

## NCCU Center for University Teaching and Learning

### 2004-2009 Strategic Plan

The Center for University Teaching and Learning is designed to improve the quality of instruction for undergraduates and graduates at the University. The Center services all schools and colleges of the University, including the College of Arts and Sciences, the School of Education, the School of Business, the School of Library and Information Sciences, the School of Law, and the Graduate School.

#### **Mission**

The mission of the Center is to foster excellence in teaching and learning. It serves to encourage excellence in teaching through programs for course development and improvement, implementation of new instructional technologies, and support services to faculty that encourage instructional development and efficiency in the workplace. The Center is an instructional support center, serving as the catalyst for the enhancement of instruction. The vision of the Center for University Teaching and Learning is to be the primary resource for professional enhancement of NCCU faculty and staff.

The components of the Center include: (1) Faculty Development, (2) Instructional Technology Support/Media-Creative Services, (3) the Telecommunications Center, and (4) Video Production/Services/TV Studio. These units work closely with the NCCU community to enhance, create, and maintain a state of readiness toward technology advancements.

The Faculty Development component addresses the need for workshops, training, and continuous growth of the existing faculty. At most colleges and universities, effective teaching is assumed as a matter of course. Faculty members routinely discuss research with their colleagues on campus and at conferences, and they routinely discuss their service with the committees or community agencies they serve. But rarely do they have the opportunity to discuss new research in pedagogy or their own teaching styles or spend the time needed to work toward incorporating technology into their courses. Indeed, many people assume that anyone with an advanced degree is automatically a good teacher and that special efforts to engage faculty in teaching improvement activities are unnecessary. Consequently, few campuses have well-organized, highly visible programs for promoting teaching excellence. NCCU seeks to foster a Center whereby faculty would not feel that the need to strengthen their teaching skills is perceived as a sign of inadequacy, but as a genuine commitment to fostering student learning. Even with a high interest in teaching effectiveness, faculty members encounter many claims on their time.

A more highly designed Center serves as a location for individual consultations, training, and other small projects. It provides opportunities for faculty to continuously analyze both the content and methods of instruction, develop new courses, and improve existing ones in order to maintain the integrity and vitality of the University's educational program and more effectively enhance student learning. Ultimately, the Center seeks to cultivate a climate that values and rewards effective teaching and advocates an emphasis on teaching excellence and the scholarship of teaching.

The Media/Creative Services unit of the Center provides instructional materials and educational technologies to students, faculty, staff, and administrators. These services are used to supplement

instruction in all academic areas, and are also available to the students, campus administration, academic support areas, and community-based organizations. Center staff makes accessible to our clientele a variety of instructional equipment, such as overhead, slide, opaque and filmstrip projectors, digital cameras, radio/CD players, television monitors, VCR's, audiocassette tape recorders, and 16mm motion picture projectors. Laminating equipment, poster makers, and dry mounting equipment are also available for use. More advanced technologies such as computers, camcorders, and LCD projectors have been upgraded. In a technology-based society, it is critical that NCCU continually add, replace, and update equipment for use by faculty, staff, student, and administrators to make the University a first-class institution.

The staff of the Center also provides teleconferencing and distance learning through interactive video to faculty, staff, students, and the administration of North Carolina Central University and others. Staff coordinates teleconferencing and teleclass efforts both on and off campus and provides teleclass production courses and seminar broadcasts live via the NC-REN (North Carolina Research and Educational Network), NCIH (North Carolina Information Highway), and video over IP (Internet Protocol). Staff also provides teleconferencing, two-way interaction with participants at remote sites throughout the state, and ISDN videoconferencing with participants at remote sites throughout the world. The Teleconference Center has the capability to provide downlink viewing for C-Band and Ku-Band satellite programs, and uplink C-Band and Ku-Band satellite transmission in analog or digital compressed video.

The Center anticipates upgrading its existing Video Production/Television Studio by equipping it with state-of-the-art equipment for use in instruction, experiential learning, and broadcast production. It would have the capability of offering a training ground for Mass Communication majors, an outlet for partnerships with UNC-TV, local TV channels, and other broadcast facilities in order to facilitate practical application of communication theory, enhancement of skills and knowledge available to NCCU, and to create connections with potential employers of NCCU graduates. We would also be able to host production courses and guest lecturers and establish collaborations with University College and the Distance Education program. We would also have the capability of producing our own shows, whether for information and public relations, development, or image building.

