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EDTECH 503 - Instructional Design Job Posting Assignment

Instructional Designer - Distance Learning - High School (Grades 10 -12)

PART 1 - SYNTHESIS

Job Summary

The Instructional Designer will work for the on-line learning department and, in partnership with high school administrators, teachers of grades 10 -12 and outside vendors be responsible for mentoring high school teachers in the use of online learning and in the development of online and distance learning environments. The designer will be involved in all aspects of online learning including the implementation of technology and proper multimedia principles as well as the creation of various course materials using different forms of delivery. These include but are not exclusive to webinars, video presentations, conferences, collaborative professional development of teachers and designer led group discussions.

Duties

The candidate will:

- Produce and conduct professional development for teachers and administrators including webinars, video presentations, workshops, conferences, and designer led group discussions.
- Produce online courses to meet individual needs. This will be done in collaboration with teachers, librarians, administrators and outside vendors. The courses must support student learning and new teaching pedagogy.
- Revise and supplement the online courses yearly.
- Present and recommend new technologies and trends to leadership.
- In collaboration with all stakeholders, develop a common rubric for online learning material.
- Participate in non-instructional days, staff meetings and department meetings.
- Be an advocate for online learning for all school stakeholders including students, teachers, administrators, parents and the community. Be present at parent council meetings.
- Stay current. Work with outside vendors, curriculum designers and instructional technologists to keep up with the newest technologies and trends. Take personal professional development as needed.

Required skills/knowledge/background:

- Bachelor of Education, Science, IT (or equivalent).
- Enrolled (or completed) in a masters program in a related field.
- At least five years of high school classroom teaching experience.
- Proficient in word processing, spreadsheets, database and presentation software.
- Knowledge of web page design - HTML and CSS.
- Possess a strong understanding of Adobe Fireworks, Adobe Photoshop, Adobe Premiere Pro and Camtasia.
- Proficient in online learning design and development using the latest technologies and best multimedia practices.
- Familiarity with cloud computing and its software.
- Ability to participate in or manage projects effectively across all levels and departments of the school.
- Knowledge of whiteboard technology.
- Ability to work under high pressure and manage multiple projects.
- Possess experience in department budgeting.
- Show strong communication skills - both oral and written.
- Ability to work independently or as a team.
- Strong knowledge of new technologies and teaching pedagogy and the ability to use these in practice.

Desired skills/knowledge/background:

- Certified PMP - Project Management Professional.
- At least two years project management experience.
- At least three years experience in Instructional Design.
- Ability to use social media networks such as Google+ and Twitter.

PART II - REFLECTION

To have a dedicated workforce to create courses seems unreal for an experienced teacher. For years, the thought was that teachers were the designer, builder and manager of their classroom. Instructional Design was just another word for what teachers have been doing since the beginning of time. Or so I thought. It is evident in today's learning environments that the teacher can not do it all. With the advances in technology, especially in educational technology, a distinction between the role of the teacher and the role of the instructional designer has emerged.

The Wikipedia definition of *instructional design* is "the practice of creating instructional experiences which make the acquisition of knowledge and skill more efficient, effective, and

appealing. In other words, an instructional designer's role is to create a lesson that engages students using the latest technologies and is effective and worthwhile for the teacher to administer in the classroom. This lesson should serve as a teaching tool that will enhance the students learning needs and help the teacher relate material in a more engaging and effective way. The goal is for student learning but the roles of the instructional designer and the teacher are very different.

Teachers take the plan from the instructional designer and deliver it to their students. The focus is on the student. The teacher has some flexibility over the lesson and can modify the lesson to individualize it for their class and the abilities of their students. It is the teacher's job to give an appropriate plan and to create a positive learning atmosphere within the classroom. This includes classroom management, grading the work, using the correct curriculum, interacting with the students and parents and facilitating a good learning environment. In contrast, instructional designers are not expected to deliver the learning materials that they create, nor are they expected to interact with the students or parents.

Instructional designers, on the other hand, are the builder of the course. The focus is on the teacher and administration. Their role is to plan and create the materials that will be used by the teachers. The instructional designer uses the newest technologies and teaching pedagogy about instruction and learning to help create an engaging class so that the students can learn. Instructional designers are also responsible for the training and support of the teacher when it comes to integration of the lesson. The instructional designer will have little or no interaction with the student and is not responsible for the execution of the lesson. They are also not involved with the evaluation process of the students. Their main purpose is the design of the lesson and the training and the coaching of the teacher. Teachers are not expected to know all of the newest technologies, nor are they expected to be able to integrate these technologies into the classroom but they still run the classroom.

Although there is some overlap between the roles of the teacher and the instructional designer, their differences are still quite evident. Below are **three major differences** in the role of teacher to that of instructional designer.

1. The instructional designer is the creator of the course. The course is created in partnership with other stakeholders and use the latest teaching and technological advancements in its design. The designer trains and supports the teacher to get the most out of the lesson. The teacher, on the other hand, is the manager or user of the course. It is the teacher's responsibility to individualize the course content to match the abilities and learning experiences of their students. This will create an enhanced learning environment.
2. The instructional designer create the course and materials that the teacher will use to facilitate the learning in the classroom. The designer will have little or no interaction with the student or parent and will not be responsible for the management of the class.

Teachers, however, will have much interaction with the student and the parent. They will be responsible for the learning in the classroom and for the grading of the assignments.

3. The instructional designer is the expert in different areas than that of the teacher. The designer's strength are shown in design, the implementation of new technologies and software, the principles involved with multimedia and e-learning. The teacher is the expert in facilitation, curriculum, classroom management and interaction. Together, and in collaboration, improvements to the learning environment can be instrumental in student learning.

In my school board, the teachers are being asked to prepare online courses through a platform similar to Moodle. It is called Desire to Learn (D2L). The problem is that many of the teachers have no experience in online teaching or online course development. Although they are experts in their field of study, they do not have the time to learn all of the new technologies and multimedia possibilities that exist. It would be great if our board would have instructional designers that could help our teachers with this dilemma. The designers could design the course and train the teachers about its merits. The teachers could then individualize the course for their own learning environments. This way the teachers could do what they have been trained for - facilitating, managing and assessing - and the students would get a better learning experience.

PART 3 - JOB POSTING URL'S

A'viands Foods and Services - Instructional Designer (Monster) - <http://bit.ly/1JB6lQV>

Discount Tire - America's Tire - Instructional Designer (careerbuilder) - <http://cb.com/1EfnkQ3>

National Security Agency - Instructional Designer (SimplyHired) - <http://1.usa.gov/15FXqqj>

University of Southern Indiana - Instructional Designer (HigherEdJobs) - <http://bit.ly/1z4Htqv>