

# Working Professionals and Subject Matter Experts in the Classroom



## *34<sup>th</sup> Academic Chairpersons Conference*

*New Orleans, Louisiana, February 9, 2017*



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COLLEGE OF GRADUATE HEALTH STUDIES

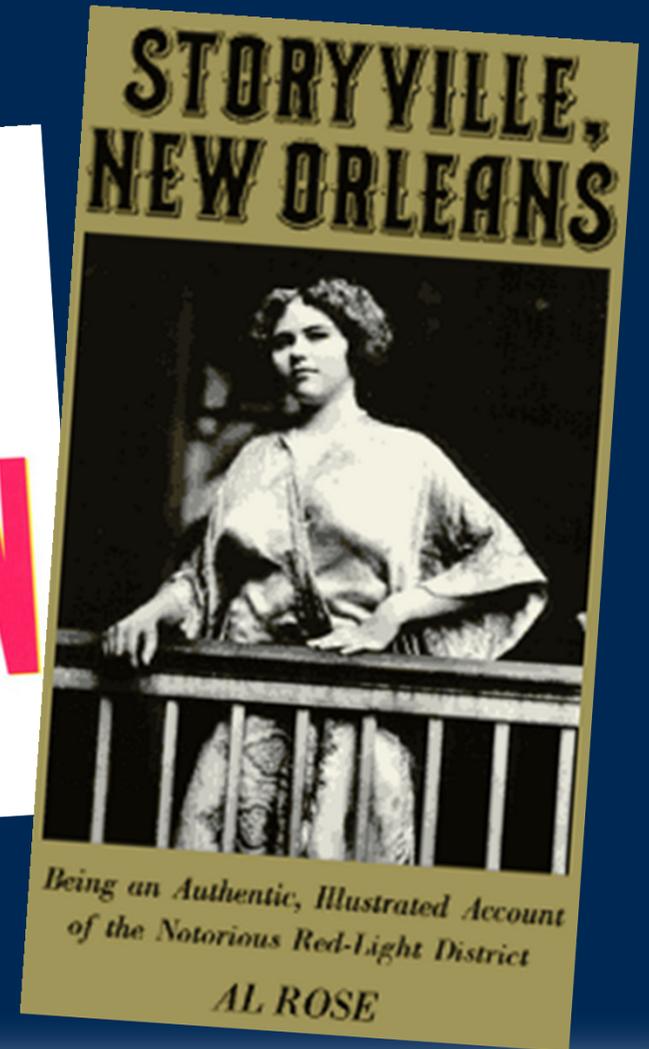
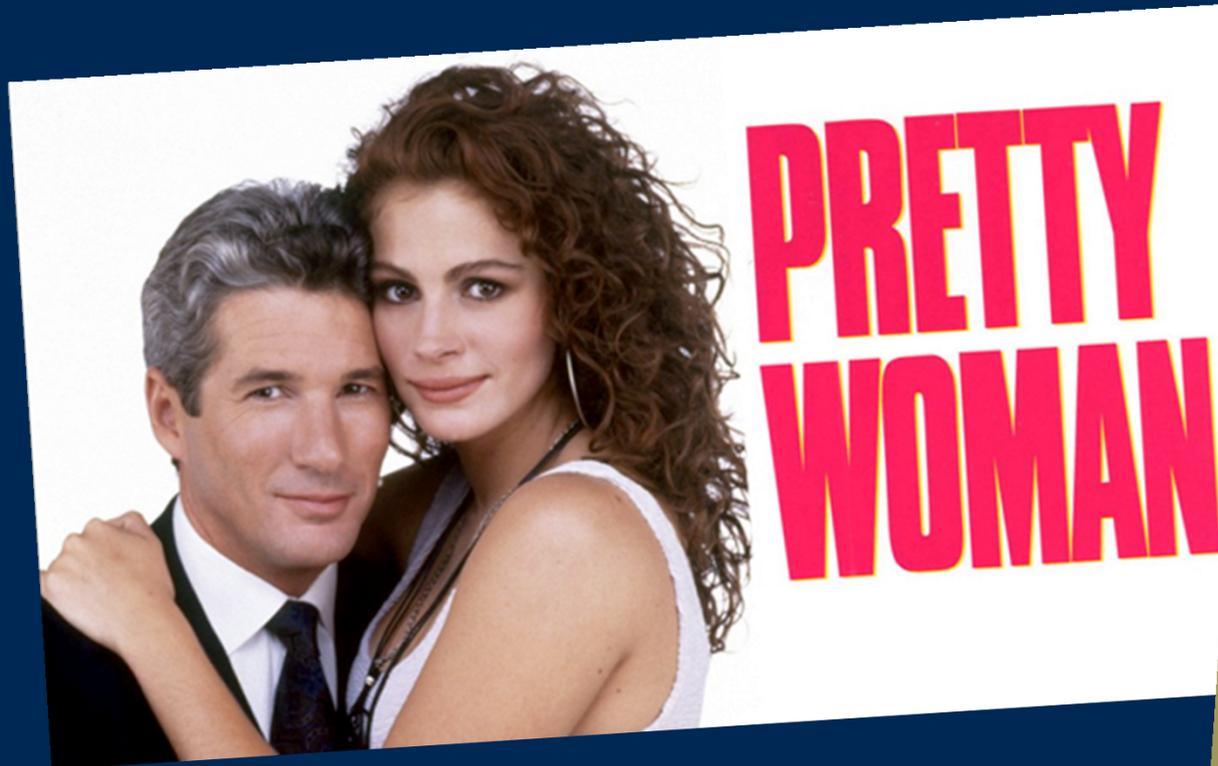


