

15th Annual Conference on eLearning
Sharing Best Practices



2020 MCO eLearning Conference Program

<http://www.masscollegesonline.org/>

Conference Program

[8am-8:50am Virtual Vendor Table](#)

[9:00am-9:50am Welcome and Keynote](#)

[10:00am-10:50am Breakout & Vendor Sessions](#)

[11:00am-11:50am Breakout & Vendor Sessions](#)

[12:00am-12:50pm Breakout & Vendor Sessions](#)

[1:00pm-1:30pm Virtual Vendor Tables](#)

Presentation Descriptions - [Click here](#)

Conference Vendors

- Blackboard: Platinum Sponsor- Table 1
- D2L: Gold Sponsor- Table 2
- Kaltura: Silver Sponsor- Table 3
- Visible Body: Bronze Sponsor-Table 4
- Thinking Storm: Bronze Sponsor- Table 5

Win an iPad!

Visit 4 out of the 5 vendors for a chat or attend their presentation for a chance to win an iPad.

Technical Assistance Provided by Blackboard - Platinum Sponsor

Contact Monica L. Hill, Global Client Experience, monica.hill@blackboard.com Mobile: 240-270-2545

Captioning will be Provided in Real Time. Recordings Available 4 hours Later.

Program Assistance: Kevin Marafuga, marafugakevin@gmail.com

8:00am-8:50am	Virtual Vendor Tables - Visit the vendors in their Collaborate rooms to chat or for a presentation				
<p>Vendor Table 1: Blackboard Platinum Sponsor</p> <p><i>“Preparing for a post COVID world using Blackboard Academy” (LMS Agnostic)</i></p> <p>Speaker: Angela Robbins, Content Development Manager</p> <p>Join Session</p>	<p>Vendor Table 2: D2L Gold Sponsor</p> <p><i>Chat with Vendor - Greg Sixt, Account Executive</i></p> <p>Join Session</p>	<p>Vendor Table 3: Kaltura Silver Sponsor</p> <p><i>“Video Technologies for Education”</i></p> <p>Speaker: Donna Jones, Senior Solutions Engineer; Kristen Sparrow, Professor of Computer Science, Northern Essex CC</p> <p>Join Session</p>	<p>Vendor Table 4: Visible Body Bronze Sponsor</p> <p><i>No session</i></p>	<p>Vendor Table 5: Thinking Storm Bronze Sponsor</p> <p><i>Chat with Vendor - Adam Ruma, Account Manager</i></p> <p>Join Session</p>	
9:00am-9:50am	<p>Welcome Contributor of Distinction Award-Charlie O’Donnell Speakers Lynn Zayac and William Hart Keynote Address by Allison Posey of CAST Host-Bernadette Sibuma http://masscollegesonline.org/conference/keynote/</p> <p>MCO Liaison Session Facilitator: Steve Courchesne and Bernadette Sibuma</p> <p>Join Session</p>				

<p>10:00am-10:50am</p>	<p>Breakout Session 1</p> <p><i>A Different Approach: Designing Your Online Course Site</i> Eric LePage</p> <p>MCO Liaison Session Facilitator: Brendan Harvey</p> <p>Join Session</p>	<p>Breakout Session 2</p> <p><i>Roleplaying Gamification Module to Enhance Deeper Learning in an Accelerated Online Management Theory Course</i> Audrey Pereira</p> <p>MCO Liaison Session Facilitator: Maureen Giacobbe</p> <p>Join Session</p>	<p>Breakout Session 3</p> <p><i>Secret Sauce of Online Success: Three Ingredients to Try Now</i> Dianne McDermott Cerasuolo</p> <p>MCO Liaison Session Facilitator: Steve Courchesne</p> <p>Join Session</p>	<p>Breakout Session 4</p> <p><i>Bb Ambassadors – Student Leaders Supporting Online Students!</i> Noreen McGinness Olson, Beth Kelley, Uyen Mai & Sarah Ellis</p> <p>MCO Liaison Session Facilitator: Nicole Chelonis</p> <p>Join Session</p>
<p>Vendor Table 1 - Blackboard Platinum Sponsor</p> <p><i>“Enabling Blackboard Ultra Base Navigation (UBN)”</i></p> <p>Speakers: Brad Katz, Solutions Engineer; Lisa Andion, Ed.D. Sr. Solutions Engineer</p> <p>Join Session</p>	<p>Vendor Table 2 - “D2L” Gold Sponsor</p> <p><i>“D2L” Brightspace LMS; New tools for saving faculty time, and driving online student engagement”</i></p> <p>Speaker: Joanna Niewiadomska, Solutions Engineer; Sean De Caire, Senior Account Executive; Greg Sixt, Account Executive</p> <p>Join Session</p>	<p>Vendor Table 3 - Kaltura Silver Sponsor</p> <p><i>“The Future of Video in Education”</i></p> <p>Speaker: Jeff Rubenstein, Vice President of Product Strategy,</p> <p>Join Session</p>	<p>Vendor Table 4 - Visible Body Bronze Sponsor</p> <p><i>No session</i></p>	<p>Vendor Table 5 - Thinking Storm Bronze Sponsor</p> <p><i>“Westfield State University and ThinkingStorm: Researching and Selecting an Online Tutoring Provider”</i></p> <p>Speakers: Lynn Zayac, Director, Center for Instructional Technology, Westfield State; Sean Hurley, Director of Academic Operations,</p> <p>Join Session</p>

