



J. Bryan Bennett, MBA, CPA, LSSGB

ONLINE COURSE ENGAGEMENT SPECIALIST

Situation Analysis

Problem: Due to the COVID-19 pandemic in the Spring 2020, universities and colleges had to quickly shift to online only instruction.

Result: Faculty who had never or seldom taught online had to convert their scheduled courses to an online format.

- Many took their in-person course and taught it in the online environment
- Minimal regard to online instruction best practices

Consequence: Students very dissatisfied with the educational value they received.

Solution: Supplement Fall 2020 development with an experienced online course engagement specialist to improve the learning experience using personal teaching experience and online instruction best practices.

Online Learning Conundrum

Remote Teaching  Online Learning

Unmodified in-person classes rarely translate well to online learning

- Lack student engagement
 - 60-minute live Zoom lectures (twice a week)
 - 3-hour live weekly Zoom lectures for evening classes
- No in class discussions
- Busy work versus engaging assignments
- Lack of direction and timely feedback

Training on using the teaching tool is not enough

Need experienced instructor/course developer to help translate classroom to online learning environment

Introducing Professor Bennett

Experienced adjunct instructor

- Online since 2008
- Classroom since 2009

Experience teaching in some of the nation's leading academic programs

Multiple disciplines

- Marketing, analytics, leadership, consumer behavior

Developed several courses exclusively for the online environment

Active instructor with high to very high instructor ratings

Several teaching certifications

Instructional Design versus Course Engagement Strategy

Instructional Design uses education, psychology and communications to create the most effective teaching plans for students. It ensures that they receive instructions in a form that is effective and meaningful to them, helping them better understand the topics and concepts being taught.¹

Course Engagement Strategy utilizes actual classroom and online teaching experience to:

1. Select course content for a richer online learning environment
2. Structure the course based on online learning best practices
3. Improve learning outcomes through the use of vast online content

Instructional design alone can not address the gap created by utilizing an ineffective engagement strategy.

¹ Online, Purdue. "What Is Instructional Design?" Purdue University Online, online.purdue.edu/blog/education/what-is-instructional-design.

Course Engagement Project Process

Applying the Lean Six Sigma methodology, the steps in the project would include:

1. Discovery – review the current course structure and learning objectives
2. Map – identify the gaps that may lead to lower student engagement
3. Analyze – recommend changes in the course design to maximize student engagements and improved outcomes
4. Improve – monitor the implementation of the engagement design by the instructor and instructional designer
5. Review / Control – review the final engagement design with applicable parties

This process is can work with any course and is not discipline specific.

Each course would require 8 to 14 hours depending on the length of the course (8, 10, 12 or 16 weeks) and the course instructor and instructional designer's availability.

