

Program Creation Process Sign-Off

Program Title: Instructional Design & Technology Certificate of Achievement

Program Units: 27 units

Division: Fine Arts & Communication **Proposing Faculty name(s):** Steven McGriff, Ph.D.

Type of Program: _____ Transfer or XX Workforce

Type of Award:

_____ Non-transcriptable certificate

XX Certificate of Achievement

_____ AA/AS Degree

Documentation checklists:

Transfer documentation

_____ Catalog Description

_____ List of Courses

_____ Articulation & transfer data

_____ Identification of existing program(s) at CSU/UCs

_____ Completer Projections

_____ Identification of any additional resources needed to establish program (i.e. faculty, equipment, etc.)

Workforce documentation

X _____ Catalog Description

X _____ List of Courses

X _____ Completer Projections


X _____ Labor Market information

X _____ Identification of any similar program(s) in the area

X _____ Identification of any additional resources needed to establish program (i.e. faculty, equipment, etc.)

Workforce Work Group Comments/Recommendations:


Recommend approval. Robust dialogue. WWG supports offering the program as credit but recommend considering not-for-credit offerings when appropriate.

Work Group Signature: 

Date: 10/14/14

Supervising Vice President Comments/Recommendations:

Recommend Approval.

Vice President Signature: 

Date: 10/27/14

Planning & Resource Committee Comments/Recommendations:

PaRC Signature:

Date:

Division Curriculum Committee Comments/Recommendations:

Division CC Signature:

Date:

Following the review by the listed committees, this form should be forwarded to the Office of Instruction.

12/2/13

Program Creation Proposal Creation Process Sign-Off
Supervising Vice President Comments/Recommendations (cont.)

Program: Instructional Design & Technology Certificate of Achievement

LINC is proposing a certificate to respond to the need to train local educators and facilitators, and to inactivate several dormant courses, as well as to reduce the number of stand alone courses. The Office of instruction is supportive of this proposal, but would like the opportunity to work with the faculty and administrators to refine the proposal before it goes to the CCC and the CCCCCO.

Kimberlee S. Messina, Ed. D.
Vice President of Instruction and Institutional Research
Foothill College

Instructional Design and Technology (IDT) Certificate of Achievement PROGRAM Sheet

Degree, Transfer and Certificate Programs
Fine Arts and Communications Division

Submitted by Steven McGriff, Ph.D.
Krause Center for Innovation
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a. CATALOG DESCRIPTION

Instructional Design and Technology

Instructional Design and Technology (IDT) is a certificate program that focuses on the practical application of research, learning theory, and emergent technologies, to solving instructional and performance problems in the education environment or workplace. The program provides a foundation in the processes of how people learn and develop skills, including deep explorations in digital tools and resources for curriculum development and presentations, digital media enhancements, e-learning programs, web sites, educational games, and other general skills and strategies that would be used in an educational environment (elementary, secondary, and higher education) or training setting. The goal of the IDT program is to prepare educators, potential educators, and trainers to effectively analyze, design, develop, utilize, manage, and evaluate instructional solutions that seek to improve teaching and learning.

b. LIST OF COURSES

IDT Certificate of Achievement requirement is 27 units

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### **A. Required core content courses organized in 3 areas (18 units)**

- Required 3 Level I courses from each of 3 core content areas (9 units)
- Required 2 Level II courses in Content Area 1 and 2 (6 units)
- Choose 1 Level III course from any Core Content Area 1, 2, or 3 (3 units)

### **B. electives for specialization (6 units)**

### **C. capstone/practicum course (3 units)**

### **Core Content Areas**

(all in curriculum development process)

#### **1 Instructional Systems Design**

- i Instructional Systems Design (3 units)
- ii Instructional Methods & Strategies with Technology (3 units)
- iii Instructional Design for Online Teaching & Learning (3 units)

- 2 Instructional Design & Development**
  - i Instructional Design & Development (3 units)
  - ii Developing Instructional Resources (3 units)
  - iii Developing Interactive Media (3 units)
- 3 Instructional Evaluation & Assessment**
  - i Instructional Evaluation & Assessment (3 units)
  - ii Assessing Learning Outcomes (3 units)
  - iii Instructional Program Evaluation (3 units)
- 4 Capstone Course / Practicum**
  - i Real World Instructional Design & Technology (3 units)