<p>11:00am-11:50am</p>	<p>Breakout Session 1</p> <p><i>More Adventures In Open Pedagogy</i> Lance Eaton</p> <p>MCO Liaison Session Facilitator: Melba Acevedo</p> <p>Join Session</p>	<p>Breakout Session 2</p> <p><i>How We Ramped Up Support to Face COVID 19</i> Stacy Cohen, Gordon Hall, Steve Courchesne, Robin Robinson</p> <p>MCO Liaison Session Facilitator: Steve Courchesne</p> <p>Join Session</p>	<p>Breakout Session 3</p> <p><i>Effective Principles for Syllabus Design</i> Daniela Loghin, Roxanne McCorry</p> <p>MCO Liaison Session Facilitator: Roxanne McCorry</p> <p>Join Session</p>	<p>Breakout Session 4</p> <p><i>Equity-Based Approaches to Digital Learning</i> Danielle Leek</p> <p>MCO Liaison Session Facilitator: Andrea Milligan</p> <p>Join Session</p>
<p>Vendor Table 1 - Blackboard Platinum Sponsor</p> <p><i>“Preparing for a post COVID world using Data and Analytics” (LMS Agnostic)</i></p> <p>Speaker: Phil Adams, Platform Solution Engineer- Analytics; Jason Smith, Executive Director, Enrollment</p> <p>Join Session</p>	<p>Vendor Table 2 - “D2L” Gold Sponsor</p> <p><i>“A deep-dive into LMS Analytics and Reporting Capabilities”</i></p> <p>Speaker: Joanna Niewiadomska, Solutions Engineer; Sean De Caire, Senior Account Executive; Greg Sixt, Account Executive</p> <p>Join Session</p>	<p>Vendor Table 3 - Kaltura Silver Sponsor</p> <p><i>“Open Session Q&A”</i> CT Nguyen, Regional Sales Executive, Kaltura</p> <p>Join Session</p>	<p>Vendor Table 4 - Visible Body Bronze Sponsor</p> <p><i>“Using Interactive Virtual Anatomy to Improve Student Performance”</i></p> <p>Speaker: Krystlynn Fusaro, Account Manager</p> <p>Join Session</p>	<p>Vendor Table 5 - Thinking Storm Bronze Sponsor</p> <p><i>“ThinkingStorm's Massachusetts Partnerships and Q&A Session”</i></p> <p>Speaker: Sean Hurley, Director of Academic Operations, Adam Ruma, Account Manager;</p> <p>Join Session</p>

