

Revised Bb Rollout Proposal, Summer 2002 Blackboard Rollout and Implementation Proposal

Background

Recent survey data from 2001 highlight the increasingly important role of Course Management Software (CMS) in instruction. Over half of all reporting campuses have established a single campus standard for CMS products. The 2001 survey data confirm that course management tools have emerged as a core component of the instructional technology infrastructure across all sectors of American higher education. CMS planning and deployment of a single winning product represents an example of institutions of higher education moving ahead in their instructional technology development (Green, 2001).

Early in the 2001-02 Academic Year Muskingum College made significant progress in its efforts to infuse instructional technology into the curriculum by adopting the course management system Blackboard as the campus platform. Vice President of Academic Affairs, Dr. George Sims, recognized that establishing standards of use and procedures helps promote broader and faster deployment of a single platform and also simplifies and facilitates user support services. To help promote a successful deployment of Blackboard within the Muskingum College community, Dr. George Sims charged the Academic Computing Planning Committee (ACPC) to develop an implementation strategy that would summarize the necessary steps to ensure a successful rollout of Blackboard campus-wide.

Accepting the challenge, ACPC proceeded by identifying Muskingum College faculty and staff currently using the commercial Blackboard product. They were invited to join the ACPC members to form the Blackboard Users Group (BUG). Other campus individuals who are responsible for maintaining and supporting the software were asked to join the working group. The representative BUG met throughout the Academic Year 2001-02 and worked at forming a proposal that consists of initial recommendations of policy and procedure statements.

Implementation

Muskingum College recognizes the value and potential of delivering course materials in digital format, and encourages faculty to develop course components to be delivered electronically by utilizing the course management system Blackboard. All credit bearing electronically supported courses offered through Muskingum College must be consistent with the Academic Policies and Procedures, 100.1.

The members of BUG propose the following recommendations to ensure a successful rollout and continuing success of Blackboard as the campus platform:

1) General

- a) All courses utilizing the Blackboard Course Management system should be identified as such in the Muskingum College schedule of classes.
- b) All Blackboard supported courses are required to have as an entry point the Muskingum College cupola symbol.
- c) Blackboard software should facilitate access to the rich array of full-text and other library materials and ease their inclusion as content in Blackboard supported courses. This can be accomplished by:
 - i) Providing links to the Muskingum College Library and OhioLINK in the External Link section of all Blackboard supported courses.
 - ii) Integrating all Blackboard supported courses with the Muskingum College Library Virtual Reference Desk.
 - iii) Integrating all Blackboard supported courses with the Muskingum College Electronic Reserves software.
 - iv) Facilitating the use of metadata.
 - v) Working closely with the Muskingum College librarians to create pathfinders from the CORC database (OCLC's Cooperative Online Resource Catalog).
- d) Students will be provided an orientation to the Blackboard Course Management System in the First Year Seminar and the Transfer Seminar.

2) Faculty Training

Before integrating Blackboard into a course, faculty will attend an orientation session. Orientation sessions will be offered in July, August and October. The sessions will be co-presented by 2-3 faculty members and the User Support Specialist all of whom are proficient in using Blackboard. During the training session, instructors will learn about:

- a) Creating a New Course Site
- b) Adding and removing Announcements
- c) Adding a Syllabus
- d) Entering Staff Information
- e) Creating Folders to Organize a Course
- f) Adding Content and Attachments to a Course Using Page Editors
- g) Adding Text and HTML
- h) Copying, Pasting, and Attaching Documents
- i) Adding Multimedia Files
- j) Enrolling Students

- k) Communication Functions
 - i) Sending E-mail
 - ii) Digital Dropbox
 - iii) Using the Discussion Board
 - iv) Using the Virtual Classroom
- l) Using the Course Calendar
- m) Creating Groups
- n) Assessment and Managing Grades
- o) Copyright, Fair Use and Educational Multimedia General Information
- p) Basic Course Options
- q) Support and Help Information
 - i) Help desk functions
 - ii) Special plug-ins

3) Course Creation Process

- a) Requests for all new courses will be submitted via the Blackboard Course Request Form to Computer Network Services (CNS).
- b) CNS will mount all requested courses on the Blackboard server.
- c) Courses using Blackboard will retain the existing naming and numbering conventions as used by the Muskingum College Registrar.

4) College Staff Training

College staff directly responsible for assisting both faculty and students in using Blackboard will attend a faculty orientation session. In addition to learning about Blackboard features, support staff will also learn about:

- a) How to answer Blackboard related questions.
- b) What kind of Blackboard assistance is available through the CNS help desk.
- c) Helping faculty and students understand how to access Blackboard from off-campus.
- d) Identifying content requirements related to special players, plug-ins, etc.
- e) Communicating to the person(s) responsible for upgrading as necessary in a timely fashion.