Contract Terms

Per Class – billed on an hourly basis

Division or Department – billed at a lower rate with a minimum hours commitment

University-wide – monthly retainer with a cap on hours per month

Schools Taught



LOYOLA
UNIVERSITY CHICAGO



The University of South Dakota

Courses Taught

GRADUATE LEVEL

Business Analytics

Audience Segmentation *#

Leadership Theories & Practices

Business Functions

Managerial Accounting

Audience Insight *#

* Course Developer

Online Course

UNDERGRADUATE LEVEL

Principles of Marketing *#

Marketing Analytics *#

Management Information Systems
for HR Professionals *

Marketing Management

Effective Leadership

Executive Leadership

Business Data Communications

Courses Taught

CERTIFICATE PROGRAMS

Business Management & Project Planning

Analytics Communication & Management *#

Analytics for Decision Makers *

Predictive Business Analytics Communication & Management *#

* Course Developer

Online Course

Types of Courses Developed

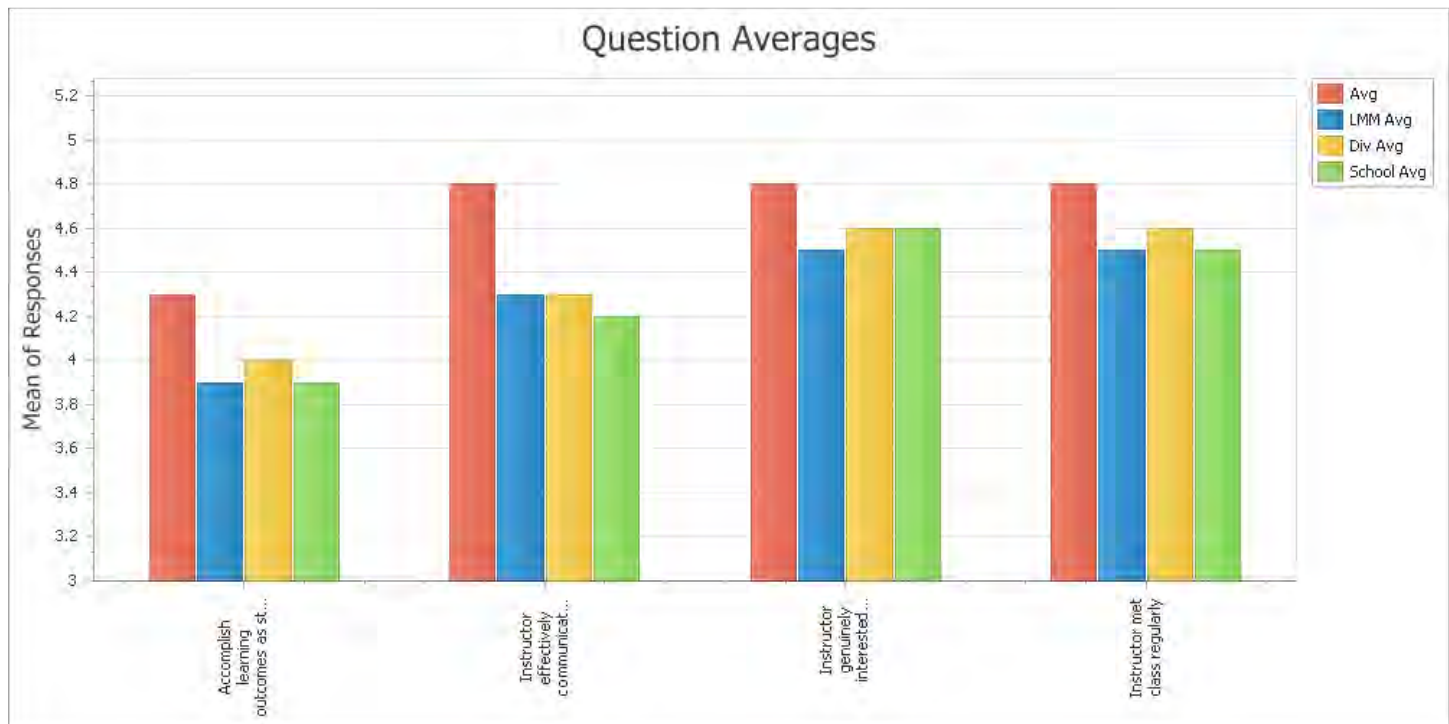
Classroom only – all course interactions take place in person

Hybrid – lectures are conducted in person with most other classroom interactions taking place online

Online only – all course interactions take place online with or without instructor-led lectures

Course Ratings

Instructor course ratings (**orange**) are usually 'High' to 'Very High' and have at times exceeded those of the Program (**blue**), Division (**yellow**) and even the entire University (**green**)



Sample Course Feedback

“Professor Bennett did a good job at setting up the course material and gave thoughtful feedback.”

“Professor Bennett was a wonderful professor who provided engaging assignments and kept things personal!”

“The professor was professional and engaging. Readily accessible to students.”

“Prof. Bennett spoke about his personal experience in marketing and this helped to make the subject relevant to the reading in the textbook. He used several resources to explain concepts and ideas that helped make the topic applicable to today's events.”

“I always enjoy the real-life experiences of my professors and Professor Bennett had some of the best stories. He has traveled to many different countries and his knowledge was invaluable.”

Teaching Certifications

Quality Matters (2013, 2014 update) – QM is a global organization leading quality assurance in online and innovative digital teaching and learning environments.

Society of Certified Adjunct Faculty Educators (2012) – SoCAFE's mission to advance the professional practice of adjunct faculty through certification, education and collaboration to enhance post secondary student learning.

Other Certifications

Lean Six Sigma Green Belt (2014) – LSSGB professionals are trained to implement and sustain high-impact projects using the DMAIC problem-solving methodology.

Project Management Professional (training completed 2014) – a globally acknowledged professional certification that validates a professional's education and experience in project management.

Brief Bio

Adjunct Professor (current affiliations)

- Northwestern University
- Judson University

Consulting & Training

- Professional Leadership Academy
- Healthcare Center of Excellence

Speaker

- Several events annually

Author

- Books, Whitepapers, Magazines & Blogs



Education

Northwestern University

- Kellogg Graduate School of Management
- Masters of Business Administration
 - Concentrations: Marketing, Management Policy, Finance and Management Information Systems

