

Technology Development Plan: Macromedia Contribute
(Proposed)

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Overview

College of Education Mission Statement

Our mission is to foster a learning and teaching community committed to educational excellence. Our community

- Promotes intellectual, personal, and interpersonal growth for all students
- Prepares socially responsible leaders for a rapidly changing, technologically-rich world
- Values diversity and prepares students for a diverse world
- Serves and collaborates with other educators and the community
- Promotes school improvement for all students and
- Engages in research, scholarly activity, and ongoing evaluation.

College of Education Theme

Teaching for ...

Life-long Learning
Professional Growth
Social Responsibility

Introduction to Macromedia Contribute

Macromedia Contribute is a web development tool that anyone can use, regardless of technical background. It has the simplicity of Microsoft Word with a browser. For more up to date information, please go to: <http://www.macromedia.com/contribute>

How Macromedia Contribute is Currently Being Used

In the College of Education (CED), Contribute is the primary means for faculty and staff to update CED website information. Program and department coordinators are able to bypass the CED Webmaster to update their content. This reduces the bottleneck effect that can be caused when the CED Webmaster is busy on another project. Typically coordinators who use the software do not need to contact the CED Webmaster for simple updates, as they are able to respond to changes immediately.

In addition, some faculty coordinators have started taking advantage of their Contribute access to update their CSULB personal sites with the software. A few brave faculty members have also personally purchased Contribute and have started using the software for their personal CSULB sites.

Planning

Identifying the Need

Why is there a need for Contribute training? Basically there is not a Webmaster at CSULB that has the time to individually train every faculty member who gets a copy of Contribute. As Contribute becomes more popular the demand for training and retraining will increase.

Updating information on a University site such as CSULB is difficult if the Webmaster becomes a bottleneck. There is a need on the campus for the content experts within the programs to be able to update the sites themselves under the guidance of the Webmasters. This will ensure that the information that is put online is more accurate and timely.

Identifying the Audience

Below is a sample of the Audience that uses Contribute within the CED.

1. Staff

Staff typically serves as the front line when it comes to updating University information. In the CED, a majority of the department / program websites are updated by staff using Contribute. They would benefit from additional training and resources to help them continue updating the various sites.

2. Faculty Program Coordinators

Each academic program has a faculty coordinator who represents the program as well as acts as the first point of contact within the program. In the CED, program coordinators have been given Macromedia Contribute to update their program sites. Due to different levels of technical knowledge, training is needed for faculty program coordinators to assist them in learning how to use Contribute.

3. Faculty BeachBoard Sites

With the introduction of the new version of BeachBoard, Macromedia Contribute now integrates with Contribute. Faculty may well be come interested in using Contribute as a tool to better work on BeachBoard content. As they become familiar with Contribute via BeachBoard, they may decide to take it to the next level by using it on their personal site as well.

4. Faculty Personal Sites

Many faculty at CSULB have personal websites with basic information. Some have become interested in how to use Contribute to update their personal site as well as how to use it to make the site more attractive.

5. CED Webmaster

The CED Webmasters primary use for Contribute is the administration of the CED website and the users access accounts. In addition, the Webmaster must also stay current in its use for training / demonstrations as well as questions that arise.

Identifying Help Resources and Roles

Potential resources for help and their roles include:

CED Webmaster

The CED Webmaster is the primary administrator and trainer for all Contribute work within the College of Education. Possible roles include: Contribute Trainer, mentor for program coordinators.

Faculty Training Center

The Faculty Training Center is a possible training partner. Possible roles include: Contribute training, faculty mentors.

Academic Computing Services

The Academic Computing Services department is a possible training partner. Possible roles include: Contribute training.

Disabled Student Services

The DSS, specifically the High Tech Center, could provide assistance with any accessibility training. Possible role: Accessibility training.

Inquiries into who has the Contribute training on campus have not been answered as of this time. Until they are answered, it will be assumed that the Faculty Training Center has the Contribute training and can be approached for a partnership in the project.

Setting Goals

The goals for Contribute training is to:

- Develop Contribute skills for faculty to maintain program or personal websites.
- Develop Contribute skills for faculty to use with BeachBoard.
- Develop skills for updating program websites within a template environment.

- Enable faculty to use Contribute within their course work.
- Reduce workload of maintenance for Webmaster by enabling those who know the information to be able to update it themselves.

Implementation

Training Workshops

Training workshops should have a variety of levels and topics. Training topics should include:

- *Introduction to Macromedia Contribute (90 minutes)*

Basic Introduction to Macromedia Contribute. Topics should include: Browser functions, Edit functions, Publish, basic text editing, adding images, adding basic tables, basic linking, rollbacks and site accessibility. Also included will be step by step information in how to connect the CSULB personal assigned web space to Contribute.