### **Elective Courses**

Choose 6 units

LINC 50 TECHNOLOGY IN THE K-12 CLASSROOM I (1 unit)  
 LINC 50F INTEGRATING TECHNOLOGY INTO A STANDARDS-BASED CURRICULUM I (2 units)  
 LINC 58B CHOOSING THE BEST MEDIA FOR PROJECTS (2 units)  
 LINC 66 INTRODUCTION TO THE INTERNET (1 unit)  
 LINC 70 WEB PAGE DESIGN OVERVIEW (1 unit)  
 LINC 80 MULTIMEDIA OVERVIEW (1 unit)  
 LINC 95C ASSESSMENT STRATEGIES FOR TECHNOLOGY INTEGRATION (1 unit)  
 LINC 90C ONLINE COLLABORATION TOOLS (2 units)  
 LINC 98 TEACHING & LEARNING IN THE DIGITAL AGE (1 unit)  
 LINC 79 MULTIMEDIA PROJECT PRODUCTION (2 units)  
 LINC 76A CREATING EDUCATIONAL WEB SITES I (1 unit)  
 LINC 86 VIDEO PODCASTING OVERVIEW (1 unit)  
 LINC 90B OPEN EDUCATION RESOURCES (1 unit)  
 GID 50 Graphic Design Studio I (4 Units)  
 GID 20 Digital Video Production I (4 Units)  
 VART 15 Web Video (4 units)  
 LINC 58 GLOBAL PROJECT-BASED LEARNING 2  
 LINC 58A E-PORTFOLIOS 1  
 LINC 76 CREATING EDUCATIONAL WEB SITES 2  
 COMM 1A Public Speaking (5 Units)  
 COMM 55 Career & Leadership Communication in the Global Workplace (5 Units)  
 GID 74 Digital Art & Graphics (4 Units)  
 GID 56 Web Site Design (4 Units)  
 GID 80 Digital Sound, Video & Animation (4 Units)  
 PHOT 65A Digital Photography I (4 Units)  
 PHOT 70 Introduction to Color Photography (4 Units)

### **c. COMPLETER PROJECTIONS**

It is estimated that 5 students will complete the certificate of achievement each year.

Projections are based, in part, on awards of the Educational Technology Certificate at Cerritos College in 2013-2014 with 4 students completing the certificate. The count for the three previous academic years are: 1, 2, 2. Enrollment in the Educational Technology program for Fall 2013 quarter: 14 credit sections with an average of 18.75 FTES for a total enrollment count of 338.

The most significant factor to support the projection is 45 members of the target audience for the certificate have completed 10 units of Foothill College credit in the KCI's MERIT program each year for 12 years.

### **d. LABOR MARKET INFORMATION**

O\*NET Data

#### **Instructional Coordinators (SOC Code 25-9031.00)**

Develop instructional material, coordinate educational content, and incorporate current technology in specialized fields that provide guidelines to educators and instructors for developing curricula and conducting courses. Include educational consultants and specialists, and instructional material directors.

Employers are usually looking for candidates with a Master's degree.

#### **Instructional Designers and Technologists (SOC Code 25-9031.01)**

Develop instructional materials and products and assist in the technology-based redesign of courses. Assist faculty in learning about, becoming proficient in, and applying instructional technology.

Employers are usually looking for candidates with a Bachelor's degree.

Based on data from O\*Net OnLine for California for combined Instructional Coordinators and Instructional Designers & Technologists

Employment 2012: 19,900

Employment 2022: 22,600

Percent Change +14%

Projected Annual Job Openings: 450

EDD Data for

259099 Education, Training, and Library Workers, All Other (2010 - 2020)

Annual Openings due to Growth:

San Jose-Sunnyvale-Santa Clara MSA: 16

San Francisco-San Mateo-Redwood City MSA: 32

## **e. IDENTIFICATION OF SIMILAR PROGRAMS**

### **Cerritos College, Norwalk, CA**

<http://cms.cerritos.edu/edt/>

#### **18 unit Educational Technology Certificate**

Designed as in-service or pre-service certificate for public school teachers and assistants. Focuses on applications of technology for schools. The Educational Technology Program at Cerritos College can help you increase your knowledge of computer-based learning tools, give you self-confidence in the use of technology in the classroom, and enable you to invent new ways to deliver instruction. The curriculum consists of more than 20 one to three-unit courses. The online courses are designed so you can complete them at a time during the week that is convenient for you. Each course trains educators and prospective educators in computer software and the overall integration of technology into instructional courses.