# Presenters

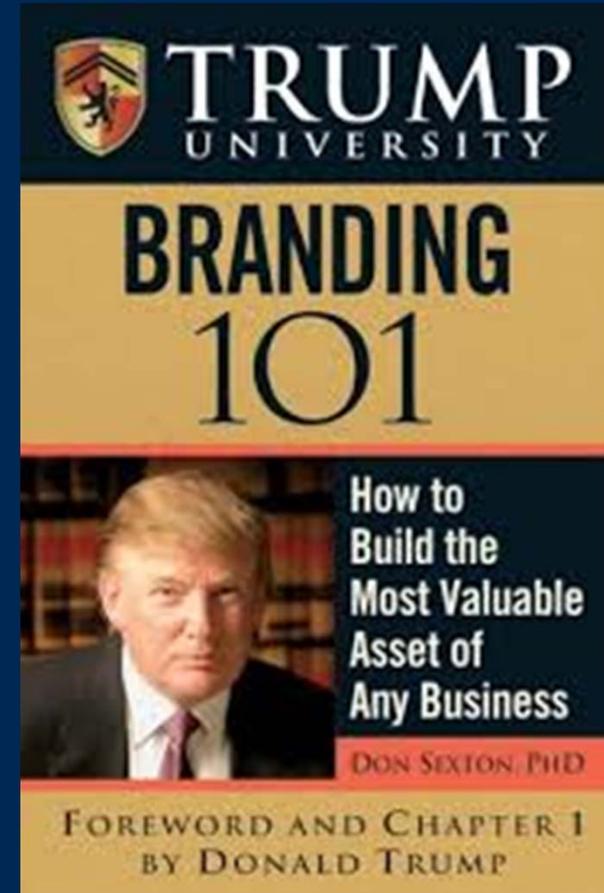
- **Stephen Pyle, MS, CHE**
  - Associate Professor, Chair, College of Management  
Johnson & Wales University
- **David Line, PhD, MPH, MSW, COI**
  - Associate Professor, Public Health  
A.T. Still University



