

Evaluation of the 2003 Instructional Technology Showcase

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Executive Summary

The CIT Instructional Technology Showcase was held on April 11, 2003 in various rooms in Duke's Perkins Library. This event featured 14 presentations by 45 faculty and staff discussing projects in different subject areas and using a variety of technologies. The program included talks by faculty, staff, and students, a keynote address by a nationally known speaker Franziska Frey of the Rochester Institute of Technology, a poster session, and four workshops. The CIT's goals were to provide recognition for faculty whose projects the CIT has funded, enhance the CIT's presence on campus, motivate new faculty to get involved with instructional technology and inform the Duke community about services offered by the CIT. The intended audience was Duke faculty, technology staff and graduate student instructors. Through the IT Showcase, the CIT hoped to reach a wide variety of people with different levels of experience in instructional technology. Results from surveys distributed at the Showcase and during the week thereafter indicate the Showcase was successful in addressing the goals described above.

More detailed information about the Instructional Technology Showcase is on the web at:
<http://cit.duke.edu/showcase/2003/index.html>.

Summary of Key Findings

1. About the attendees - The 169 showcase attendees came from more than 47 departments within Duke University and the Duke Medical School, as well as various universities such as the University of North Carolina at Chapel Hill and Greensboro, Elon University, Wake Forest University, Skidmore College, the Rochester Institute of Technology, and the University of Southampton. At least one person from each school at Duke attended the showcase, and most schools at Duke were represented in the program. There were significantly more staff (56%) than faculty (32%) in attendance.

Fifty-two attendees (31%) completed surveys about their experience at the Showcase. Similar to last year, the respondents included more staff (63%) than faculty (25%), so the survey results may not be wholly representative of the overall group of attendees. Thirteen presenters (28%) completed a survey asking about their experience as Showcase presenters.

2. Technology use of attendees – 92% of the survey respondents self-reported as having an intermediate to high level of experience with technology. Of the 13 survey respondents that indicated they were teaching, all reported either a minimal (38%) or intermediate (62%) level of technology use in their courses.

3. Respondents seemed pleased with the majority of the Showcase content, with 88% to 100% of respondents indicating satisfaction (a mean of 4 or higher on a six point scale) with each of the speaker sessions but two. Ninety-one percent of respondents felt the material presented at the Showcase was relevant to their teaching needs and 98% reported that they would use something they learned at the Showcase in their work. All who attended the keynote speaker address reported satisfaction with the event.

4. There was a high level of satisfaction (a mean of 5+ on a six point scale) reported with the Showcase location, website, food, and printed materials. Respondents also reported a high level of satisfaction with the diversity offered. Minor changes were suggested for the format and topic coverage of the Showcase.

5. Respondents' decisions to attend the event were influenced most by the e-mail notice (69%), the Showcase website (69%), and the CIT website (58%). Twenty-five percent also reported being influenced by flyers in mailboxes, advertising in the Dialogue and the Chronicle, or listings on the Duke calendar, although all of these respondents reported equal or greater influence from the other sources of advertising.

6. The Showcase attendee survey also gathered information about respondents' familiarity with CIT offerings, their interests, and their preferred format for future CIT offerings. Roughly half of the

respondents had used CIT services in the past, with more emphasis on CIT consulting, speakers and events, and training. A smaller percentage had made use of CIT's project planning services, IT Fellows and CIT Grant programs, resource guides, academic tools, and project workroom, but none reported using CIT's assessment services. Many respondents indicated that the most likely subjects they would seek CIT training or consulting would involve creating scanned images or graphics or using Blackboard to create a course website. Respondents also expressed an interest in CIT help in creating scanned text documents, digital video, and .pdf files. More than half of the respondents who indicated their preferences for future CIT offerings, requested more hands-on training, luncheon talks, and web-based materials. A smaller percentage indicated they would also like individual assistance as well.

7. Showcase poster presenters reported talking to an average of 10 people about their poster at the Showcase. Most felt the poster creation process was smooth and efficient, and were grateful the CIT created their posters; however, a minority wished they had been more involved in their poster creation.

8. Most presenters thought the technical support was sufficient (and in some cases, more than necessary for their limited technical needs). Presenters appreciated the opportunity to test their equipment the day ahead. Presenters felt that the Showcase provided a good mechanism for faculty and project recognition but many mentioned not needing such recognition as incentive.

Suggestions for changes to the 2004 Showcase based on feedback from participants

1. Survey comments suggest that many of the presentations conflicted with teaching schedules, which may help explain the lower number of faculty in attendance this year. Some suggestions were to shift more of the events to the afternoon, or to repeat popular presentations later in the day. This may also help to draw more graduate students as well; this year, only four attended the Showcase. Another suggestion was not to schedule the Showcase on the Friday of Alumni Weekend. Neither will be an issue in 2004.
2. The CIT should consider targeting more outreach to individuals with little technological experience.
3. Some survey respondents suggested hosting broader presentation topics to draw in a greater audience. The Online Duke Health Systems Training presentation and the keynote address received specific comments that the presentations' topics were too narrowly focused to be relevant for many of the attendees. However, many highly enjoyed the keynote address, despite a possible lack of relevance. Some also requested a "more hands-on" approach, while others wanted more information provided in the form of either more detailed presentation abstracts or program syllabi from each presenter.
4. Since the paper flyer and Duke publications advertising was generally less influential than other types of advertising, CIT should consider whether publicity through these channels is worth the time and cost.
5. Survey respondents requested better directions to and from available parking locations.
6. Responses to the changed Showcase location were mixed. Some felt that last year's location was better, while an equal number expressed the opinion that Perkins Library was a superior location to hold the Showcase, although one commented that the Showcase rooms were too spread out.
7. Many felt that the time allotted to each presentation was too short, and did not allow enough time for discussion or questions afterwards. Consider modifying the time slots to allow this.
8. Respondents indicated that poster space seemed crowded. Some suggested that poster presenters sit with their backs to the wall or to the side. This should be ameliorated by the Von Canon room location in 2004.
9. Based upon the rating of the refreshments and survey comments, we could re-use the same caterer.
10. Using a web form to collect basic poster information should be satisfactory, but we should also allow the option of presenters having some greater level of involvement in their own poster creation, if they wish.