

Why should colleges hire instructional designers?

“After all, our faculties already know how to teach their subject matter...”

Instructional Designers are a vital part of an institution’s faculty support team and assist their administration and faculty in various functions. In general, instructional designers work to save faculty and administrators time and give professional insight on the tasks shown below.



Planning and Development

- Assist their administration and faculty in strategic planning for traditional and distance education
- Form collaborative relationships with administration, faculty, staff, and community leaders
- Offer their college faculty peer consulting and mentoring

Foundation Course Design for Traditional and Distance Learning

- Present teaching models and learning styles which may be incorporated into course design
- Work in collaboration with faculty to identify course objectives/outcomes (What do we want the students to be able to do and what level of mastery do we expect?); decide how to assess student learning; choose an appropriate sequence to present the objectives; and then select the materials and environment which fit those objectives.
- Synchronize course assessment/evaluations with WebCT – rubric examples/templates
- Offer curricula and syllabi design concepts and templates
- Help interpret technical information for faculty
- Continually research low cost alternatives for current course software and technologies, as well as funding possibilities
- Assists in the development or maintenance of a sustainable college faculty resource center

Technical Web-related distance learning

- Collaborate with student services and marketing departments to synergize “IT and print” information for courses
- Work in partnership with college Webmaster(s) and media specialists in course information, publishing and copyright issues
- Assist faculty with WebCT (course management system) issues, research links and information specific to each college discipline—help make courses “student friendly”
- Team with faculty in course site design, editing, and navigation assistance (*It always helps to have more than just one faculty member reviewing online course text and data!*) Studies show that time, technology skills and support are major challenges for faculty using distance education (NEA, 2000; McLean, 2006; Smith-Hawkins, 2005)
- Encourage faculty teamwork within traditional and distance learning courses
- Give faculty assistance on ADA regulations regarding distance learning (or in traditional courses) and the special accommodations necessary for disabled, hearing impaired, or blind learners