<p>12:00pm-12:50pm</p>	<p>Breakout Session 1</p> <p><i>"Introduction to Community Planning"</i> <i>Transitioning from a 15-Week Semester Course to a 2-week Winter Online Course</i> Alina Gross</p> <p>MCO Liaison Session Facilitator: Gail Rankin</p> <p>Join Session</p>	<p>Breakout Session 2</p> <p><i>Going Online in a Hurry with Zoom</i> Rober Chatt</p> <p>MCO Liaison Session Facilitator: Kyle Kraus</p> <p>Join Session</p>	<p>Breakout Session 3</p> <p><i>Collaboration for Student Success Using eTutoring</i> Nancy Thompson, Noreen McGinness Olson</p> <p>MCO Liaison Session Facilitator: Stacey Osborn</p> <p>Join Session</p>	<p>Breakout Session 4</p> <p><i>Building Online Presence, (A)synchronously</i> Gerol Petruzella</p> <p>MCO Liaison Session Facilitator: Danielle Leek</p> <p>Join Session</p>
<p>Vendor Table 1 - Blackboard Platinum Sponsor</p> <p><i>"Supporting first-generation student learning: Scaffolding in the Online Environment" (LMS Agnostic)</i></p> <p>Speaker: Lisa Andion, Ed.D., Sr. Solutions Engineer</p> <p>Join Session</p>	<p>Vendor Table 2 - "D2L" Gold Sponsor</p> <p><i>Chat with Vendor</i></p> <p>Speaker: Greg Sixt, Account Executive</p> <p>Join Session</p>	<p>Vendor Table 3 - Kaltura Silver Sponsor</p> <p><i>"Open Session Q&A"</i></p> <p>Speaker: CT Nguyen, Regional Sales Executive, Kaltura</p> <p>Join Session</p>	<p>Vendor Table 4 - Visible Body Bronze Sponsor</p> <p><i>Chat with Vendor</i></p> <p>Speaker: Krystyllynn Fusaro, Account Manager</p> <p>Join Session</p>	<p>Vendor Table 5 - ThinkingStorm Bronze Sponsor</p> <p><i>"ThinkingStorm Online Tutoring Live Demonstration"</i></p> <p>Speaker: Adam Ruma, Account Manager</p> <p>Join Session</p>

1:00pm-1:30pm	Virtual Vendor Tables - Visit the vendors in their Collaborate rooms to chat or for a presentation				
Vendor Table 1 - Blackboard Platinum Sponsor Q&A Join Session	Vendor Table 2 - Desire to Learn Gold Sponsor Q&A Join Session	Vendor Table 3 - Kaltura Silver Sponsor Q&A Join Session	Vendor Table 4 - Visible Body Bronze Sponsor Q&A Join Session	Vendor Table 5 - Thinking Storm Bronze Sponsor Q&A Join Session	
1:30pm-2:15pm	Keynote Address Repeat by Alison Posey of CAST Info about Alison Posey of CAST To view a Recording of Allison's Presentation, Click Here				

Breakout Session Descriptions

8:00am-8:50am

Vendor Table Session 1

Preparing for a Post COVID World using Data and Analytics

This session will talk about the phases that Higher Education has gone through since March. We will highlight why it's important to measure KPI's to understand how your school is performing, who's using what, how often, and is it working.

Mike Katz, Platform Executive-Analytics
Blackboard Learning Management

Vendor Table Session 2

Creating Interactivity with Video

CT Nguyen, Kultura Account Manager

10:00am-10:50am

Breakout Session 1

A Different Approach: Designing Your Online Course Site

How you choose to design your online course site can have a significant impact on the success of your students. I've been teaching online since 2007, but it wasn't until I went through the Quality Matters and Online Learning Consortium certification programs that I truly discovered how impactful good quality design can be! In this presentation, I will share my current course design strategies in Blackboard, how I manage the site each week, and how I develop a sense of community with my students. Even if you're not a Blackboard user, expect to come away with design and management strategies that you can incorporate into your own online course sites.

Eric LePage, Executive Director - Teaching & Technology Center
Bridgewater State University

Breakout Session 2

Roleplaying Gamification Module to Enhance Deeper Learning in an Accelerated Online Management Theory Course

An empirically successful approach that includes deeper learning principles (DLPs) in online curricula is through game-based learning (GBL), which can facilitate cognitive rehearsal (CR). A project to develop and test an online gamified roleplaying module to facilitate CR in business students was undertaken. Data from 108 students were evaluated, where nearly half the students used the module. Major themes suggest that the online roleplaying GBL module led to students undergoing CR and problem-solving, which is evidence of DLPs. In terms of learning objectives, between 87% and 90% of students reported the module helped them learn the lesson content.