# Working Professionals and SMEs in the Classroom



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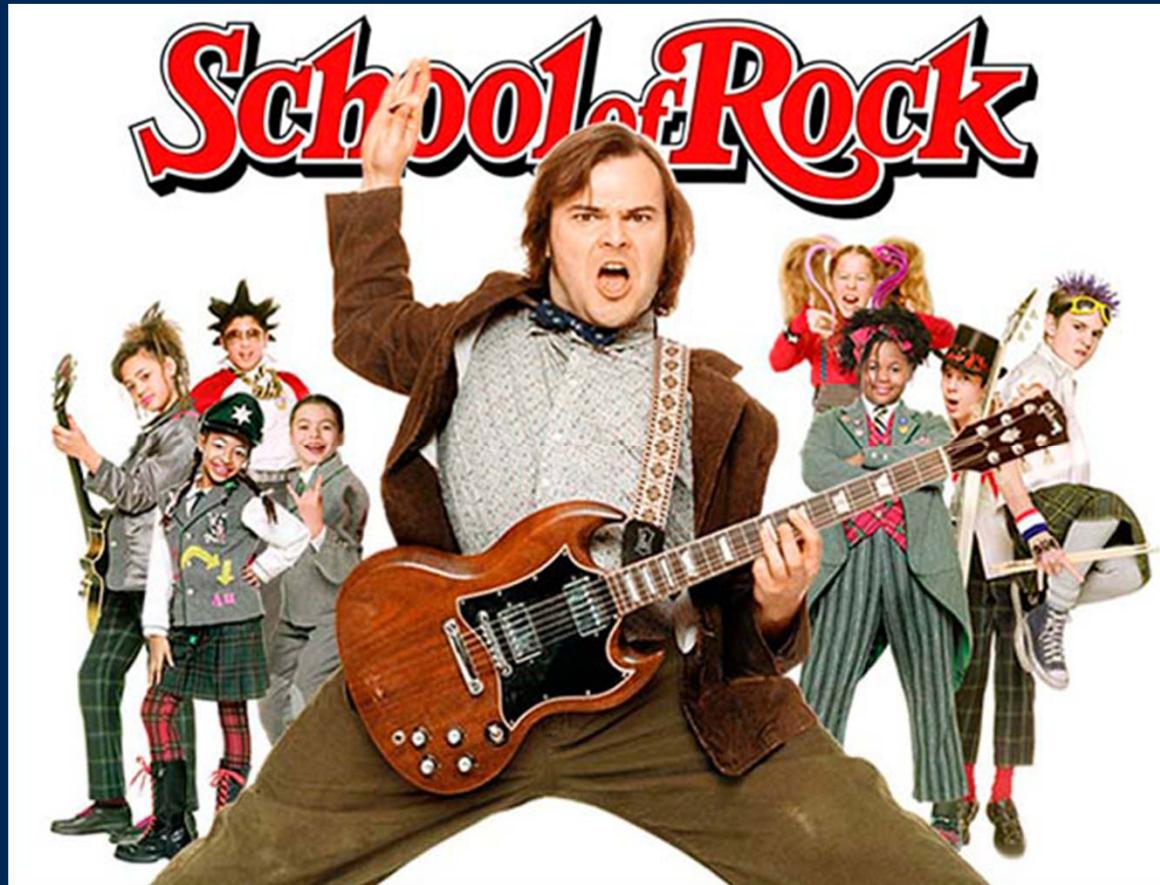


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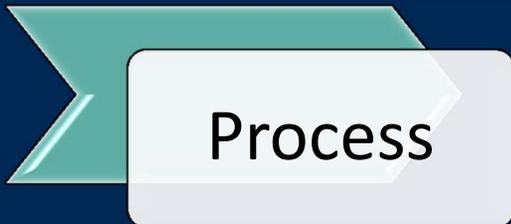
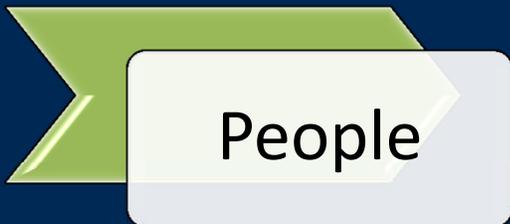


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# Bringing Working Professionals into the Classroom



