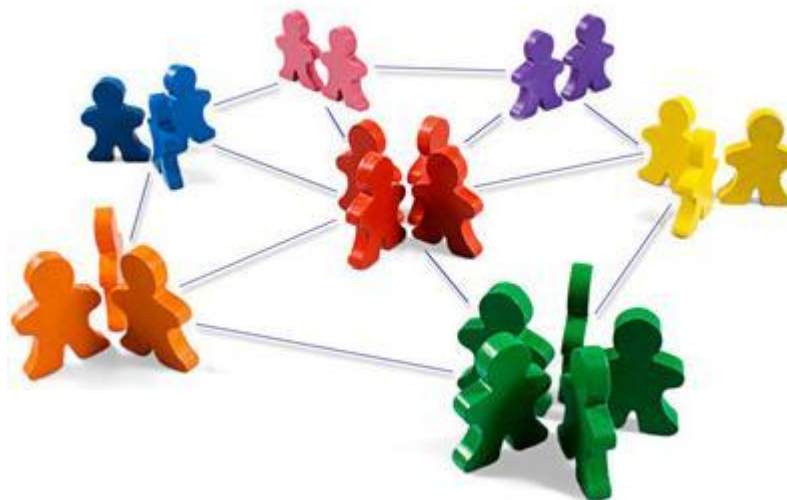


***avans***

***hogeschool***

# Professionalizing the professionals:

Going beyond engagement towards a strategy of co-creation



**Eky Fioole**

**Jan Snijders**

**Learning and Innovation Centre**

**Avans University of Applied Sciences**

# Invitation to interact



Twitter → join the discussion on Twitter <http://twitter.com> hashtag #Dublin15



Micropoll → interact on [micropoll](#)

# Avans University of Applied Sciences

- 24.000 students
- 2.200 staff members
- 19 Schools
- 60 bachelor degree programs
  
- 3 locations (Breda, Tilburg and 's Hertogenbosch)
- 1 VLE (BlackBoard)



# Our view on learning and teaching

## Our main drivers are:

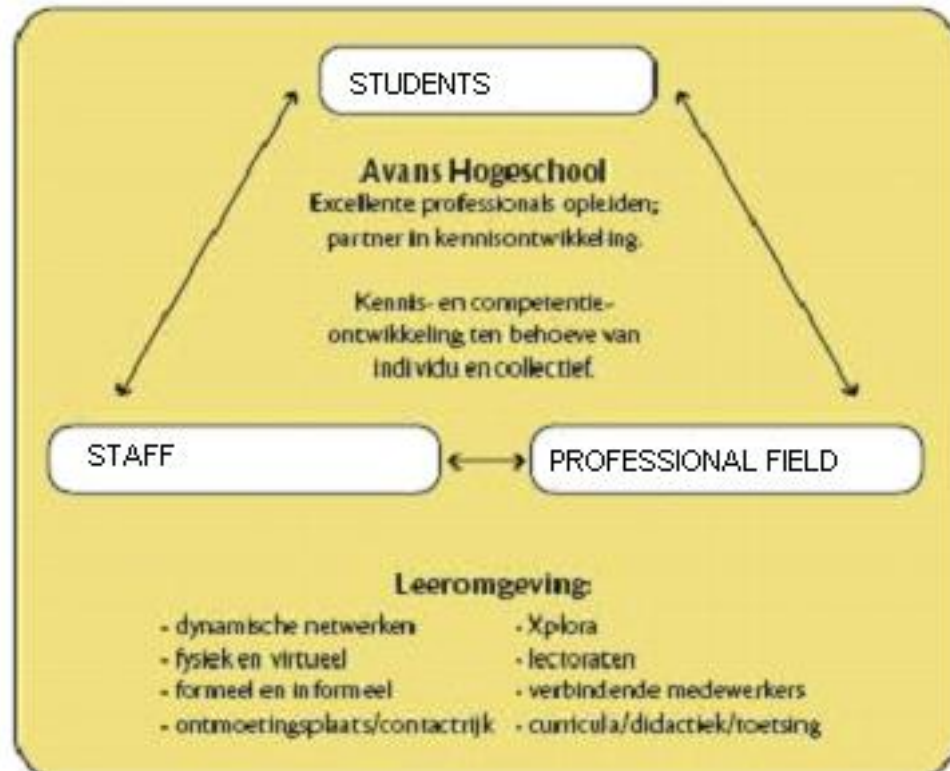
- To produce **excellent professionals** who will continue to further develop themselves and their profession.
- For selected businesses and organizations we are their **partner for knowledge development** and knowledge sharing.
- In learning and teaching we opt for people (students, lecturers and professionals) to **connect, cooperate and collaborate** in acquiring knowledge and becoming competent professionals.