Butler University

- Bachelor of Science
 - Major: Accounting

Contact Information

Professor Bryan Bennett

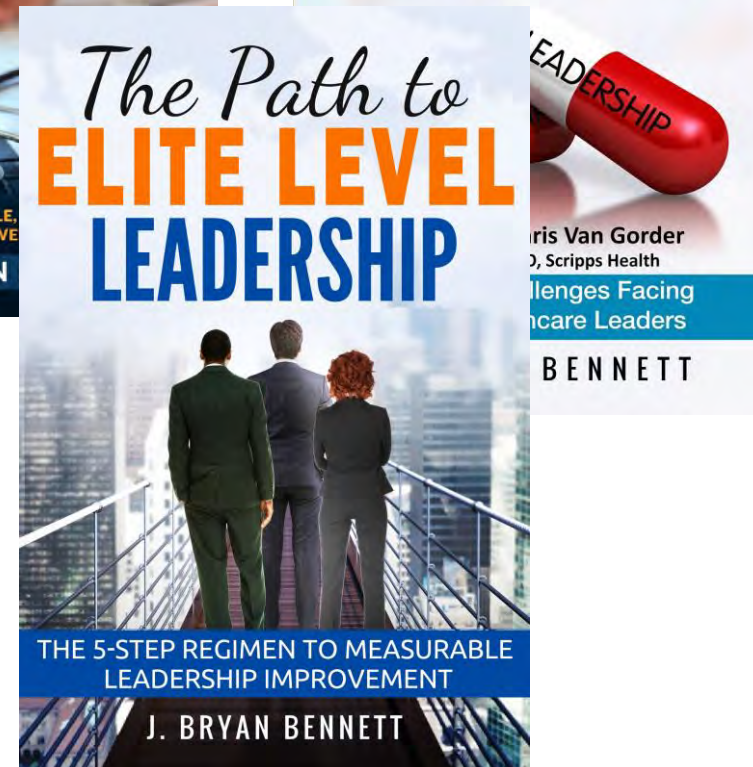
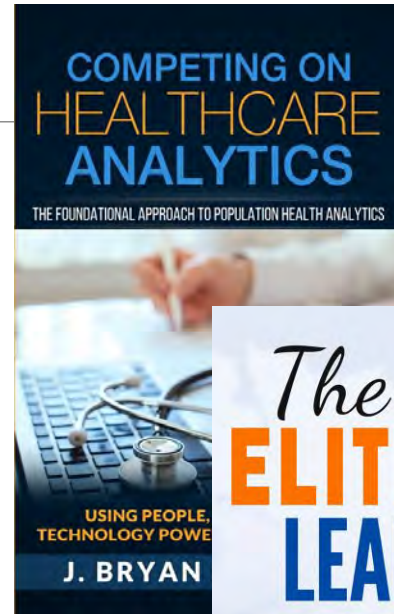
- Email: bryan@jbryanbennett.com
- Phone: 847-971-4122

Website / Blogs

- www.jbryanbennett.com
- www.proleadershipacademy.com

Social Media

- LinkedIn: [/in/jbryanbennett](https://www.linkedin.com/in/jbryanbennett)
- Twitter: [@jbryanbennett](https://twitter.com/jbryanbennett)



Certifications



Certificate of Completion
is hereby granted to

Bryan Bennett

for successful completion of:

Applying the QM Rubric (APPQMR)

December 17, 2013
(Facilitator: Nancy Webb)

www.qmprogram.org



Certificate of Completion is hereby granted to

Bryan Bennett

for successful completion of:

QM Rubric Update 2014

November 30, 2014

Quality Matters (QM) is the global organization leading quality assurance in online and innovative digital teaching and learning environments. It provides a scalable quality assurance system for online and blended learning used within and across organizations. QM professional development is designed to help educators deliver the promise of quality online learning opportunities to every level of learner.

SOCIETY OF CERTIFIED ADJUNCT FACULTY EDUCATORS

In recognition of successful completion of the requirements for professional certification

Joseph Bennett

Certified Adjunct Faculty Educator

with all honors, rights and privileges thereto appertaining

July 31, 2012

D. A. White

Dennis A. White, Ed.D.
President/Chief Executive Officer

Scientia Potentia Est



This Diploma Acknowledges that

Bryan Bennett

*Has Successfully Completed the
Lean Six Sigma Green Belt Program*

And Earned the Certification of

Lean Six Sigma Green Belt

(24 Classroom Contact Hours / 2.4 CEU's)

**Presented by MicroTrain,
in association with Six Sigma Masters
July 2014**

F. Pulgar-Vidal

**Instructor: Francisco Pulgar-Vidal
Master Black Belt**



Certificate of Accomplishment

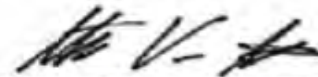
Presented to

Bryan (Joseph) Bennett

Upon the successful completion of

*PMP/CAPM Project Management
Professional Certification*

Course Completed: October 31, 2014



Stan Van Nice, CEO