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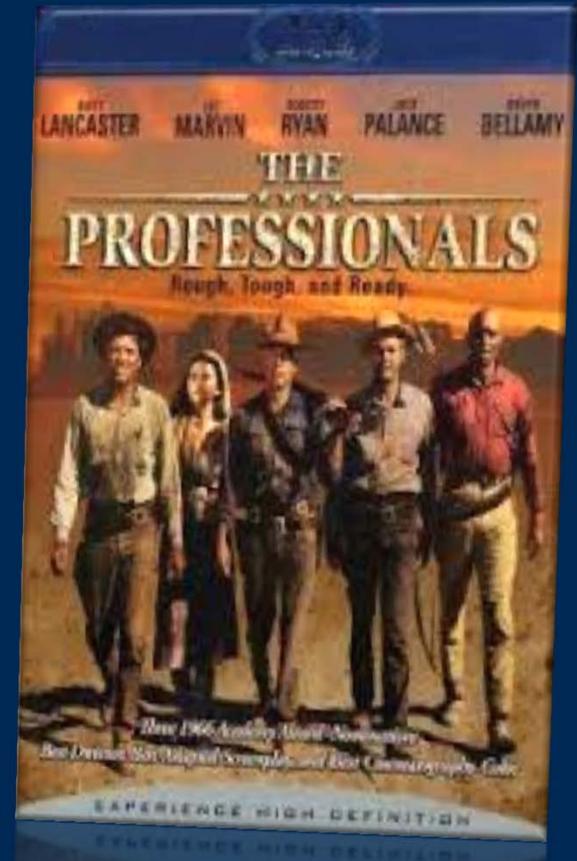
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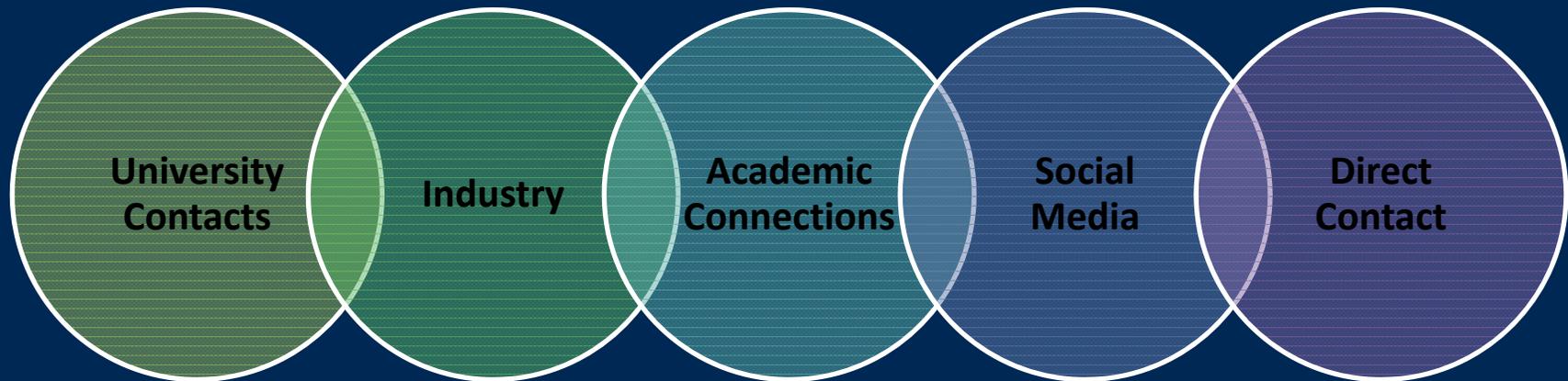
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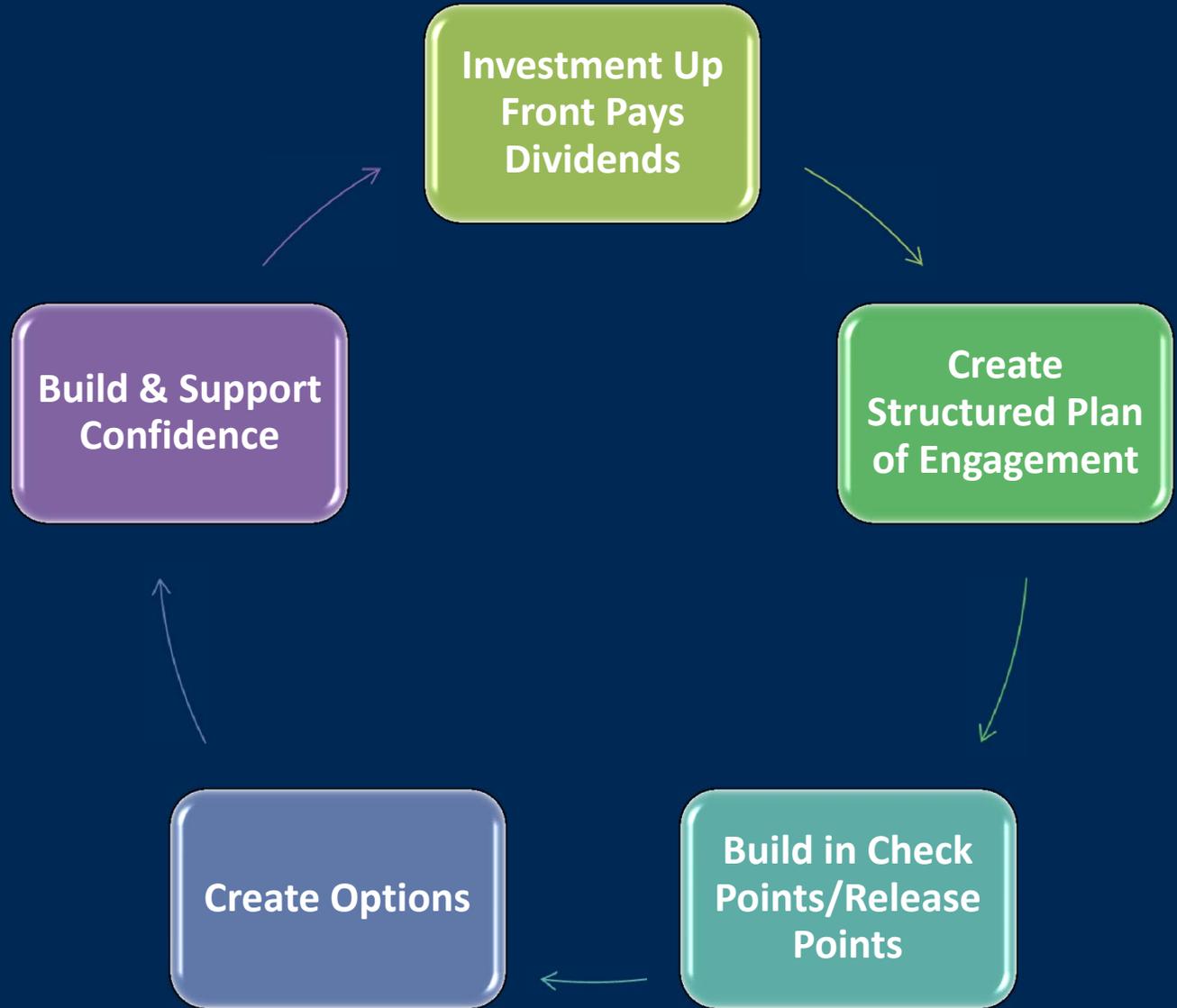
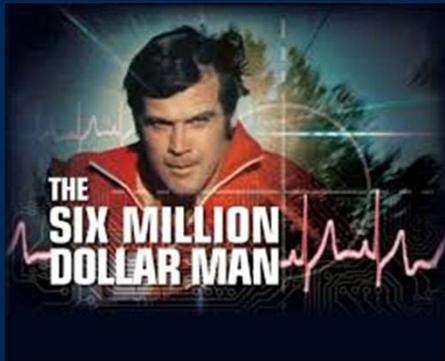
Linkages