# Focus on

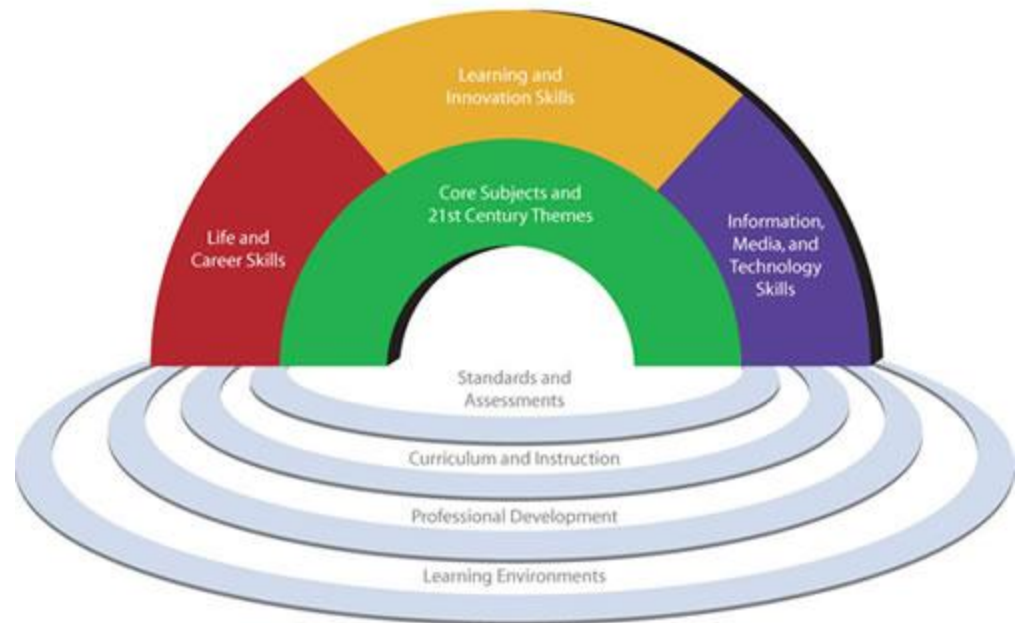
Social constructivism

3 Distinct stakeholders



# 21<sup>st</sup> century skills

- Cross cultural understanding
- Critical thinking
- Communication
- Self-direction
- Technology
- Teamwork
- creativity



# Which approach would you choose to create a view on the 2014 VLE?



Link to first question in micropoll



Poll results first question in micropoll

# How do we create Engagement

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- **Connect**
- **Communicate**
- **Collaborate**
- **Culture**
- **Creative**
- **Commitment**
- **Co-learning**
- **Co-makership**
- **Competent (professionalize)**
- **Coach**

And of course by:

- Working in multidisciplinary teams
- Respecting differences in team members
- Practicing what you preach
- Giving out rewards
- Facilitating
- Reward individual initiatives

## WALK THE TALK



Social Constructivistic

Provoke  
Stimulate  
Motivate  
Facilitate  
Engage  
Enrage

.....



