The Instructional Design Team's

Onboarding Handbook

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Welcome

Welcome!

It is my pleasure to welcome you to the department! We are excited that you are part of the team! The GW [Libraries and Academic Innovation](#) (GWLAI) team is the bedrock of scholarship and learning at GW. GWLAI supports the academic experience, integrates teaching, learning, and research throughout the university, and collaborates with faculty in their instruction and curriculum design.

Our priority and primary focus is partnering with faculty. When interacting with faculty, staff, and students, our goal is a high-level of professionalism and integrity at all times. Internally, we hold on another to the same standard of respect at all levels of our work structure. Maintaining a collegial environment is essential to our success.

We encourage each employee to focus on staff learning and development while part of the GWLAI team. Please take some time to review [GW's Values](#) and think about the ways that you can apply your strengths and goals to fulfill the university's mission.

We look forward to working with you!
Maddy Kadish
Director

The Instructional Design Team

The [Instructional Design Team](#) partners with faculty across the university in designing and developing online courses. The team came into existence to meet the demand from GW schools for support in designing high-quality online courses, particularly the need for a centralized resource that could provide hands-on instructional design and multimedia assistance to faculty preparing to teach online. The mission of the Instructional Design Team is to elevate faculty voices, teaching, and research – through partnerships – to develop effective, engaging, and innovative instruction that enables student achievement and growth.

The Instructional Design Team is a department within GW Libraries and Academic Innovation (LAI). We are located within the [Instructional Core](#). Instructional designers ensure that each product undergoes a thorough pedagogical review and maintains a high design standard.

Programs and courses are selected by strategic design to facilitate sustainable growth into the online market. Faculty members interested in adding their course to the development cycle should contact the dean's office of their selected school.

Meet the Team

Maddy Kadish, Director

Maddy Kadish has spent her career designing and developing online learning. Prior to coming to GW, she managed online learning for PBS in Arlington, VA, worked as an Instructional Designer for Pearson Education in Boston and London, and produced hours and hours of educational video in disciplines such as calculus, Spanish, psychology, and biology. Maddy is an indie film buff and has written about film and film festivals for The Independent, MovieMaker Magazine, IndieWire, and No Film School. She lives with her husband and baby in the DC area. She holds a B.S. from Cornell University and an Ed.M. from Harvard University's program in [Technology, Innovation, and Education](#).

Trish Arnold, CCAS

Trish Arnold has been part of the GW community since beginning graduate work in 1995. During her time here, she has worked for CIRC, the Elliott School, and Academic Technologies. She earned her Master's degree in Information System Technology in 1999 and continued on to obtain a Master's degree in Spanish at The Catholic University of America in 2004. Her combination of interests has led her to earn certificates in technology for world language teachers and [instructional design through GW's GSEHD](#). Outside work, Trish is an armchair linguist who is fascinated by accents of the British Isles and etymologies of English words. She also enjoys volunteering with her local church. Yet her most important endeavor by far is being a wife and mother, and she loves spending time with her wonderful family in Falls Church, VA.

Caitlin Savoldelli

Caitlin Savoldelli is an alumna of [GW's Educational Technology Leadership](#) online master's program. While she was an online student she worked full-time and for two semesters in Amsterdam six hours removed from D.C., so she has experience with the opportunities and difficulties afforded by the online classroom. She strives to make the online student feel as supported as a student on campus! Her special area of focus on this team is ensuring that all materials - readings, audio, and video - are fully accessible through the use of alternate text, captioning, transcripts, and more. She is a certified Project Management Professional (PMP), with experience in training, editing, and marketing, and has a B.A. in English with a minor in Women's Studies from Boston University. She's originally from Chicago, and now lives in Falls Church, VA with her husband and cat Lili.

Lauren Tidmore, Ed.D.

Lauren Tidmore holds a doctorate in education, with a concentration in curriculum and instruction from Southeastern University. Her [dissertation](#) focused on creating a blended learning social skills intervention for high school students identified as at-risk for emotional and behavioral disturbances. While finishing her degree, Lauren worked with professors to redesign undergraduate, master's, and doctoral level courses. Serving as an instructional designer within the Instructional Design Team at GWU, Lauren's work is driven by a passion to aid in the creation of engaging online courses that will ensure the success of all learners. She lives in Arlington with her two cats, Clementine and Crookshanks.