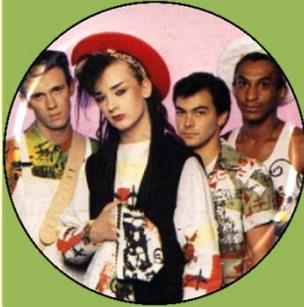
Connections

Industry Perspective









Culture



Written and  
Unwritten  
Rules



Develop  
Expectations  
and  
Timelines



Soft and  
Hard Skills in  
the  
Classroom



Course  
Development  
Support

← Onboard with Intention →

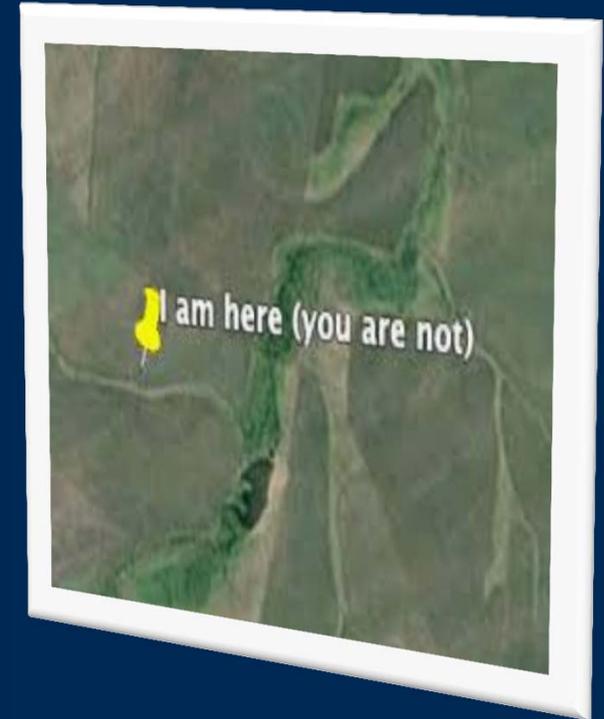


Full Understanding of Commitment

Classroom Culture

Availability – Scheduling

Administrative Support



Industry is not Academia...



