Piloting an Enhanced Service Model for Instructional Technology (ESMIT)

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Why Pilot an Enhanced Service Model for Instructional Technology?
Before: Many Paths to Teaching and Learning Resources

Where do I go for…?

Faculty Resource Network
Center for Advancement of Teaching
Advanced Media Studio
NYU TV
Global Technology Services
Digital Studio
NYU Stream
Campus Media
NYU Classes
NYU Library
Research Computing
Course Packs
Data Services
Course Reserves Services
Video Conferencing
Before: Independent Groups

Where do I go for...?
Governance and Advisory Groups

University Committee Guidance and Sponsorship
- **Faculty Committee on the Future of Technology-Enhanced Education at NYU**, Co-Chairs, Rick Matasar and Matthew Santirocco
- Teaching Technology Committee, Chair Matthew Santirocco

Executive Sponsors
- Tom Delaney, Marilyn McMillan, Carol Mandel, Matthew Santirocco

Operating Committee and Advisory Leadership
- David Ackerman, Roddy Austin, Kitty Bridges, Bobby Brill, Lucinda Covert-Vail, Elizabeth McAlpin, Peggy McCready, Michael Stoller, and Peter Schilling
- Academic Technology Cabinet
- ITS and GTS Executive Team

Affinity Group Participants
- .edu ITS - Liam Fry, Peggy McCready, Richard Malenitza, Gary Shawver, and Lynn Rohrs
- GTS - Ben Maddox (facilitator), Elizabeth McAlpin, Natalie Hidalgo, Lillian Moran
- Libraries - Jennifer Vinopal, David Millman, and Samantha Guss, Roddy Austin
- Office of the Provost / Office of Academic Assessment - Diana Karafin
- Office of Faculty Resources/Center for Advancement of Teaching - Debra Szybinski, Anne Ward
“Building on the successes and the lessons learned this past year, and anticipating increased demand, the University will pilot this coming fall an enhanced service model, which we expect will increase our capacity to provide faculty support.”

- Matthew Santirocco,
  Senior Vice Provost for Undergraduate Affairs
  Spring 2013, to the Deans
Affinity Group Timeline

- **Roundtable Discussions**
  - Sept '12 - Jan '13
  - Roundtable Report
    - Jan '13

- **Affinity Group & Pilot Prep**
  - Feb '13 - Aug '13
  - June Report
    - Jun '13
  - Staff Training & Pilot Launch
    - 8/28 - 9/12

- **ESMIT Pilot**
  - 8/28/13 - 8/15/14
  - Initial Evaluation
    - Oct '13
  - Second Evaluation
    - March '14

- **Continued Improvement & Roll-out**
Service Model Partners

**CAT**
The Center for Advancement of Teaching (CAT) supports and nurtures effective teaching and learning at New York University.

**GTS**
At Global Technology Services (GTS) we work with our partners to develop common technology across our GNU sites; pioneer new ways of using technology to teach and learn; cultivate academic and corporate partners; and manage each project as it comes to life.

**ITS**
Information Technology Services (ITS) provides technology-based services and support for NYU students, faculty and staff throughout the Global Network University.

**Library**
NYU Libraries, comprising 10 libraries, 6.3 million-volumes, provide students and faculty with access to the world's scholarship and serve as a center for the University community’s intellectual life.

**OAA**
The Office of Academic Assessment (OAA) serves to grow and support the ongoing efforts of academic departments and units assessing student learning.
Now: Integrated Service Model

Ah, I can see more clearly now
Affinity Group Core Competencies

• Collaborate across instructional support teams to help faculty find the services they need to enhance their course, course segment or curricula with technology.

• Increase Visibility of New and Existing Services to the Community

• Capture Metrics at different stages of faculty engagement to identify emerging needs for tools, skills and additional training or collaboration.

• Leverage the collective strengths and skills across teams to create sets of tutorials
What services does the pilot bring together?
Service Categories

- Classroom & Learning Spaces
  » Read more
- File Storage & Sharing
  » Read more
- Instructional Design & Assessment
  » Read more
- Instructional Technology Tools & Services
  » Read more
- Research & Data Support
  » Read more
- Video & Media Creation/Presentation
  » Read more
## Service Categories

### 1. Classroom & Learning Spaces:
- Example services:
  - Classroom Recording
  - Classroom Support
  - Classroom Desktop Support

### 2. File Storage & Sharing:
- Example services:
  - File Sharing
  - Files 2.0
  - Network / Storage
  - Webspace
  - Service 5

### 3. Instructional Design & Assessment:
- Example services:
  - Assessment Support
  - Instructional Feedback
  - Workshops & Programs
  - Course Redesign

### 4. Instructional Technology Tools & Services:
- Example services:
  - Academic Tech. Centers
  - Blackboard
  - Image Management
  - NYU Classes & CoLabs
  - Virtual Space

### 5. Research, Data & Software Support:
- Example services:
  - High Performance Computing
  - NYU Survey Service
  - Research Computing
  - Spatial Data Repository

### 6. Video & Media Creation / Presentation:
- Example services:
  - Audio & Video Capture, Production and Publication
  - Live audio and video capture
  - Photo, Slide and Text Scanning
Ways for faculty to get in touch

**Phone**

“Call us with your questions and speak to a real person about your technology needs. If we can't help, we'll direct you to someone who can.”