Sample Training Session Handout:

<http://www.csulb.edu/~bcoan/documents/contribute31.doc>

- *Advanced Macromedia Contribute (90 minutes)*

Advanced information on Macromedia Contribute with a hands on lab. Topics should include: Editing with CSS, tables for layout, creating a site from a template, extending a template across a site, site accessibility, and more.

- *BeachBoard and Macromedia Contribute (60 minutes)*

Introduction in how to use Macromedia Contribute with BeachBoard with a hands on lab. This functionality has not been released at this time but will be in the Fall 2005 semester.

- *Accessibility and Macromedia Contribute (60 minutes)*

This training course will go deep into web site accessibility, why it is important, and the rules that govern CSULB site accessibility. Accessibility tools built into Contribute will be demonstrated.

All levels of training should include information on Web Accessibility.

Development of Training Workshops

Depending on the topic, the training workshops should all have a similar format in that they have prerequisites and objectives to be reached. These prerequisites and objectives should be decided on between the Faculty Development Center, the CED, and any other interested party such as ACS.

The webmasters within CSULB cooperate on many projects across the campus. In the interests of cooperation and creating a common university training module for Contribute, the CED recommends that the training materials to be created should be presented to the Webcomm committee and Academic Template committee for validation of information. Many of the webmasters in these committees have a stake in how their users are being trained and should know exactly what is being taught so they may anticipate possible questions or needs. They also can act as a check to make sure the information is correct and up to date.

Scheduling of Training

A training schedule will be designed in consultation with the Faculty Training Center and the College of Education. Ideally all sessions would be given several times a semester if not several times a month. Repetition of training sessions would allow faculty who missed a session to catch up or faculty to refresh them self in how to use the application.

Faculty Mentor

Faculty mentors are volunteers who act as a resource to help guide an individual in their use of Contribute. Generally mentors have a common interest with the mentoree, in this case the common interest is Contribute. The CED recommends that the program should be setup in a similar way to how the BeachBoard mentors are setup in consultation with the Faculty Development Center.

Peer Review Sessions

Peer review sessions are an idea in which a group of faculty peers get together and discuss a topic. In this case they would be reviewing Contribute use and how others are using it within CSULB. Some example topics could include:

- Using Contribute
- Sites Designed with Contribute
- BeachBoard and Contribute

To facilitate the session staying on topic, a Contribute trainer, mentor, or someone in a position such as the CED Webmaster could act as the moderator for the session.

Online Materials

The CSULB Webmaster community has already posted several short ‘tutorials’ on how to use Contribute. Training materials from the classes as well as these ‘tutorials’ can be posted online as future reference for all to see.

Contribute 3 Tutorial: Academic Affairs

<http://www.csulb.edu/divisions/aa/webmaster/resources/contribute3/>

Contribute 2 Tutorial: Academic Affairs

<http://www.csulb.edu/divisions/aa/webmaster/resources/contribute/>

Assessment / Evaluation

Assessment and evaluation of the training and mentoring will be developed in cooperation with the College of Education and the Faculty Training Center. A variety of different assessment and evaluation will be conducted, starting with four recommended methods. Additional methods can be added at a later time.

Pre-Training Assessment

This is a baseline for all who begin Contribute training. The Faculty Training Center and the College of Education Technology committee will develop questions for the pre-training assessment.

Post Training Assessment

The post training access should not occur just once. This assessment should not only take place immediately after the initial training but through out the year to gauge what kind of impact the training has had and evaluate if more or less training opportunities should be available. The Faculty Training Center and the CED will decide the interval between the assessments as well as how the assessment is run.

The Faculty Training Center and the College of Education Technology committee will develop questions for the post training assessments.

Mentor Evaluation

Evaluations between the mentor and mentoree should stay between the two. Suggestions for how to evaluate the mentoree’s progress should be developed to help guide the mentor.

Post Class Student Evaluation

Under the guidance of the CED Technology Committee and the Faculty Training Center, a standard set of additional questions for post class evaluation will be devised. Some example questions could include:

Did you use the faculty website?
If so, how often?

If you used the faculty site, were you able to find the information you were looking for?

Specific questions for courses can also be designed on an as needed basis.

Staff Development Contacts

General Inquiries

Brenda Coan – bcoan@csulb.edu (CED)

Available for: CED Site Access Keys, tutoring for CED program coordinators, and running training sessions.

Faculty Mentors

To Be Determined

Faculty Training Center

To Be Determined