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# Using SMEs in Online Education



# Online Course Development



**ROME LITTLE THEATRE**  
*at the historic DeSoto Theatre*  
1938-1939

# THE WIZARD OF OZ

Book by L. Frank Baum  
Music and Lyrics by Harold Arlen and E.Y. Harburg

**MARCH 29 - APRIL 7, 2013**

Opening weekend: Friday at 8 pm and Saturday at 2:30 and 8 pm  
Second weekend: Friday and Saturday at 8 pm and Sunday at 2:30 pm

Director: Don Rusaw  
Producer: Allison Dolbeer  
Children's Director: Angela Jones

Tickets:  
\$12/Students, Seniors  
\$14/Adults

530 Broad Street, Rome, GA  
706-295-7171  
RomeLittleTheatre.com  
Facebook.com/  
RomeLittleTheatreInc

*Celebrating*  
30 Years  
DeSoto

Sponsored by:  
**iissee**

Adapted by John Kane for the Royal Shakespeare Company.  
Based upon the Classical Motion Picture owned by Turner Entertainment Co.  
and distributed in all media by Warner Bros.  
Produced with permission of the TAMS/MARK Music Library



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# Online Course Development & SME's

Administration  
Chair

Institutional  
Expectations

Program  
Integration

Timelines

Instruction  
Faculty

Pedagogy

Instructional  
Methods

Design  
ID

Instructional  
Options

Learning  
Management  
System

Subject Matter  
SME

Content



# Administrative Contributions to SME's

- Institutional expectations
  - Human resources
  - Codes of ethics
  - Ownership of course
  - Supervisor & liaison



# Administrative Contributions

- Program integration
  - Program focus and culture
    - Accreditation
    - Program objectives
    - Course objectives
    - Course parameters
      - External
      - Internal



# Administrative Contributions

- Course expectations
  - Timelines
  - Content
    - Course format
    - Course objectives
    - Module objectives
    - Freedoms



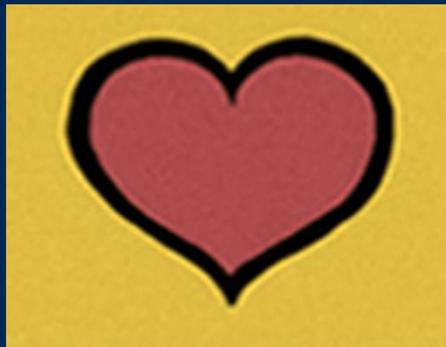
# Administrative Contributions

- SME core responsibilities
  - Build course content
  - Work with others
- SME additional responsibilities
  - Follow-up work
  - Minor revision expectations and opportunities
  - Life span of the course
  - Course links



# Instructional Contributions

- Course format
- Course objectives
- Opportunities
- Pedagogy



# Design Contributions

- Instructional options
- Learning Management System



# SME Contributions

- Content
- Approach



# Team created Instructor's Guide

- Increases continuity between intention & delivery
- Increases alignment between intention, objectives, and outcomes



# Instructor's Guide

## Week 4

- Goals & Objectives
- Connection to Program
- Connection to Course

## Directions

- Tasks to do
- Instructional Methods
- What to watch for/Rubric

## Teaching Points

- Activity 1
- Activity 2
- Discussion

# Syllabus

## Week 4

Introduction

Activity 1

Activity 2

Weekly Discussion

Weekly Assignment

Course Objectives Met  
Program Competencies Met



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# Instructor's Guide: Strategic plan for the course

- Introduction – Mission
- Position in the program
  - Program Objectives
  - Prerequisites
  - Position in Degree Plan
- Philosophy - Pedagogy



# Instructor's Guide: Course Goals and Objectives

- Goals
- Objectives
  - Course
  - Module



# Instructor's Guide: Descriptions

- Strategies - Pedagogy
- Teaching points for
  - Activities
  - Discussions
  - Assignments