Creating engagement at all levels is essential

## Our approach ... working at three levels

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### ❑ Avans University level:

- ↑ Initiative: LIC takes the lead  
 Result: An accepted view on the VLE of 2014,  
 resulting in an accepted VLE realization programme  
 (implementing Bb 9.1 as a first step  
 implementing a Content Management System → Hybrid VLE in 2014  
 ↓ **Key successfactor : collaboration & co-creation**

### ❑ School level:

- ↑ Initiative: School takes the lead (LIC provokes & facilitates)  
 Result: Innovative projects & Better and broader usage of the existing VLE  
 (Learn to Use → Use to Learn)  
 ↓ **Key successfactor : connecting & co-makership**

### ❑ Individual level:

- Initiative: Faculty/students take the lead (LIC professionalises & stimulates)  
 Result: Professionalizing staff and students, facilitating Grassroot-projects,  
 roadshows, practice-based evidence, .....
- Key successfactor : co-learning & commitment**

# Our approach on defining our view on the VLE in 2014

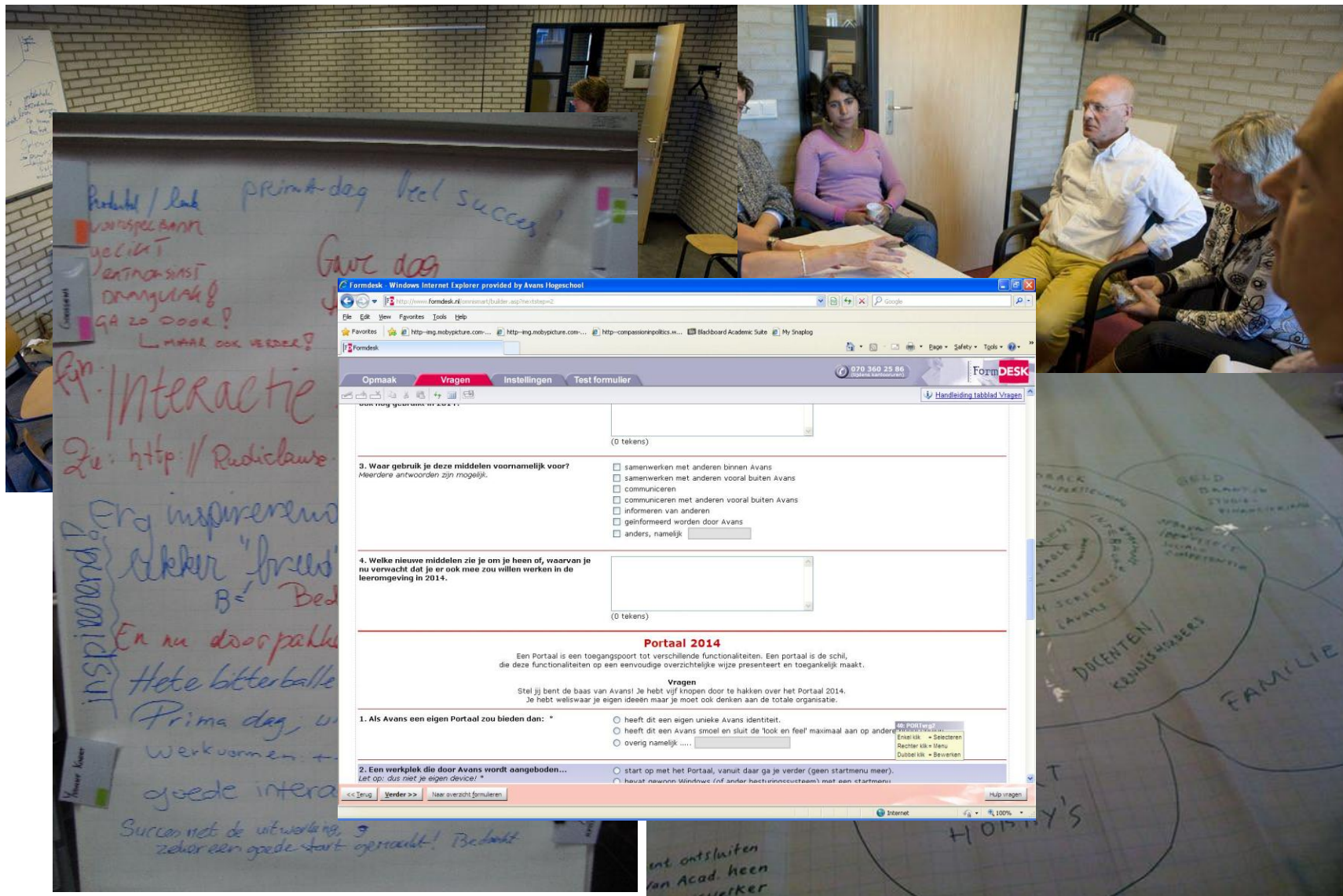
## Collaboration & Co-creation:

- Bottom-up
- 300 participants
- Partnerships and co-makership
- Professionalizing



## What did we do?

- Worldcafe with management and staff
- Lunchsessions with students
- Workshops with educational policy advisors
  
- Survey/Polls on key issues with management, staff and students



## **Resulting in the definition of 5 key elements:**

- Information
- Communication
- Collaboration
- Sharing of Content, Experiences and Ideas
- Meeting place

# **The Result: a visualized view on the VLE of 2014**

The Avans view on the VLE of 2014

Made by students, no written reports

## The follow-up: Realising this view

- Presentation to our Board of Governors  
→ Commitment, followed by
- Assigning the realization of this view on the VLE 2014 to the LIC
- First step: Implementation of Blackboard 9.1

# Choosing an implementation and approach



What implementation approach would you choose?



Results implementation approach

# Our Formal Implementation Strategy

## Short term:

How to Survive →  
Top 5



## Long term:

- Better & Broader usage of Blackboard 9.1
- Implementation and use of the Blackboard Content System

# What really happened next?

- Activities based on a How to Survive Blackboard 9.1 strategy → workshops, demo's ....
- Demand for Better and Broader Usage → engagement and co-creation, ambassadors
- Demand for Using the Blackboard Content System
- Another stakeholder: Management

# What's your most used activity for professionalizing your stakeholders?

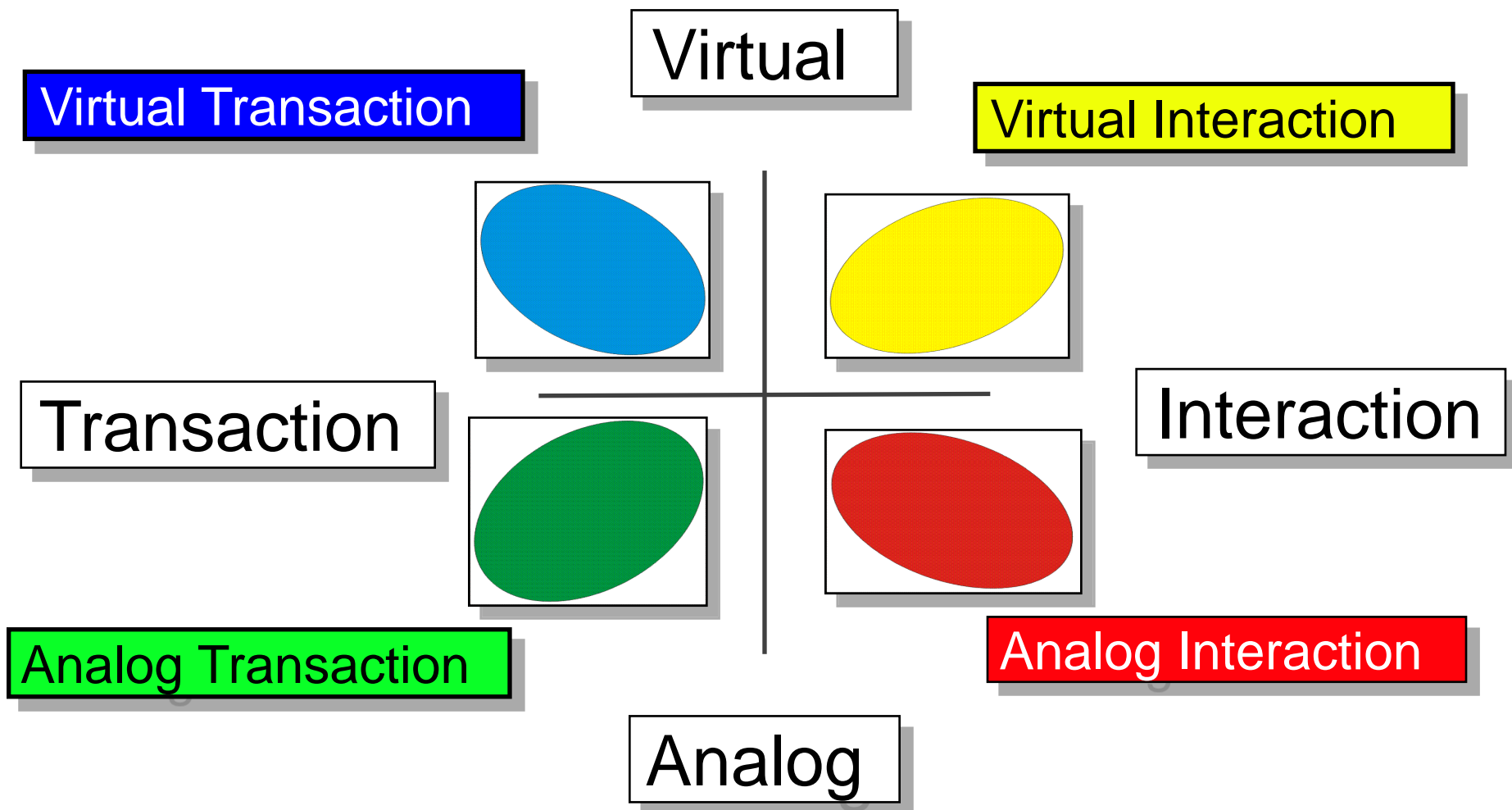


What would be your approach for professionalizing stakeholders?



Results on your approach for professionalizing stakeholders?

# Our model on Professionalizing Avans



## **VIRTUAL INTERACTION**

→ WIKI, TWITTER

## **ANALOG INTERACTION**

→ DEMONSTRATIONS, WALK-IN SESSIONS, TEACHERS LOUNGE, TEACHMEETS

## **ANALOG TRANSACTION**

→ WORKSHOPS, PRESENTATIONS

## **VIRTUAL TRANSACTION**

→ BLACKBOARD COURSES, MANUALS,

→ WEBLOGS, TWITTER, FILM

Add Module

Module Administrator Personalize Page

**Docentencentrum**

[Docentencentrum](#)  
 Welke functionaliteiten wil je graag toegevoegd zien aan Blackboard 9.1? Na de implementatie van het nieuwe Blackboard enige maanden geleden, is het nu tijd om nieuwe toepassingen in Blackboard mogelijk te maken. Via dit discussieforum kun je je ideeën hierover kwijt.

**Support**

Er zijn verschillende SnelStart handleidingen gemaakt rond de veranderingen in Blackboard 9.1 - Snel starten 1:  
 Er is een [handleiding voor docenten](#) van de Universiteit Leiden.  
 Op verschillende plekken binnen Blackboard worden er ook handleidingen geplaatst door de academie's met specifieke onderwerpen.

