

Presentation Personalization

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ONLINE PROGRAM DEVELOPMENT

Discussion of the program design and development process, including a brief discussion of time investment.



ONLINE PROGRAM PILOT

Discussion of the Program Pilot, including what went right, what went wrong, and student testimonials



CHALLENGES

Discussion of the challenges faced in development, delivery and marketing of an online language program.

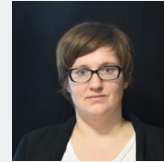


Developing and Delivering an Online Blended Language Program



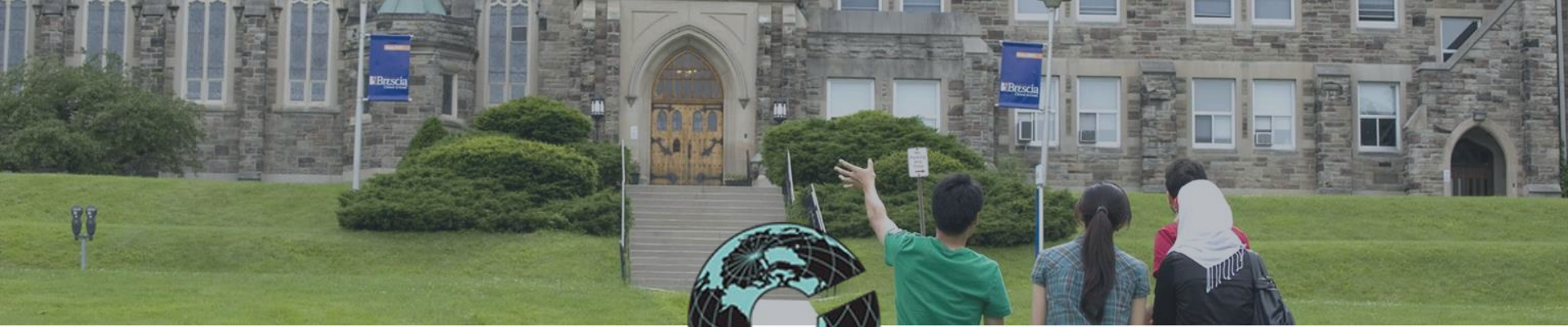
Liz Johnson

VP Academic and Student Affairs



Danielle Dilkes

Educational Technology Specialist



About CultureWorks

On-campus at:



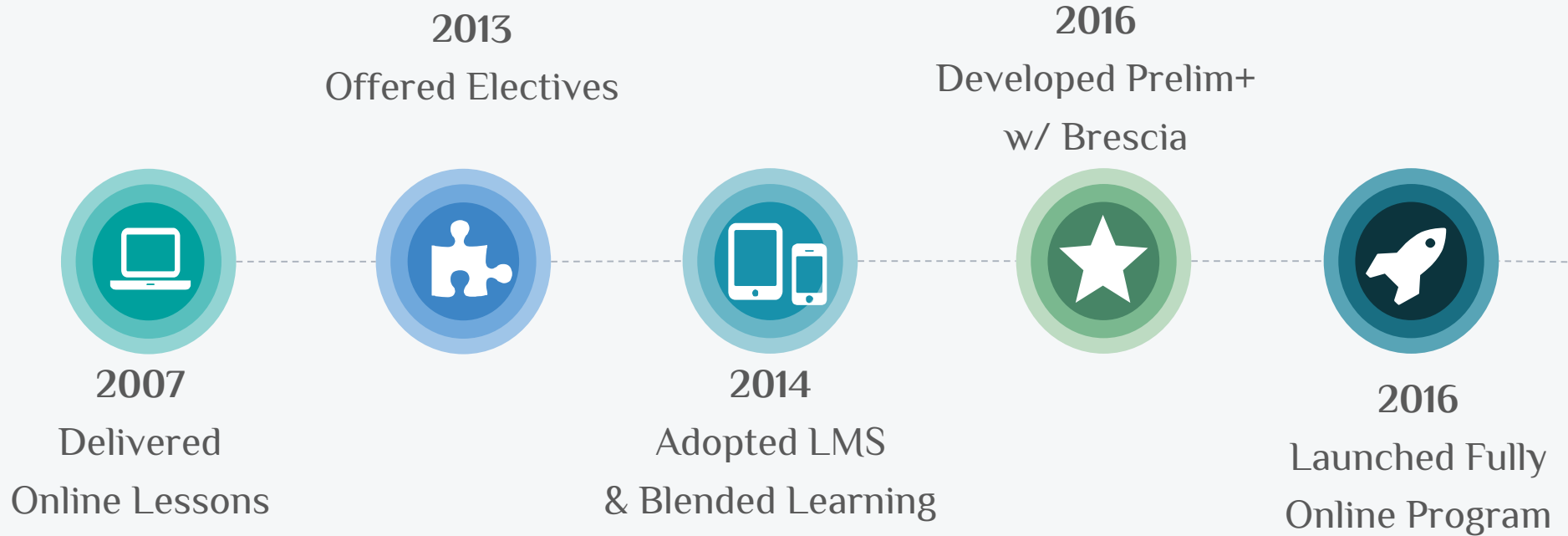
Pathway to:



Why Innovate?



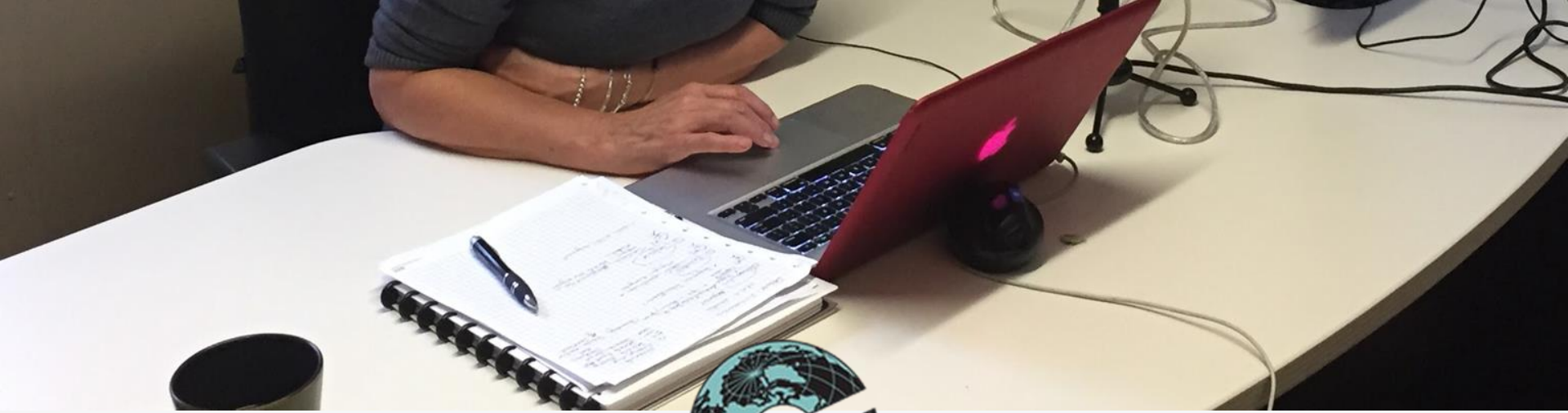
History of Innovation at CultureWorks



Boomalang Elective

- First online class at CultureWorks
- Current events discussion class
- Students connect from anywhere



