Contact Information	ESC	
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School Website	www.esc.edu	
Relevant Degrees	BS Mechanical Engineering MBA PhD Candidate	
Professional Areas of Interest	using technology to increase access and connect globally blended learning cloud computing	
Personal Areas of Interest	running, biking, swimming	

Issues of Time	ESC	
During which semester or term might course run?	I would like to look at Spring 2013	
When does semester start and end?	mid Jan-end of April Center for Distance Learning 15 weeks Panama Program 10 weeks	
Are courses face to face, online or blended?	Our Center for Distance Learning is online and our Panama Program is blended with first and last week face to face	
What holiday breaks are within semester?	Panama-Prophets birthday Jan 24 or 29	

	Carnival: Feb 11-17 Passover April 1-7	
Will this be a whole course collaboration or only certain content modules?	We can discuss this. Since dates don't line up exactly for our semester we may only be able to do certain modules (weeks within the term)	
What content modules seem most promising for cross cultural collaborative activities? When do modules occur in the course specifically?	It might be best to look at the mid to last half of our semesters. That way both students will have had time to learn some of the basic background information and gotten settled into the course work. We also have some students drop the first week so this will give a better idea of who will be in course. We can discuss what the specific dates will be	
Time zone?	EST Panama has same time year round so when the US changes their time for day light savings in the Spring we are one hour ahead of Panama	
Best office hours for contact?	Since there is such a great time difference early morning, around 9 AM would probably be best	
How many hours per week can you commit to course development?	I expect to be able to commit 3-5 hrs per week	
What institutional expectations for new course development are there?	CDL: If there are no changes to course content no notice is required. Minor modifications would require about 6 months. A Panama course can be updated without any notification	

Are there personal or specific institutional expectations for time students should put into course?	We typically go by 3 credits hours=3 class hrs per week and 6-9 study hrs per week.	
How many hours per week can you devote to teaching course?	I check into my course everyday. Our institution expects instructors to be in the course at least 3 days a week for an online course	

Issues of Language	ESC	
What will be the primary language used/spoken in course?	English (Panama students primary language is Spanish)	
Will this language be primarily used in the written assignments, discussions, other?	English	
What common language can be used during collaborative portions of the course?	English	
Would a bilingual approach be useful?	No	
How will we deal with language/translations issues when they arise?	Everything will need to be in English	
Do other web sites, learning management systems or software support various languages?	Students could use Google translate if needed	

Technology and Instructional Design Support	ESC	

Does your college have a primary learning management system?	We currently use Angel learning management system but will be switching over to Moodle. We could also use Wikieducator as a shared course space	
Does the LMS have the capability of displaying navigation and core functions in other languages?	I am not sure but can check on this	
Does your college have a support system in place to faciliate adding content and non-students	Yes	
How and by whom will the students be added to the LMS? What information is needed?	We would need full name and e-mail and birthday	
How will their login credentials be distributed and by whom?	Our IT person would distribute	
Describe bandwith available to you and students at institution, home, work, in real time engagement	Most students have high speed they also use their smart phones and ipads quite extensively There is a computer lab available at the school as well with high speed	
Do you or your students pay for megabyte or data usage on the Internet? Is this a limitation to you and your students use of Internet?	If using smart phones most pay per megabyte. It would not be a limitation for their genera access to the Internet	
What asynchronous activities do you plan to use such as e-mail, discussions, blogs?	I would like to use e-mail, discussions within the course and blogs. We could also explore Google plus	
During collaboration do you wish to engage in	Yes, we use Google + and elluminate when video	

synchronous activities such as live chat, video conferencing?	conferencing	
If you are adapting a traditional class, will the new online collaborative sessions replace face to face meetings or be held in addition to them?	I am not adapting a traditional course	

Course Content	ESC	
Are you going to create a new course with a new syllabus?	no	
If not what aspects of the syllabus do you think would best lend themselves for global critical reflection?	ethics, compare/contrast views on marketing related to differences in culture, belief systems, socio-economics, and geography	
What will the process be for distributing content? Who will review, comment, edit and post?	We would have to discuss this. We use a free, online text so it would be easily accessible to all students. We could discuss what the discussion questions will be, I can post them and we can work out a schedule of commenting	
What will the learning objectives be for each module	Specific learning objectives for each module will depend upon which ones we collaborate on. For collaboration objectives would include understanding differences in global views, learning to communicate across cultures, and teamwork. The primary objective of this course is for students to learn	

	about the rapidly changing tools the Internet has to offer and how to effectively use these tools as part of their overall marketing strategy. We examine both traditional bricks and mortar companies as well as Intent only. Students will learn how to analyze the environment and assess the challenges and opportunities faced by companies. We look through both an external (what does the Internet mean to your customers) and internal (data and customer relationship management) lens as we examine how Web 2.0 is changing the buyer behavior of customers. .	
What collaborative tasks, activities and outcomes do you envision to support the modules goals?	I would like to create teams consisting of a cross section of students. One possibility would be for students to do research on the “other” culture and create an internet market plan such as a social media campaign that is then peer reviewed by the students from the other culture. Students project could be to look at exporting of a product to the other country. For example a Panama or NY business looking to export to Slovakia Collaborative discussions about ethics and differences in how marketing is done in each country	

Issues of Assessment	ESC	
How will the students be assessed and by whom?	We typically have a written assignment and discussion grade for each module. There is a mid-term, final exam and final presentation. We could use peer review for some assignments but I think we should each provide grades for our own students. We would need to discuss any team assignments	
What rubrics have been defined?	I have a discussion rubric and written assignment criteria I can share	
Will there be a common grading scale or will each instructor grade own students separately?	I would prefer to assess my own students	
Attendance-how will you deal with student attendance for the module or course?	I attach a grade to participation. Students are required to participate in discussions on 3 different days. Post one original post and respond to two classmates.	
Will you have a post module evaluation? What will the questions be?	I usually have some type of quiz for each module	
How do you define the success of the project and how will it be measured?	We can work together to come up with some type of evaluation for students to fill out	