The Strategic Plan has been the work of the [Advisory Committee](#) and Staff of the Center for University Teaching and Learning. The process began October 2003 with the newly appointed Committee. With some assistance from the consultant to the Provost, Mr. Charles McMillan, we began the process. Dr. Jasper Harris chairs the Advisory Committee. The committee is made up of the following individuals: Dr. Candice Bailey, Music Department; Dr. Amal Abu-Shakra, Biology Department; Dr. Benjamin Crowe, Physics Department; Dr. Robert Burgin, School of Library and Information Sciences; Ms. Deborah Eaton, School of Education; Dr. Linda Norflett, Drama Department; Dr. Michele Ware, English Department; Dr. Shawn Sendlinger, Chemistry Department; Dr. Minnie Sangster, Modern Foreign Languages Department; Dr. Mary Phillips, School of Business; Mrs. Kimberly Phifer-McGhee, University College, Distance Education; Dr. Brenda R. Shaw, Ms. Robin Hanes, Mr. Geri Vital, and Ms. Ratna Jena, Center for University Teaching and Learning. Numerous meetings were held during the academic year, 2003-2004, which resulted in this document. This document represents the work of both the Advisory Committee and the staff of the Center for University Teaching and Learning.

### **Vision:**

To be the primary resource for professional enhancement of NCCU faculty and staff

## **Core Values:**

### **Teaching Excellence**

We believe that faculty must be valued and supported through the allocation and availability of time, resources, and rewards to perform at the highest level to produce improved student outcomes.

### **Improved Student Outcomes**

We enhance and strengthen the learning experience for students to assure greater success in matriculation and to achieve desired learning outcomes.

### **Scholarship of Teaching**

We encourage, support, and promote the faculty's examination and study of issues and ideas and engagement in innovative methods of teaching and learning, regardless of discipline and pedagogy, and wish to ensure that their work is given the recognition and reward afforded other forms of scholarly activity.

### **Professional Development**

We provide faculty with the resources and professional development to enhance and strengthen the learning experience for students to assure greater success during matriculation and in achieving desired learning outcomes.

### **Community of Learners**

We promote the establishment and development of a community of learners comprised of faculty, staff, administrators, and students who view learning as a continual and lifelong process.

## **Goals:**

- 1. To cultivate a climate which values and rewards effective teaching and is conducive to enhancing teaching and learning.**
  - a. To assist faculty with course design and student assessment, especially as it relates to the correlation between course objectives and test items
  - b. To provide faculty, students, staff and administrators with projection and related services in an effort to enhance and strengthen the quality of instruction, learning, and performance of duties and responsibilities at the University
  
- 2. To encourage and support a community of learning and teaching excellence by assisting faculty in developing and enhancing technology skills, pedagogy skills, and innovative strategies and methodologies for improving student learning and development.**
  - a. To assist faculty with course design and student assessment, especially as it relates to the correlation between course objectives and test items
  - b. To provide faculty, students, staff and administrators with projection and related services in an effort to enhance and strengthen the quality of instruction, learning, and performance of duties and responsibilities at the University

- 3. To support and strengthen instruction, research, and cultural programs of the University by improving and maintaining a unified system of delivery of media, creative, and audio-visual services, and technology training.**
  - a. To assist faculty with course design and student assessment, especially as it relates to the correlation between course objectives and test items
  - b. To provide faculty, students, staff and administrators with projection and related services in an effort to enhance and strengthen the quality of instruction, learning, and performance of duties and responsibilities at the University
  - c. To provide technical assistance for implementing instructional technologies.
  - d. To provide consulting services to the administration, faculty, and staff on selection and purchase of educational equipment by departments, schools and/or individuals
  
- 4. To provide opportunities for faculty to continuously analyze both the content and methods of instruction, develop new courses and improve existing ones in order to maintain the integrity and vitality of the University's educational programs.**
  - a. To assist faculty with course design and student assessment, especially as it relates to the correlation between course objectives and test items
  - b. To provide technical assistance for implementing instructional technologies
  
- 5. To provide teleconferencing and distance learning through interactive video to faculty, staff, students, and the administration at North Carolina Central University.**
  - a. To provide technical assistance for implementing instructional technologies
  - b. To provide consulting services to the administration, faculty, and staff on selection and purchase of educational equipment by departments, schools and/or individuals
  - c. To provide teleclass production courses and seminars broadcast live via the NC-REN (North Carolina Research and Educational Network), NCIH (North Carolina Information Highway), and video over IP (Internet Protocol) (3<sup>rd</sup> floor, Shepard Library)
  - d. To provide videoconferencing, two-way interaction with participants at remote sites throughout the state, and ISDN videoconferencing with participants at remote sites throughout the world (Video Conference Room, 3<sup>rd</sup> floor, Shepard Library)
  - e. To provide downlink, viewing capabilities for C-Band and Ku-Band satellite programs, and uplink C-Band and Ku-Band satellite transmission in analog or digital compressed video
  
- 6. To establish a Video Production/Television Studio with state of the art equipment designed to be used for instruction and broadcast production.**
  - a. To provide laboratory experience for students enrolled in the Mass Communications major

- b. To provide video production services to faculty for instruction, instructional evaluation, tenure and promotion, merit raises, and faculty awards
- c. To provide video production services to produce cable television shows featuring NCCU news and advertisements, NCCU publicity and talk shows, and other educational, informational, and entertainment shows