Leadership and Faculty Development for Higher Education

Colleges and universities today recognize the importance of effectively integrating digital technologies into teaching, learning, and research. Apple can help your school meet this goal. Discover and implement new ways to create and distribute academic content. Take advantage of the digital capabilities of your students and your existing technical infrastructure. Move toward a campus where faculty and students make full use of computers, networks, servers, iPod players, digital cameras, and more to enhance learning.

Higher education institutions seek to involve all of the constituents of the campus community in setting a technological vision for the school. Progress toward the goal of ubiquitous computing depends on the active involvement and technological competence of faculty, staff, and leadership, as well as students.

To serve the diverse needs of higher education institutions and personnel, Apple Professional Development offers a range of faculty development services, including:

• The Digital Campus Academy
• Campus Leadership Consulting
• Faculty Development Seminars

Digital Campus Academy

The Digital Campus Academy is a hands-on, project-based, three-day course designed to provide higher education faculty with practical and immediately useable skills and knowledge on 21st century teaching and learning. The goal of the Academy is to help faculty members take full advantage of Apple technology to improve teaching and learning in their courses and institution. Participants will learn:

• How to use the latest technologies for improved teaching and learning
• Innovative teaching and learning strategies for digital natives
• Hands-on skills in creation, management, and distribution of digital media; collaboration; research; and publishing tools

The program of the Academy consists of pre-work accomplished by faculty on their own campus before arrival, followed by three days of training focused on the topics listed below. A seasoned Apple consultant serves as the pilot of the Academy on campus, with the collaboration of a specially-trained local copilot drawn from the faculty or staff of the institution. Academy sessions include:

Part 1: Content Creation for Digital Natives
• Web 2.0, Digital Natives, and Media Literacy
• How Digital Is Your Campus?
• Digital Images for Teaching and Learning
• Digital Video for Teaching
• Podcasting with GarageBand

System Requirements

Each participant brings to the course:

• A MacBook or MacBook Pro computer
• The latest versions of iLife and iWork
• A video iPod
• A digital still camera

For More information

Visit www.apple.com/education/apd, or call 800-800-2775, extension 46936, to speak with an Apple Education representative.

Part 2: Distributing Content for Better Teaching

- Rethinking the Lecture
- Redesigning the Structure of the Course
- Systems for Online Distribution

Part 3: Access to Content for Digital Collaboration

- Tools for Digital Collaboration
- New Forms of Teaching and Learning
- Next Steps

Campus Leadership Consulting

Apple can help your institution create a strategic plan for faculty development through a two-day session that addresses the following areas:

How Digital Is Your Campus?

A seasoned Apple higher education consultant helps the institution's leadership determine the proficiency and readiness of its faculty and staff. The assessment is accomplished through a combination of online surveys, onsite focus groups, and expert consultation. The assessment process often includes a workshop that brings together faculty, information technology and teaching center staff, and key campus administrators.

Creating a Campus Vision

As a follow-up to the campus assessment, this service helps the institution develop a comprehensive campus vision for the acquisition and use of digital technologies for teaching and learning. This vision is developed collaboratively, drawing on the needs and dreams of students, faculty, staff, and leadership. The gap between the realities of the campus assessment and the school's vision for its future forms the basis of a faculty development plan. Follow-on consulting services are available to facilitate a faculty development plan.

Faculty Development Seminars

These seminars help faculty and staff become aware of the many ways that technology can help them develop the skills they need to incorporate technology tools into their courses. Seminars cover topics that are common across many disciplines and appeal to a large proportion of the faculty. The aim of these seminars is for faculty members and staff to get started in taking advantage of the digital resources already available on campus. Seminars are offered as three-hour sessions.

Conducting Digital Research

Designed for faculty members who are beginning to move from library to Internet-based research for themselves and their students. This seminar provides background information on digital research, hands-on skills in finding information, and practical ideas for integrating digital research into teaching and learning.

Why Apple?

Apple Inc. is ideally positioned to help institutions of higher education move forward in the use of technology. Apple is recognized throughout the world as the leader in innovating new information, media, and communication technologies.

For close to 30 years, Apple has partnered with colleges and universities to apply the benefits of digital technologies to teaching and learning. Its research on the integration of technology in schools is unparalleled, and its experience in faculty development for technology is unsurpassed.

System Requirements

For each participant:

- An Apple computer with the latest versions of Mac OS X, iLife, and iWork software, connected to a wireless or wired network for Internet access
- An iPod is highly recommended.

Discovering Digital Images for Learning

Gets participants started employing digital images in teaching. This seminar examines the role of images in learning, then takes participants through the process of capturing images, organizing and editing them on a computer, and then employing them in a presentation. Participants learn to use a digital camera, search and save images from the web, employ Apple's iPhoto software, and incorporate images into a Keynote presentation.

Developing a Digital Syllabus

Shows faculty members how to begin the evolution from a printed course syllabus to a digital one. A digital syllabus contains hyperlinks to other documents and selected online resources and can be posted on the web for student access. Using an existing syllabus as a base, participants use iWeb to create hyperlinks and cross-references and prepare the syllabus in a format that can be shared online.

Producing Multimedia Projects

Provides examples and ideas to help participants incorporate multimedia assignments into their teaching and to help them evaluate the work that students submit. This seminar proposes a rubric for evaluating a multimedia project that focuses on ideas, evidence, quality of presentation, logic of the narrative, and student defense.

Podcasting for Teaching and Learning

Helps participants understand the educational value of podcasts; become familiar with iPod and iTunes, which are used for accessing podcasts; and get started making their own podcasts. Participants learn how to use an iPod and download podcasts with iTunes, discuss the educational applications and value of podcasting, and create a simple audio podcast with GarageBand.

Designing Digital Lectures

Helps faculty members increase student success by using multimedia presentations and incorporating active learning opportunities during lectures. Participants review research on classroom presentations and student learning, analyze the elements of active digital lectures, and create several multimedia lecture slides for their own work with Keynote.

Encouraging Digital Collaboration

Helps faculty members integrate collaborative digital projects into their courses. Seminar participants work with digital communication and collaboration tools commonly used in educational settings (instant messaging, videoconferencing, collaborative documents, blogs, and wikis), discuss the integration of collaborative activities into courses, and design a digital collaborative activity for their own students.

Purchasing Information

Apple Professional Development workshops are designed for 16 participants. Each module will be two to three hours long. Choose two per day.

One-day Apple Professional Development Instructor-led workshop
Part #D2459LL/B $2900

Two-day Apple Professional Development Instructor-led workshop (two consecutive days)
Part #D2460LL/A $4500

Video for Learning

Introduces faculty to the use of video in teaching, and takes them through the process of creating digital video, from shooting with a camcorder to editing on the computer to publishing on DVD and on the web. Participants learn to use a camcorder, edit with iMovie HD, prepare a video for digital distribution, and embed the video into existing courses.

Professional Applications

Advanced Apple Faculty Development Seminars are also available to help selected faculty and staff apply professional-level software tools to more complex problems of teaching and research:

• Digital Images 202 with Aperture
• Digital Sound 202 with Soundtrack
• Digital Publishing with Pages
• Digital Video 202 with Final Cut Pro

Principles of Apple Faculty Development

The key concepts that guide the delivery of Apple Faculty Development seminars and institutes include:

• Just in Time: Faculty and staff learn what they need to learn when they need it. Learning is available to them as their needs arise.
• Practical: What faculty and staff learn is directly applied to their work. They can use the new ideas immediately in their teaching or research.
• Self-Motivated: College and university people learn because they want to be better faculty or staff members. They seldom learn in response to mandate or reward.