The Educational Technology Certificate focuses on the fundamental computer skills needed to work within today's educational technology environments. The program provides a foundation in computer software and resources for curriculum development and presentations, multi-media enhancements, and other general skills and strategies that would be used in a classroom or in a service program that assists teachers to enhance their curriculum delivery.

The goal of the Certificate program is to train educators or potential educators to effectively use technology to improve the learning environments of today's schools and for direct entry into employment in education or education-related careers.

#### **Major Requirements**

Complete all 11 units in the following area:

- EDT 100 Integration of the Internet Into Curriculum - 2 units
- EDT 103 Spreadsheets for Educators - 2 units
- EDT 104 Word Processing for Educators - 2 units
- EDT 105 PowerPoint for Educators - 2 units
- EDT 111 Web Design for Educators - 1 unit
- EDT 125 Fundamentals of Online Teaching - 2 units

#### **Additional Requirements**

Complete any 7 units in the following area:

- EDT 19 Fundamentals of Teleconferencing - 1 unit
- EDT 43 Ed Tech Occupational Work Experience - 3 units
- EDT 50 Preparation for Online Learning - 1 unit
- EDT 51 Email for Educators - 1 unit
- EDT 52 Windows for Educators - 1 unit
- EDT 53 Macintosh for Educators - 1 unit

- EDT 57 Apple/Clarix Works - 1 unit
- EDT 67 Inspiration Presentation - 1 unit
- EDT 68 Using Kidpix - 1 unit
- EDT 81 Videos for School Use - 2 units
- EDT101 Creating Curriculum Projects Using the Internet - 1 unit
- EDT106 Access for Educators - 2 units
- EDT107 Desktop Publishing for Educators - 1 unit
- EDT108 Photoshop Elements for Educators - 2 units
- EDT112 Virtual Curriculum - 3 units
- EDT114 Microsoft Producer for Educators - 2 units
- EDT115 Technology Integration in Education - 1 unit
- EDT119 Hardware and Software Considerations for Educators - 1 unit
- EDT120 Exploring Assistive Technology in Education - 2 units
- EDT121 Using Handheld Computers in Education - 2 units
- EDT122 Fundraising/Grant Writing for Educators - 2 units
- EDT123 Internet Tools for Educators - 2 units
- EDT132 Digital Music in the Classroom - 2 units
- EDT137 iMovie/Movie Maker in Education - 2 units
- EDT138 Teaching with Clay Animation - 2 units
- EDT150 Podcasting in Education - 2 units
- ART 196 Introduction to Designing Web Graphics - 3 units
- CIS 50 Computer Literacy - 0.5 unit
- CIS 121 Introduction to the Internet - 1.5 units
- PHOT112 Intermediate Digital Photography - 3 units

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### **UC Santa Cruz, Silicon Valley Extension**

<http://www.ucsc-extension.edu/programs/instructional-design/schedule>

The Instructional Design for Educators and Corporate Trainers certificate program will develop your capacity to organize and deliver learning using methods that take into account learner needs, learning styles, organizational goals, and effective evaluation practices. UCSC Extension offers three specialized study tracks: Designing Online Instruction, Instructional Design for K-12 Educators, and Instructional Design for Corporate Trainers.

To obtain the certificate applicants must complete a minimum of 14 units.  
4 core courses (6 units). 4 or more elective courses (8 units minimum).

#### ***Required Courses / Units***

Introduction to Instructional Design and Delivery / 1.0  
Learning Theories and Styles / 1.0  
Cultural Proficiency / 2.0  
Practicum in Instructional Design / 2.0

#### ***Elective Courses / Units***

Introduction to Online Teaching / 2.0

Building Online Learning Communities / 2.0  
Designing Online Instruction / 2.0  
Distance Learning in Real Time / 2.0  
Assessing Online Learning / 2.0  
Facilitation Skills / 2.0  
Designing Training Programs / 2.0  
Instructional Needs Assessments and Evaluation / 1.5  
Improving Your Business Presentation Skills / 2.0  
Visual Communication / 1.5  
Role of the Project Manager / 1.5

**f. IDENTIFICATION OF ANY NEEDED RESOURCES**

no additional library resources, faculty, equipment, or facilities are needed to establish this program