Jessica Gershuny, MBA

Jessica "Jesse" Gershuny is passionate about the nexus of education and technology, and joined the IDT Team as an Instructional Designer in October 2019. She holds an MBA from the University of Maryland, which she completed in a hybrid format, and an M.A. in Learning and Design from Georgetown University. At Georgetown, Jesse focused her research on the adoption of AI-enabled technologies in higher education, the future of workforce development, and how analytics can be used to improve learning outcomes. Jesse saw the impact of intentional program design firsthand by being part of UMD's inaugural hybrid MBA cohort, which included asynchronous modules and a flipped classroom strategy. Jesse has a professional background in talent acquisition, career development, and graduate admissions, where she partnered with faculty to engage and support graduate students. Jesse lives in Washington, DC with her husband and two Goldendoodles, Franklin 'Dog' and Teddy 'Bear' Roosevelt. Outside of work, Jesse loves to travel internationally and instagram food pics.

Noah Bickford, MA

Noah Bickford received his MA in Educational Technology Leadership from the George Washington Graduate School of Education and Human Development. Noah began his career in education at a children's museum in Austin, TX designing and delivering STEM curriculum for K-5th grade. After two seasons as central Texas' Operational Partner for FIRST LEGO League, Noah joined the Gelardin New Media Center at Georgetown University. There he helped develop podcasting curriculum for workshops, and partnered with faculty to integrate podcasting projects into their courses. Noah enjoys finding opportunities for project-based learning in online classes, particularly if they are multimedia-based, and is interested in work that strives for equitable access to learning opportunities. Noah lives in Washington, DC with his cat Langston, and in his free time enjoys reading, playing board games, and exploring the city on his bike.

Roles in the Online Course Design Process

The faculty member specializes in:
- Advising the ID their teaching approach and expectations for the course
- Supporting the ID in their adaptation for online by:
  - Providing all existing materials
  - Working with the ID to map out the course
  - Providing subject-matter expertise
- Teaching the course online

The instructional designer specializes in:
- Identifying the best way to present course materials online to facilitate the faculty member's online presence and voice
- Creating visual consistency and organization throughout the online course
- Ensuring that the course meets widely-accepted quality standards and all content is fully accessible to all learners.

Partners in the Online Course Design Process

The Instructional Design Team works largely with four groups within LAI.

The Strategic Digital Learning Initiative team, or SDLI, works closely with the ID Team to develop media for online courses. They also serve to shape the culture of digital fluency at GW.

Librarians are assigned to work with online courses. They place all the readings into the course, and can suggest new resources to refresh material, if faculty members are interested. They also can secure rights and access to videos and media faculty may be interested in including (such as a documentary or short feature on a topic from the course).

The Faculty Development department provides the research and pedagogy that are the backbone for the work that the Instructional Design Team does. They also provide in-person workshops and a Course Design Institute for faculty, and not just for online-only courses.

Finally, the Instructional Technology Lab, or ITL, provides technical support throughout the process. They are also the faculty's main support system after the course has been handed off.

Partners and Instructional Core

- Libraries and Academic Innovation: Geneva Henry (Dean)
  - Instructional Core: Guy Lotrecchiano (Associate Dean)
    - Faculty Development: Patty Dinneen (Director)
      - Daphna Atias
    - Instructional Design Team: Maddy Kadish (Director)
      - Lauren Tidmore, Caitlin Savoldelli, Jessica Gershuny, Noah Bickford
      - Trish Arnold (dedicated CCAS ID)
    - Strategic Digital Learning Initiative Team: Jason Torres (Director)
      - Nik Fikru, Eugene Abedejos, Kelly Chen Andres, Leah Sims
    - Instructional Technology Lab: Yordanos Baharu (Director)
      - Daniel Oliver, Alex Zebango, Nicole DeMuro, Matthew Schweighart, Kristen Dabney
  - Course Reserves & Resource Sharing Specialist: Valerie Fliss
  - ESIA Librarian: David Ettinger
  - Government Contracts Law Librarian: Mary Kate Hunter
  - Environmental Law Librarian: Germaine Leahy

Getting Started

Welcome to the team! The following steps will ensure a smooth and easy transition into the role of instructional designer. Feel free to ask any of the other IDs for help or clarification!
- Work with Maddy to ensure you have a laptop and monitors.
- Follow up with Maddy re: desk phone number and set up voicemail.
- Email Maddy (▓▓▓▓▓▓@gwu.edu) a 2-3 sentence bio for the Town Hall meeting.
- Follow up with Barbara Giorgini (▓▓▓▓▓@gwu.edu) for any missing desk keys.