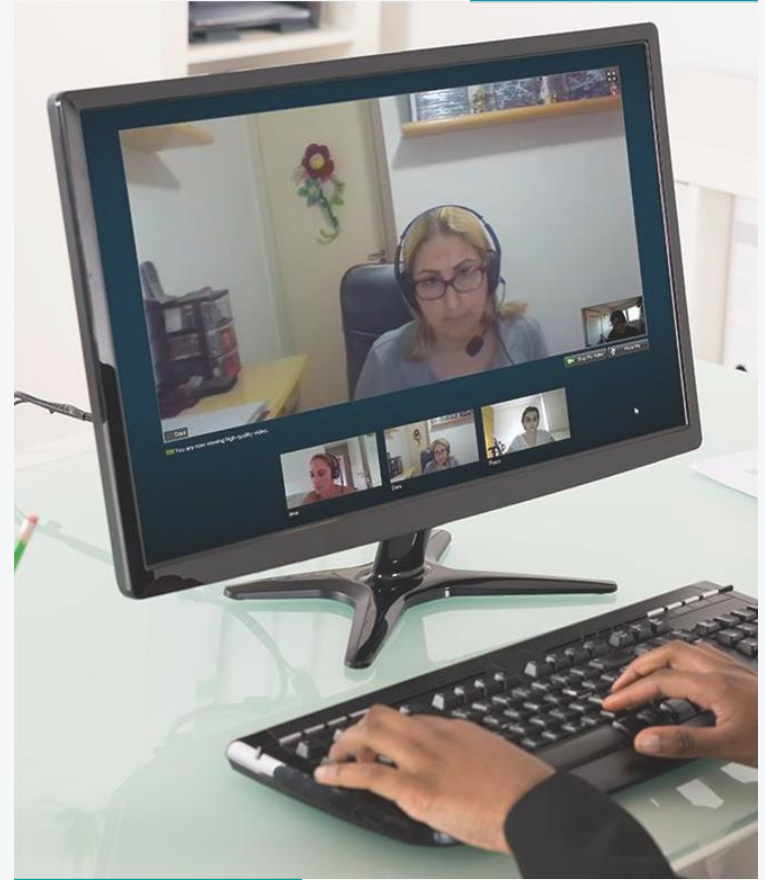


The Gateway Program Overview

The Gateway Program

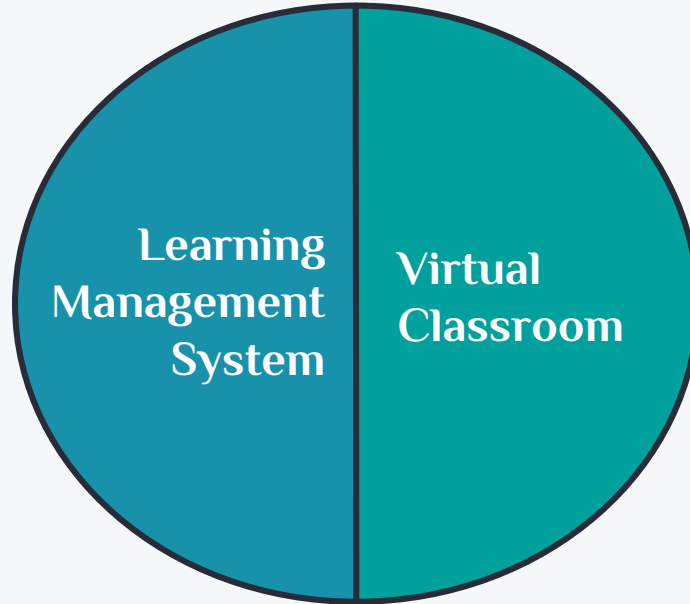
Fully online intensive Academic English program

- Immersive language experience
- Students study from their own countries
- Integrated skills course



Gateway Program Structure

**Asynchronous
Learning /
Passive
Learning**



**Synchronous
Learning /
Active
Learning**

Asynchronous Learning

- Students complete:
 - 3-6 online lessons before the start of each week
 - Readings & Listenings

Online Lessons (denoted by 🕒) should be completed by Monday of each week.

Grammar Lessons (denoted by 🔍) should be completed by Friday of each week.

Week 1 Week 2 Week 3 **Week 4** Week 5 Week 6 Week 7 Week 8 Class Schedule

Week 4


- 📖 [They All Speak English](#)
- 🔊 [Citizens of the World: The Multilingual Child and Adult](#)
- 🕒 [Developing Thesis Statements](#)
- 🕒 [Presentation Skills](#)
- 🕒 [Summarizing for Support](#)
- 🕒 [Paraphrasing](#) ↗
- 🔍 [Gerund & Infinitives](#)
- 📖 [Argumentative Presentation](#)

Asynchronous Learning

- On-demand Lessons
- Focus on passive learning:
 - Skills
 - Rules
 - Structures

INTRODUCTION

- #1 - GRABS THE READER'S ATTENTION ✓
- #2 - GIVES IMPORTANT INFORMATION / TOPIC
- #3 - EXPLAINS THE PURPOSE/MAIN IDEAS / WAY



The use of bicycles is increasing in cities around the world, and more people are choosing to ride bicycles instead of taking public transportation. Although many see the benefits for the environment and their health, bicycles are also a problem in our cities. Cyclists should not be allowed to ride on sidewalks because they can cause traffic problems and they are dangerous drivers.