**Zoek je support in de Jukebox...**



Bovenstaande zoekscherm maakte ik in 2010, misschien is het zoekscherm hieronder helderder?

Typ hieronder een trefwoord  
 Typ a keyword below


**Zoek / Search**



**Communicatie**

Please configure the module settings to view the contents.

**Video**





Share  
 Full Screen

**Blackboard Release 9 Introduction**


Enable anytime, anywhere student engagement, empower teachers with the tools they need to succeed, and deliver both through an intuitive Web 2.0 interface built on an open and flexible platform.

00:00 | 03:41

Powered by **YouTube**

[Blackboard filmpjes op Youtube](#)



[Video's op de Support-Jukebox](#)

# And also adding new means

- Teachers lounge → Q&A, walk in sessions, word of mouth
- Summerschool
- Use of students for support and also as teachers



2. Alle courses en communities die ouder zijn dan een jaar blijven een jaar lang bewaard. Niet in Bb9.1, maar in de oude omgeving die nog een jaar benaderbaar blijft. Daarna zijn die courses / communities weg.  
3. Alle courses en communities die ouder zijn dan een jaar, maar waarvan de eLCO van de academie heeft aangegeven dat ze mee moeten naar Bb9.1 worden ook gemigreerd.

Geplaatst door Ronald Spruit op 15:45 0 reacties

Vraag 70: Wat is een mash up?

Vraag  
Wat is een mash up?

**Antwoord**  
In Blackboard 9.1 kun je heel eenvoudig een videobestand van YouTube integreren in een course of community. Dat kun je ook met PowerPointbestanden via Slideshare of foto's via Flickr. Alsof het in Blackboard zit, maar feitelijk is het niet meer dan een link. Die integratie, het 'inbedden' van weblinks, noemen we een mashup.

Geplaatst door Ronald Spruit op 15:41 0 reacties

Vraag 69 Groepen in BB9.1

Vraag  
In de nieuwe Blackboardomgeving kun je gebruik maken van groepen. Kun je dat zien als projectkantoren?

LABELS

**Blackboard 9.1 (18)** Blackboard (16) Smartboard (11) Notebooksoftware (4) foto (4) video (4) Samenwerkend leren (3) weblogs (3) Blogs (2) Office 2007 (2) Word 2007 (2) digitaal leren (2) ePortfolio (2) events (2) informatievaardigheid (2) leermateriaal (2) opmaak (2) stages (2) videoconferencing video projecten (2) wikis (2) Content system (1) Digitaal leer materiaal (1) Fig (1) Formules (1) Google Wave (1) Gradedbook (1) Inhoud (1) Leerplannen (1) Omschrijving (1) Peerassessment (1) Powerpoint (1) Proefklausuur 9.1 (1) Truigloek (1) Samenleving (1) adaptive release (1) building blocks (1) databank (1) didactic (1) eLearning (1) equation editor (1) ervaringen (1) feeds (1) grade center (1) horoscopes (1) inrichten (1) internet (1) kennis (1) nieuwe ontwikkelingen (1) open content (1) opgaven (1) portal (1) router (1) samenwerken (1) sferbedel (1) spibook digitaal portfolio (1) smartboard 3Dvormen (1) software (1) twitter (1) vakhoud (1) videoconferencing (1) visueel inrichten (1) webconferencing reactie (1) werkvormen (1) wiskunde (1)

VOLGERS

Volgen met Google Friend Connect

Volgers (35) Meer

Al wat [aankomend](#)



## Lessons learned

- Use all stakeholders and involve them from the start
- Listen to the needs of all stakeholders and pay attention to differences
- Take different learning styles into account (view on L&T, view on VLE 2014)

## Lessons learned

- Manage expectations
- Be aware of differences in timing (HtS) and the important role of ambassadors
- Organize your support

# Professionalize the Professionals

- Just in Time
- Just for me
- Just as I need