Growing Faculty Technology Expertise through Team Teaching

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OR….

> *"How Professor Mentoring/Team Teaching Developed Faculty Skill Set"*

Introduction

- ▶ Nationally Ranked On-Line MBA Program
- ▶ Challenge Presented
  - ▶ Modern Marketing
    - ▶ Google Online Marketing Challenge
  - ▶ High Student Demand
    - ▶ Double anticipated at 100+ students
  - ▶ Ensure Quality and Interaction of Program

Overview of Innovation

- **How Do You Develop Technology Expertise?**
- **Existing Faculty**
  - Significant industry digital marketing experience
  - Developed course curriculum over several years
- **New Adjunct Faculty**
  - New professor, significant industry experience
  - Nominal digital marketing classroom experience
  - Peripheral industry digital marketing experience
  - No GOMC experience

Critical Components

- Existing Faculty
  - Willingness to open material to adjunct
- New Adjunct Faculty
  - Willingness to put in extra time
    - Take the class with the students
    - Teach the Class
- Both Professors
  - Open to suggestions and feedback
  - "Check Ego at the Door"

Results and Outcomes

- Survey Results (n=80)
  - 64% - agreed/strongly agreed team-teaching approach met students needs
  - 45% - agreed/strongly agreed two professors provided twice the value of learning
  - 64% - agreed/strongly agreed that students would take another team taught course

Results and Outcomes

▶ Course Evaluations

    ▶ Increased to 4.77 out of 5.0

    ▶ Previous Semester (one professor) of 4.68

        ▶ 34 students

▶ Team Projects/Community Clients Supported - 19

Results and Outcomes

▶ Google Online Marketing Challenge Class Results
  ▶ Class Teams Performed in the Top 30% Globally
  ▶ 25% Ranked "Strong"
  ▶ 56% Ranked "Good"

Final Outcome

"Beyond the Textbook"

As a result of the innovative development of faculty expertise, more students are now supported in real-life learning experiences in a safe university setting.

Thank You!

References

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Supplemental Information – Morris 2016

- Have you ever taken a course with two instructors before? Y/N
- What does team teaching do to your interest in the course?
  - Increase interest in the course
  - Decreases interest in the course
  - No change in interest
- What characteristics of a student are needed for a successful team-teaching environment? Select top 3
  - Independent
  - Critical Skills
  - Creative
  - Active Participation
  - Good Communicator
  - Interpersonal Skills
  - Respectful

Supplemental Information – Morris 2016

- What characteristics of a professor are needed for a successful team-teaching environment? Select top 3
  - Collaborative
  - Good Communicator
  - Committed
  - Adaptable
  - Open-minded
  - Organized
  - Respectful
  - Trusting
  - Manages his/her own ego
- In Team Teaching arrangements, which do you think is more important?
  - Teaching styles of each professor should be the same
  - Teaching styles of each professor should by different
  - Teaching styles of each professor don't matter

Supplemental Information – Morris 2016

- Have there been times when the two professors contradicted one another? Y/N

- Using a 5-point scale (Strongly disagree to strongly agree)

- Having two professors teach a single course is unusual

- The team-teaching approach serves student's needs

- Two professors in the same classroom for each session provides twice the value of the learning experience

- I would take another team-taught course

- Open Ended Questions:

- What are the advantages of having two professors for a single course?

- What are the disadvantages of having two professors for a single course?