

# Support Services Review

2013 Instructional Development Services Susan Thomason

1. What are the primary services or outcomes provided by the support service area and what is the impact of those services and outcomes on students and other key stakeholders?

We support faculty and staff by providing a variety of services, consultation, and training to improve the learning environment for students and maximize student success. Faculty and staff can focus on content expertise while we provide expertise in teaching and learning strategies that meet the intended outcomes.

Services include:

Curriculum Development

Instructional Design

Course Redesign

Competency-Based Instruction

Training and workshops on instructional practices

Instructional Technology Support and Training

Video and Multimedia Design and Production

Assessment and Student Learning Outcomes

Distance Learning Course Design and Development

Examples include:

The online student orientation improves the persistence rates of students who participate by 40%.

Instructional Designers provide point-of-service consultations to help faculty with instructional issues and needs. This enables faculty to improve the design and delivery of course content.

Multimedia and Video Production staff support the design, development and delivery of tools and resources that improve student course outcomes by using strategies for greater engagement and motivation.

2. What are the strengths, weaknesses, opportunities, and threats present that enhance or hinder the unit's ability to provide those services and meet expected outcomes during the next five years?

Two of the top issues raised were communication as a weakness and funding/staff as a threat. Our dilemma is that the more we communicate what we do, the more requests we will have that we can fill because of staffing issues. This is a catch-22 and quite difficult to address given current funding issues at ACC.

Changes in technology are ongoing in the nature of our work but the institution as a whole does not have standardized processes or procedures on how to make decisions about new technologies and

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developing plans for implementation.

Finally, partnerships will be a big part of our future with fewer resources available and growing needs at the college to focus on data to make changes towards student success.

## Strengths

- Awesome Staff
- Services
- Technology/Training
- Good Leadership
- Positive Perception

## Weaknesses

- Communication
- Services (overextended)
- Funds

## Opportunities

- Communication
- Partnerships
- Training
- New Technology

## Threats

- Funding/Staff
- Technology
- Staff/Administration
- Government
- Salaries

3. Using the answers to the first two questions, what improvements to primary services and/or intended outcomes will occur during the next five years?

1. Faculty and staff will be able to identify the services provided by IDS.

Outcome: Given improved web and print informational materials about IDS services and staff,

80% of faculty and staff will be able to identify IDS services.

2. Faculty that use IDS services will report project results.

Outcome: Given evaluation plans prepared during project development, faculty and staff will report outcomes of projects.

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4. How will the unit measure the extent to which planned improvements have resulted in better service or intended outcomes for students or other key stakeholders?

Improvement	Measure	Baseline	Target	Current
Faculty and staff will be able to identify the services provided by IDS. Services provided by IDS will be clearly described and explained in both web and print formats accessible to faculty and staff.	Outcome: Given improved web and print informational materials about IDS services and staff, 80% of faculty and staff surveyed will be able to identify IDS services.	none	0.8	none
Additional focus will be placed on evaluation of projects and results in order to determine their effectiveness and either scale up or eliminate. This is key in the new data-drive-decision making efforts of the college.	Outcome: Given evaluation plans prepared during project development, faculty and staff will report outcomes of projects.	none	0.6	none

5. How will the planned improvements align with and contribute to the Mission and Intended Outcomes of Austin Community College?

1. This initiative will support Student Success goal 3 for success rates. We will track faculty that use our services to compare their course results versus those of faculty that did not use our services.

2. This initiative support all the student Success Goals in that we will ensure all projects we work on have a committed, planned evaluation and reporting process in place regardless of their focus (persistence, transfer, success equity, etc.)