5) Institutional Support

Campus efforts to promote the instructional integration of information technology should receive formal recognition. Institutional support for courseware development projects should be delivered in the following ways:

- a) A stipend will be offered to all campus personnel leading a Blackboard orientation session.
- b) Appropriate opportunities for "Train the Trainer" at the local and national levels will be made available for the faculty trainers and the User Support Specialist.

6) Preparing the Labs

Students accessing the Internet from a campus computer lab need workstations to be configured correctly. Content mounted in Blackboard can be in many formats. Campus computing lab workstations should have special players or plug-ins installed and working properly. To prepare labs with necessary software, computing support staff should be before the beginning of each

semester:

- a) Install and maintain the required players and plug-ins as identified by faculty
- b) Provide basic training for lab workers so they are prepared to assist students with Blackboard related needs.

7) Service and Support Issues

Both faculty and students need a telephone number they can call to get help with Blackboard related questions. The support system should be developed to:

- a) Support students during non-traditional hours (8:00 p.m. to 3:00 a.m.)
- b) Support faculty work from approximately 10:00 a.m. to 3:00 p.m.
- c) Establish a location where a faculty member or student working from home can get help with configuring their home equipment.
- d) Distribute freeware players, i.e., plug-ins installations to the software.
- e) Withdraw students from a Blackboard supported class immediately upon receipt of the Course Withdrawal from by the Registrar.
- f) Provide students an introduction to basic Blackboard features through the First Year Seminar and Transfer Seminar.
- g) Archive courses at the end of each term and move the content for use during a later term.

8) Server and Network Maintenance

Delivering online education requires that both the server and the network be available: 24 hours a day, 7 days a week, 365 days a year. To adequately support Blackboard supported courses, the institution must provide:

- a) Staffing adequate to support the course management system
- b) Trained staff to handle problems as they occur in a timely fashion
- c) Experienced professionals to backup the server, software and instructor content.
- d) A system to handle problem reporting, i.e., network or server failures
- e) Retraining of support staff on upgrades to software

9) Copyright Issues

Using copyrighted materials on the World Wide Web is held to a different standard than in a classroom. By making copyright training opportunities available, faculty will understand how the principle of Fair Use affects the educational use of copyrighted material. The individual faculty member and the institution will be better protected from legal liability by learning what is and is not an option for Internet delivery of course materials.

The following basic principles should be understood by faculty before using Blackboard:

- a) The intellectual property of the course creator is protected by copyright.
- b) The intellectual ownership of electronically delivered course materials will be vested with the course creator.
- c) If the course is created under the sponsorship of a grant or contract, the ownership should be defined before the project is undertaken.

10) Promotion and Enrolling

By developing a plan to promote Blackboard to the campus community, the institution is endorsing the integration of instructional technology into the curriculum. The opportunity for

faculty to use Blackboard should be promoted by:

- a) An announcement to faculty before the end of the academic year describing the function of Blackboard and how some faculty members are currently using it.
- b) Announcing specific training sessions in July and August.
- c) Distributing to faculty who might be interested in using Blackboard a detailed document describing:
 - i) What Blackboard is and some examples of how faculty have used it in their classes.
 - ii) A description of the various components of Blackboard: Announcements, E-Mail, Discussion Boards, Chat Room, Digital Dropbox, Course Documents Area, External Links, Grade Book, Quiz Preparation (including Question Pools), and Course Statistics.
 - iii) Pointing them to detailed instructions on how to use the various components in the Blackboard users manual.
- d) Suggesting that faculty should experiment with Blackboard for a semester before they actually depend on it for a portion of their students' grade
- e) Distributing the FAQ and Blackboard Resource Guide to all Blackboard users.
- f) Establishing a campus Blackboard Users Group.
- g) Empower the Academic Computing Planning Committee to further explore the Blackboard software as new features are added, new partnerships formed (e.g. with publishers, other software vendors), etc.

Reason for Blackboard Rollout and Implementation

The strong reputation of Muskingum College depends on maintaining a quality curriculum. This proposal allows for expansion within the curriculum by delivering electronically supported courses that meet the same high standards of quality, as do all other courses offered by the College.

The purpose of this proposal is:

- To ensure that electronically supported courses meet the standards to be included in the curriculum.
- To register electronically supported courses in the College Catalog in the same manner as all other courses are listed.
- To deliver all electronically supported courses in a consistent manner.
- To protect faculty ownership of intellectual property.