Gaining Access

- Virtual:
  - Email Uzezi Enodano (▓▓▓▓▓@gwu.edu) for access to Monday.
  - Email Robin Delaloy (▓▓▓▓@gwu.edu) for access to the Instructional Core website.
  - Email Maddy Kadish (▓▓▓▓▓▓@gwu.edu) for access to the ID Box folder.
  - Set up your Slack account. Add yourself to the #gelman-607-ids , #gelman-607-ids and #core_idt_wecare channels.
- On Campus:
  - Email Alex Zebango (▓▓▓▓▓@.gwu.edu) for access to the ITL Google calendar.
  - Email Ashley Blount (▓▓▓▓@gwu.edu) to get ITL access on your GWorld card.
  - Email Ashley Blount (▓▓▓▓@gwu.edu) to get a gold name tag (for town hall).

Important Websites

Please take a moment to review and familiarize yourself with the following websites:
- [The Instructional Core Website](#)
- [Libraries and Academic Innovation](#)
- [Instructional Technology Lab Blackboard Guides](#)
- [IT Software Download](#)
- [Academic Calendar](#)
- [GW Libraries](#)
    - [Gelman Library Building Spaces](#)
- [Employee Leave System](#)
    - [Time Off and Leave Guide](#)
- [Supply Closet List](#)
- [Emergency Preparedness](#)
    - [Emergency Procedures](#)
    - [Voluntary Training Sessions](#)

Important Contacts

Below are some frequently used email addresses and phone numbers. You can find a more [comprehensive list here](#).

Name	Department	Email	Phone
Yordanos Baharu	ITL	████@gwu.edu	████
Ashley Blount	Innovative and Collaborative Pedagogy	████@gwu.edu	████
Nikodimos Fikru	SDLI	████@gwu.edu	████
Valerie Fliss	Resource Sharing and Course Reserves	████@gwu.edu	████
Jason Torres	SDLI	████	
Alex Zebango	ITL	████@gwu.edu	████

Preparing to Start as an ID

Now that you've gotten the basics set up, and you've become more familiar with GW and LAI, it is time to start preparing for your role as an instructional designer.

Our Production Cycle

Below is a quick overview of our production cycle. A more comprehensive look into this process will be linked a little later in this document. It is important to understand how the cycle works, but we don't want you to feel overwhelmed!
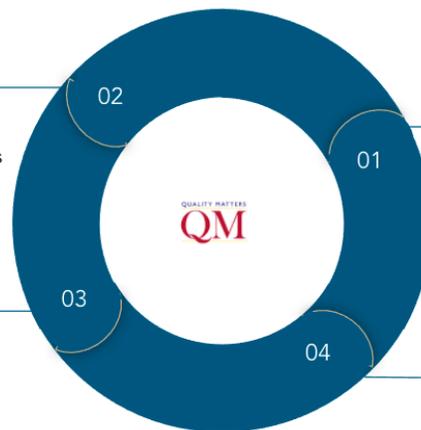
There are four main phases in the online course development process:

Phase 2: Design
- Design course structure
- Design media plan and content
- Design activities and assessments

Phase 3: Development
- Blackboard Development
- Media Production

Phase 1: Planning
- Preparation
- Planning
- Analysis and course conception

Phase 4: QM Review & Process Evaluation
- QM Review
- Process Evaluation

The estimated time for completing a cycle is approximately 15 weeks. The circle indicates that this is an iterative process; steps will likely overlap and return as the process needs.

Delving into Each Phase

Now that you have access to the GW network, click here to review the templates folder used in each cycle. *Please do not make any notes or changes to these documents, as this is the main template that everyone will copy for their courses.*

In this folder you will also see the ID Handbook. This is an in-depth look into each of the three phases. While we do encourage you to read this prior to starting your first design cycle, please do not overwhelm yourself in the beginning. It will be there for you to come back to!

Previewing Sample Courses

If you would like to see older iterations of developed courses, follow the directions below.