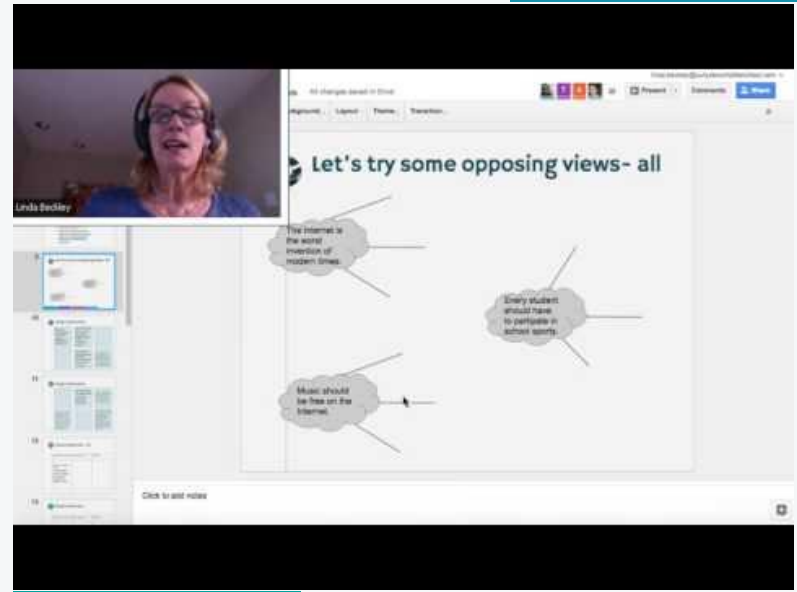
Synchronous Learning

- Live Virtual Classes
 - Up to 14 hours weekly
- Focus on
 - Practice
 - Consolidation
 - Expansion
 - Communication



Synchronous Learning

- Shift in the dynamics of the online classroom
 - Student-centric classes
 - Teacher as facilitator
 - All students participate



Presentation Personalization

[What did you choose?](#)