Who Should Know This Proposal

- President
- Vice President for Academic Affairs
- Blackboard Users Group
- Registrar
- IT Director
- Curriculum Committee
- Faculty
- Computing Support Staff
- Librarians
- Academic Support Staff
- Student Support Staff
- Web Developer
- Students

Related Information

The following sources provide information related to this proposal.

Blackboard Information

Blackboard Tip Sheets (<http://courses.muskingum.edu/tips/>)

Blackboard Resources (<http://blackboard.com>)

Blackboard Resource Center (<http://resources.blackboard.com/scholar/general/pages/ictraining/>)

College and University Blackboard Information

Muskingum College: Blackboard Tip Sheets (<http://courses.muskingum.edu/tips/>)

University of Wisconsin System: Copyrightable Instruction Materials Ownership, Use and Control (<http://www.uwsa.edu/fadmin/gapp/gapp27.htm>)

University of Wisconsin System: Faculty Ownership and Control of Digital Course Materials by Glenda Morgan (<http://www.uwsa.edu/olit/ttt/facown.htm>)

University of Wisconsin System: Financial and Administrative Policies: Computer Software Ownership (<http://www.uwsa.edu/fadmin/gapp/gapp10.htm>)

University of Minnesota: Publishing Information on the World Wide Web (http://www.fpd.finop.unm.edu/groups/ppd/documents/policy/publishing_on_www.cfm)

University of Illinois: Report on Courseware Development and Distribution (http://www.vpaa.uillinois.edu/policies/courseware_report.htm)

University of Wisconsin - Extension: Current World Wide Web Policy Statement (<http://www.uwex.edu/www-pol3.html>)

Harper, G. (1997). Fair Use of Copyrighted Materials. Austin, TX: University of Texas System, Office of General Counsel. (<http://www.utsystem.edu/OGC/IntellectualProperty/copypol12.htm>)

Baldwin Wallace (<http://www.bw.edu/resources/infotech/edtech/FAQ/blackboard/>)

Otterbein College Blackboard Information. (<http://www.otterbein.edu/itweb/blackboard/BbAddingContent.htm>)

University of Texas Center for Instructional Technology: About Blackboard. (<http://www.utexas.edu/cc/blackboard/>)

Copyright Information

U.S. Copyright Office (<http://www.loc.gov/copyright>)

U.S. Federal Copyright Act (<http://lcweb.loc.gov/copyright/>)

U.S. Code Title 17: Copyrights (<http://www.loc.gov/copyright>)

Fair Use Guidelines for Educational Multimedia
(<http://www.indiana.edu/~intellectualproperty/cprtindx.htm>)
(<http://www.libraries.psu.edu/mtss/fairuse/>)

Crash Course in Copyright (<http://www.utsystem.edu/ogc/intellectualproperty/cprtindx.htm>)

Copyright Bay (<http://www.stfrancis.edu/cid/copr bay/copr bay.htm>)

Copyright FAQ (<http://www.aimnet.com/~carroll/copyright/faq-home.html>)

Definitions

Blackboard Course Management Software

Software specially designed for online delivery of educational courses. Features include an all-campus Announcement Board; a course-specific announcement board; electronic access to course-related information and content; communication tools; individual and group web space; and student tools.

Copyrightable Instructional Materials

Copyrightable instructional materials include, but are not limited to, the following: books, bibliographies, study guides, laboratory manuals, syllabi, tests, lectures, transparencies and other visual materials including PowerPoint Presentations, video and audio recordings of presentations, instructional materials and computer programs, educational multimedia projects, web pages and digital software which are combined into an integrated presentation.

Course Ownership

Course content developed by Muskingum College faculty and offered through the curriculum to students enrolled at the College belongs to the individual faculty member.

Electronic Delivery

A means to bring digital information to the end user through the Internet.

Responsibilities

Academic Dean, Division Coordinator, Department Head, Faculty

All courses whether offered in the traditional class setting or in an online supported format must be supported by the VPAA, Division Coordinator, Department Head, and a consensus of the faculty.

System/Network Administrator

- " Ensure the appropriate system/network resources are available to support online courses
- " Oversee the maintenance and appropriate upgrades to the course management software
- " Respond to questions from Department Head and Instructors

User Support Specialist

- " Cooperate with Department Heads and instructors to advise about software applications
- " Offer Blackboard workshops to faculty
- " Assist and advise faculty as requested in online course development

Faculty

- " Advise Dean and Department Head when converting existing course components to the Blackboard format
- " Cooperate with Librarian to provide library access
- " Observe copyright regulations
- " Enroll students in Blackboard supported courses.
- " Submit requests for plug-in and player installations to CNS in a timely manner

Respectfully Submitted,

Blackboard Users Group

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