 | $0 | $0 |
| 4. Library Acquisitions | $0 | $0 | $0 |
| 5. Total | $0 | $0 | $0 |

There is no additional cost to the institution. No new or dedicated sources of additional funds are required to support the program.

B. Student support
No fellowships or scholarships are typically offered to students who are not degree-seeking, including those who might attend UGA only for this certificate program. Some teachers, however, may be supported by their schools in part or whole to earn the Online Teaching Endorsement through this certificate program, while businesses, colleges and universities, or non-profit organizations may also elect to support certain of their employees in taking this certificate program.
Degree-seeking students who elect to earn this certificate in addition to their regular graduate degree are eligible for all the types of funding for which any other graduate students may be eligible.

**10. Administration**

The eLearning Design certificate program coordinator will also be responsible for the general management of this certificate program, including recruitment, scheduling,

and advising. She will work closely with students enrolled in this certificate program to ensure that they complete all certificate requirements and will work with students who complete the certificate to include the certificate on their formal student record.

All graduate students enrolled at the University of Georgia will be eligible to apply to this certificate program. To enter the certificate program, currently enrolled students will be required to have a 3.0 overall GPA in graduate coursework and to complete a brief form including a statement of interest as application to the program.

Students not yet enrolled at the University will also need to complete the application process and meet the requirements for admission laid out by the Graduate School for certificate applicants.

Upon approval of this proposal, students currently taking the eLearning Design certificate program with the object of earning the GA PSC Online Teaching Endorsement will be offered the choice of completing their current program and receiving the eLearning Design certificate upon graduation, as well as our recommendation for the endorsement to the PSC, or switching to the newer Online Teaching and Learning certificate program. Because this proposed certificate program requires the same set of courses already approved by the GA PSC for the OTE, their actual course requirements will not change in either case.

# Approvals on File

**Proposal:** Graduate Certificate in Online Teaching and Learning (Online)

**College:** Mary Frances Early College of Education

**Department:** Career and Information Studies

**Proposed Effective Term:** Summer 2020

Department:

- Career and Information Studies Department Head Dr. Lloyd Rieber, 8/14/19

School/College:

- Mary Frances Early College of Education Associate Dean Dr. Stacey Neuharth-Pritchett, 10/16/19
- Mary Frances Early College of Education Dean Dr. Denise Spangler, 10/16/19

Graduate School:

- Graduate School Interim Dean Dr. Ron Walcott, 3/19/20