> Example from the [Elliott School of International Affairs](#)
> - Open [Blackboard](#)
>   - Username: ███████
>   - Password: ███████

> Example from the [Columbian College of Arts and Sciences](#)
> - Open [Blackboard](#)
>   - Username: ███████
>   - Password: ███████
>   - Choose course ███████████████████

Follow up with Maddy for access to the Faculty Development Course
- This will be listed under 'Special Use' on your MyBlackboard page.
  - This includes self-paced modules and resources for online teaching.
  - Each module in it addresses a key component of the online course workflow.
  - It also includes "FLEX Camp", a summer program run in collaboration with the Faculty Development team to support and train faculty as they prepared to virtually teach in Fall 2020.

Follow up with Maddy for access to the ID Team Dev Course.

Quality Matters

[Quality Matters](#) is the rubric used in the course evaluation phase. Follow the steps below to gain access and become familiar with the rubric.

- Follow up with Maddy to receive a copy of the QM handbook.
- Follow up with Maddy to enroll in the [Applying the Quality Matters Rubric workshop](#).

Quick Find: A Document Template Tracker

Use the following chart to easily locate documents and templates within the Google Drive folders.

Main Folder	Document/Template(s)		
00 ID Reference	00-Welcome Email to New Instructors 01-Email to instructors when online course is complete GW Semester Dates Blueprint IC Integrated Course Development Workflow ID Handbook		
	01-Prep Reference	Course Design Meeting Agenda__Notes Course Design Process Mapped to QM Standards ID-Team_Overview	Online Course Development Process_Updated 7-22-19 Welcome_Process Working with ID_v10	
	02-Planning Reference	Assignment Credit Hours_Revised Course Objectives and Learning Objectives Direct and Indirect Instruction File Naming Convention	Add a TA [FOSS_BbAddTA] Create a DEV Course [FOSS_BbCreateDevCourse] Law School Course Credit Hours Online Education Guiding Principles	School Specific Policies Verbs for Course Goals and Learning Objectives Sample Course Alignment Map ID Media Development Question Checklist
	03-Assessment and Grading Reference	Rubrics Assessments Bb Tools and Corresponding Activities	Instructions for VT LAI Policy for Online Exams Remote Proctor Policy for Online Exams	RPNowBbTest Taking a Test Using RPNow Types of Online Activities
	04-Content Development Reference	Alternative Assessment Ideas Blackboard Collaborate Checklist for Participants Collaborate Facilitator Guide_Blackboard Collaborate Ultra FAQ Copyright Info and Royalty Free Media Resources Engaging with Students	Course Accessibility Checklist Course Reserves Info Course Calendar FAQ-QER Basics Finding Readings with Faculty Instructor_Collaborate Ultra Support FAQ	PowerPoint Presentation Guidelines_v2 Presentations Printable Document Template Readings and Pre-existing Media Presentations Engaging with Peers in the Online Environment
	05- Media Production Reference	Misc Templates and Forms Process Info Adding YouTube videos to Bb	Process for retrieving transcripts from YouTube	
	06-Review and Evaluation Reference	IDT QM Annotations and Special Considerations (reference) QM Specific Review Standards_6th Edition	Copy Course [FOSS_BbCourseCopyContent] QM Rubric Update_6th Edition Changes	IDT Guide: Blackboard Updates Course Copy IDT Guide: Blackboard Updates for Adjunct Faculty One-sheet Launch Info for Online Faculty_v5
	Resources	Accessibility Course Checklist Accessibility Meeting Notes Assessments-assignments Assignment rubrics Authoring Tools Bb Tools Matrix	Bloom's Taxonomy Diagram Verbs Checklist for Designing a Transparent Assignment Groupwork Guides/References ID Meeting with ITL - Training on Tools POD: Curriculum Mapping whys hows Policy Brief- described	QM Course Worksheet QM Overview of Changes to the Rubric Questions on Accessibility Rubric_ Class Discussion Rubric_Various projects
01 Prep and Planning	Needs Analysis Scope of Work Course Alignment Map Milestone Schedule Desktop Video Recording Guidance		
02 Content Design	Draft Graphics PPTs Finding Resources with Faculty Midpoint Check-In with ITL Templates Law School Printable Syllabus / CCAS Printable Syllabus / ESIA School Printable Syllabus		
03 Blackboard Development	Banner Template Course Blueprint		
03 Media Production_SDLI	Media Tracker		
04 QM Review and Process Evaluation	Bb Click-through Checklist IDT QM Course Worksheet QM Rubric Pre-Handoff Meeting with ITL Online Faculty Launch and Maintenance Information		