**Online**

“Browse our online database full of tutorials, FAQs and contact information. We're here to connect you to the resources you need.”

**Consultation**

“Need time to discuss new approaches to your curriculum design? We’re offering in-depth consultations that walk you through the process, step-by-step.”
What are types of support?
Types of Support

Services fall into three main types, depending on the complexity of the service and the number of interactions required to provide the entire service.

1. Help me find .... *Point faculty to resources, tools or colleagues*

2. Guide me to... *Type 1 + walk them through resources and tools, give them feedback on use follow-up as needed*

3. Work with me to.. *Consultation and sustained collaboration to create new content, analyses and approaches*
# Types of Support

<table>
<thead>
<tr>
<th>Types of support</th>
<th># of interactions</th>
<th>Process</th>
<th>Sample Services</th>
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| Intake           | 1                | • A coordinated entry process across ITS, Library, GTS and CAT, involving initial service requests via telephone, website or in-person | • Logging request, assess urgency  
• Gather faculty info: How did you find out about us? Is this your first time using this service?  
• Issuing ticket  
• Make referral after initial interview |
| “Help me find…” | Low 1—3          | • Point to an online resource  
• Answer a quick question  
• Walk me through the steps | Existing technological services for T & L:  
• Google Apps  
• NYU Classes  
• NYU Stream  
• Surveys  
• wikis |
| “Guide me to…”  | Medium 4—7       | • Referral from phone or another group  
• Walk-in  
• Individual consultation about goals, time availability, tools, etc  
• Develop and execute “service plan” | Service examples:  
• Making effective use of visuals  
• Introducing statistics, GIS and other data analysis and presentation tools  
• Digitizing materials  
• Self Help Creating content (e.g.: video) |
| “Work with me to…” | High in-depth (7+) | • In cases requires referral from a Dean or proposal to Dean  
• In-depth project planning  
• In cases requires multiple people to support | Service examples:  
• Co-Creation of material for use in online or blended course (e.g.: pre-post produced video)  
• Curricular design or redesign with use of data, technology and/or multimedia  
• Pedagogical enhancements  
• Create effective assessments for course/program |
How will we track services and referrals?
ServiceLink

The ServiceLink initiative is developing an ongoing University-wide service which will create a common user experience for seeking help, knowledge and making requests.

Welcome to the new ServiceLink Knowledge Base!

This service, which replaces the previous Ask ITS Knowledge Base, offers a wealth of support resources for services provided by ITS, the Stern School of Business IT, the Decision Support Group for UD+P, PeopleLink (Human Resources & Payroll), and Sponsored Programs and Accounting. Additional services and departments will also be coming soon.

To locate a specific answer or explore the knowledge base, enter a question or keywords in the search box above and/or select one or more filters, then click Search. (Note that you must first select a category in order to select a Service from the drop-down menu.)

Please note that the ServiceLink Knowledge Base is currently in a beta test phase. If you encounter any issues or have questions or feedback, please contact the IT Service Desk by sending email to AskITS@nyu.edu, or, in New York, by calling 212-998-3333. For contact information at NYU’s global sites, please see www.nyu.edu/its/askits/helpdesk/.
How will we measure ourselves?
ESMIT Pilot Evaluation

**Evaluation Constructs**

- **User Experience**
  - Faculty Satisfaction Survey
  - Faculty Focus Groups
  - Website & Tutorial Views
  - Knowledge Base Searches
  - ServiceLink Data

- **Service Delivery**
  - Staff Surveys
  - Staff Focus Groups
  - Provider Website Views

**Sources for Evaluation Data**

**Populations**

- Faculty
- Staff / Providers
Implications for Assessment Landscape

**Awareness**
- Existing Assessment Services (OAA, CAT, ORASA)
- New Teaching/Technology Services

**Usage**
- Existing Assessment Services (OAA, CAT, ORASA)
- New Teaching/Technology Services

**Micro-Macro Linkages**
- Student/Course/Program/School/GNU
What Next?

- Explore new Instructional Technology Site
- Search ServiceLink Site for Services, Tutorials, and to Connect with Service Providers
- Share ESMIT with Faculty
- Submit a Request or Ask a Question:
Questions?

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