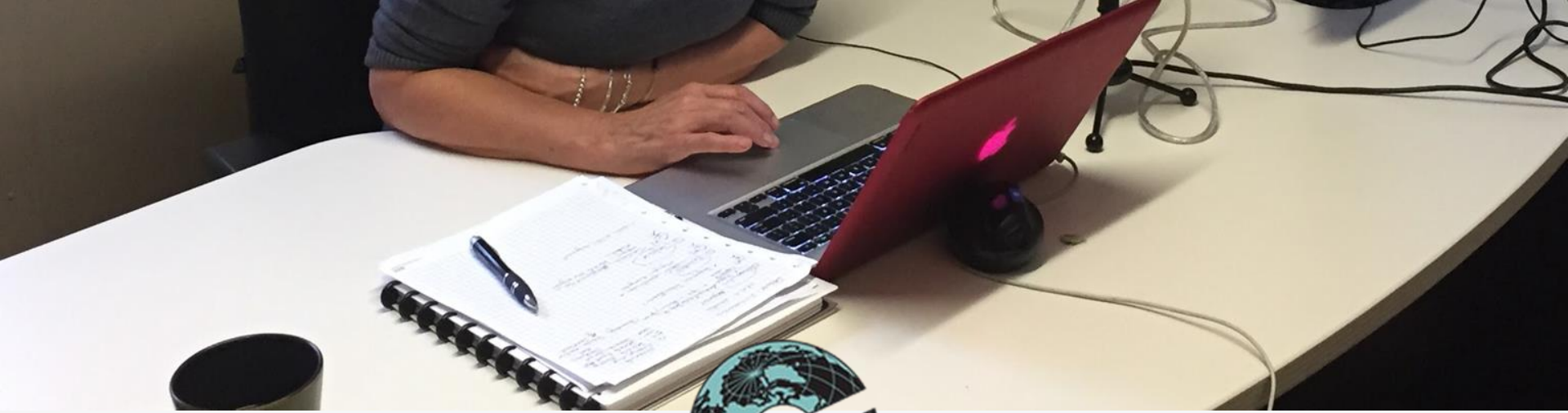
GATEWAY
DEVELOPMENT



GATEWAY PILOT

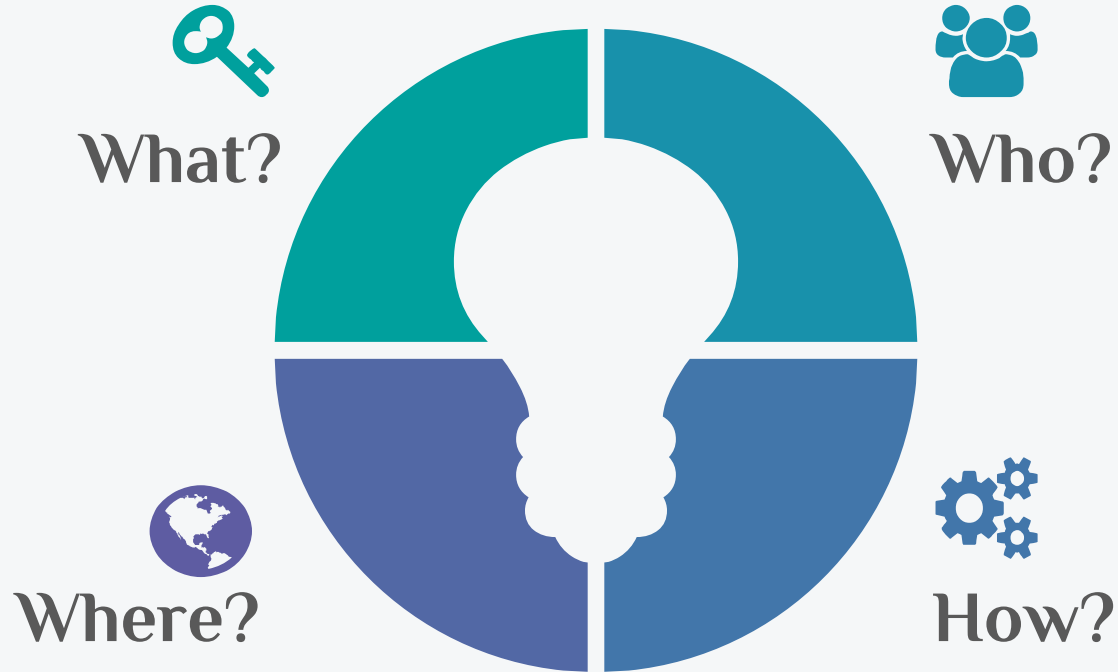


CHALLENGES



Development of an Online Program

Project Overview



Development



Research Team with dedicated hours for:

- Reading
- Research
- Review
- Discussion

Development



Worked backwards:

- Outcomes
- Assessments
- List of asynchronous lessons
- Pacing Guide

Development



All digital resources created in-house:

- Video Lessons
- Quizzes & Practice Activities
- Lectures
- Readings
- Other practice

Development



Ongoing Development:

- Review
- Refresh
- Redevelop

Investments

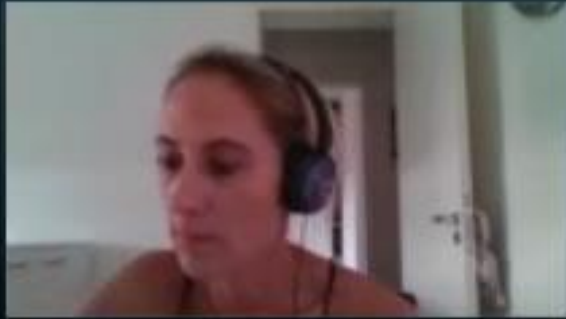
People



Time

Money

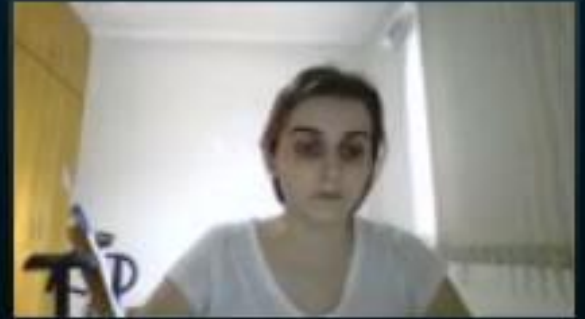




Ana



Dani



Thays

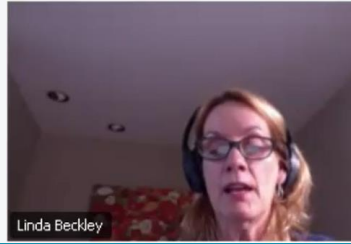


The Gateway Program Pilot

Gateway Program Pilot



Students



Teachers

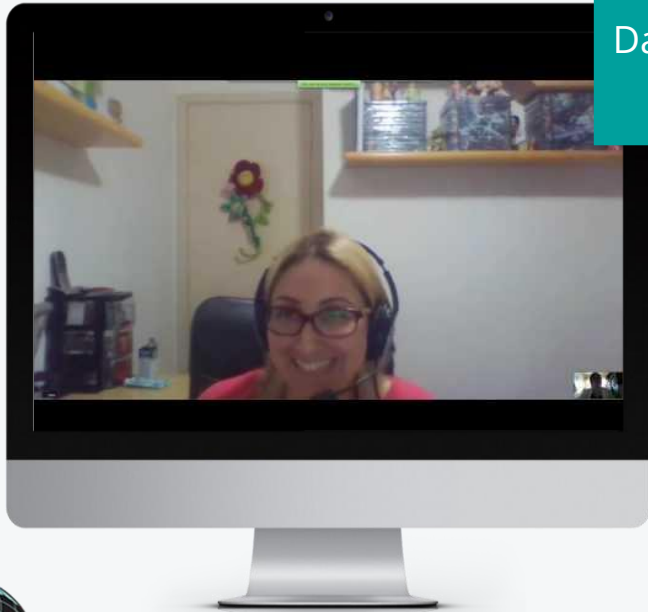
A screenshot of a presentation slide. The main part of the slide is a table with the title "Vocabulary" and three columns: "Word", "Definition", and "Example Sentence". The table contains several rows of text. To the right of the table is a small, inset video feed showing a young woman with dark hair wearing a headset.

Word	Definition	Example Sentence
heredity	Opposite	
heredity (NOON)		
Biodiversity	It's about variety of the animal plants, vegetables	
Revolution	Change something drastically	
Pesticides	A substance used for destroying insects	
Sweet		
Concrete		
Chain		
Compressed		

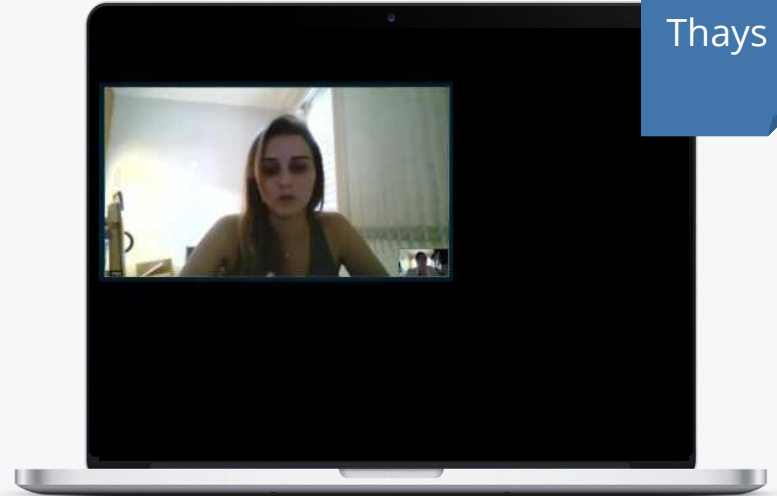
Program

Gateway Program Pilot Testimonials

Daniele



Thays





The webpage cannot be found

HTTP 404

Most likely causes:

- There might be a typing error in the address.
- If you clicked on a link, it may be out of date.

What you can try:

- Retype the address.



Challenges

Challenges



With Technology

- Overcoming “automation”
- Technology breaks



CultureWorks
ENGLISH AS A SECOND LANGUAGE INC.

As a teacher

- Academic integrity
- Modes of communication
- Time

Thays

Main Idea – What was the main idea of the lecture?

It is that before the main idea is about how to have a good conversation, being a good listener and a good speaker.

Write down 5 vocabulary words you found challenging

Word	Definition	Example Sentence
Aim	It's the goal, the target	I don't get the aim
Argue	It's a discussion	The people are arguing about politics
Car is the role	Let it go	You need to be things in flow
acquire	It's acquire something	Do not acquire your experiences
Visuals	It specifies things, like details	She does not tell me the words.

Marketing

- Stigma of an Online Program

Wrap-up

- Pedagogy is changing and we need to change with it
- Blended learning takes time and investment
- Key to success is team buy-in