**Ruby  
Slippers:  
The Power  
Within**



# Instructor's Guide: Directions

- Tasks for instructors
- Instructional methods



# Instructor's Guide

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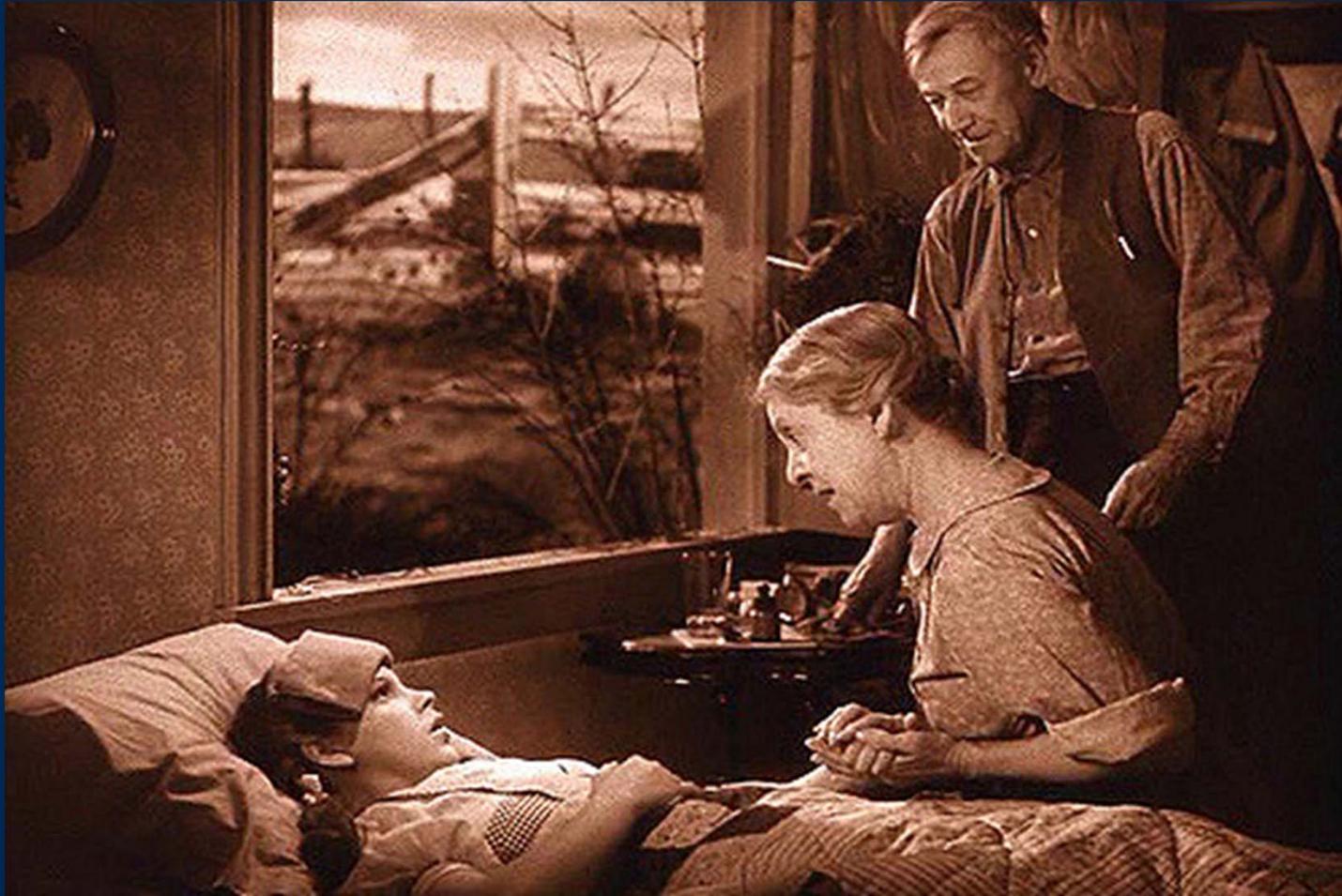
Course Objectives Met  
Program Competencies Met

# Opportunities

- To increase value of courses
- To exceed expectations
  - Students
  - Parents
  - Professional agents
  - Government agents



# Tell us about your experiences



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