Audrey Pereira, Associate Professor
Fitchburg State University

Breakout Session 3

Secret Sauce of Online Success: Three Ingredients to Try Now

Online courses suffer from a higher than average dropout and failure rate. Without the learned habits of in-class work and in-person faculty reminders, students prone to procrastinate do so even more in an online class. The lack of instructor presence and classroom community can lead to student isolation, frustration, and confusion. All of this is compounded by a reticence to ask questions, outreach to the instructor, instructor response time, and course design confusion becomes a recipe for failure. This presentation and discussion will look at some of the reasons students fail and three proven methods that have improved completion and success results.

Dianne McDermott Cerasuolo, Assistant Professor
North Shore Community College

Breakout Session 4

Bb Ambassadors – Student Leaders Supporting Online Students!

Do your online students struggle with understanding course expectations and navigating Blackboard? Learn about an innovative solution that utilizes trained academic support student employees, Bb Ambassadors, to support online students in the first four weeks of the semester. Bb Ambassadors assist students in: locating and submitting assignments, posting to a discussion board, communicating with professors, time management and study strategies, and much more. Bb Ambassadors create a comfortable online environment for students to ask questions. Please join us and learn what faculty and students are saying about this new successful program!

Noreen McGinness Olson, Director, Academic Support Programs

Beth Kelley, SI and Science Learning Specialist
Uyen Mai, Bb Ambassador
Middlesex Community College

Vendor Breakout Session 1

Enabling Blackboard Ultra Base Navigation (UBN)

Blackboard experts will walk through all of the UBN benefits, and share communication best practices for when your school updates your Blackboard platform.

Brad Katz, Solutions Engineer and Lisa Andion, Ed.D. Sr. Solutions Engineer, Blackboard

Vendor Breakout Session 2

The Future of Video in Education

Jeff Rubenstein, Vice President of Product Strategy, Kultura

11:00am-11:50am

Breakout Session 1

More Adventures In Open Pedagogy

The presentation will provide a glimpse at different ways open pedagogy has been used in an online course to facilitate more meaningful engagement among students as well as opportunities for students to take control of their learning. The presentation will cover what was done but also how others can build open pedagogical practices into their online courses.

Lance Eaton, Part Time Faculty
North Shore Community College

Breakout Session 2

How We Ramped Up Support to Face COVID 19

When the Dean walks into your office on a Tuesday and asks if on Thursday you can train the faculty to teach remotely, how do you respond? Framingham State University's Education Technology Office (ETO) shares how we defined what needed to be covered and how we distributed the training to faculty, students, and staff during the COVID 19 crisis. The interactive session will include what we learned from delivering training under pressure and how the office is transitioning our training from emergency remote learning to thoughtfully designed online learning for the summer.

Steve Courchesne, Instructional Designer
Robin Robinson, Director of Instructional Technology and eLearning
Stacy Cohen, Instructional Technologist
Gordon Hall, Education Technology Systems Administrator
Framingham State University

Breakout Session 3

Effective Principles for Syllabus Design

In the process of reviewing multiple courses, we have realized that many syllabi are taken for granted from one semester to another. Instructors forget to reflect on how their syllabus could be designed more effectively just by following some simple but effective Instructional Design rules: clarity in the expectations, the overall structure of the course, as few assumptions as possible, UDL principles, and visually appealing and engaging. What makes a well-designed syllabus? How to design one better? We will find out by providing examples of high impact syllabi. Then we will compare and contrast them with other syllabi and go through a makeover process, in a hands-on style workshop.

Daniela Loghin, Instructional Designer
Roxanne McCorry, Director of Academic Technology and Online Learning
Middlesex Community College

Breakout Session 4

Equity-Based Approaches to Digital Learning

Join this session to learn about the growing body of work that offers approaches to building and teaching online courses that are equity-centered in their design and practice. We explore the Peralta Equity Framework for online courses, and dive into a number of other strategies instructors and instructional designers can use to engage all students in digital learning.

Danielle Leek, Director of Academic Innovation and Distance Education
Bunker Hill Community College

Vendor Breakout Session 1

12:00pm-12:50pm

Breakout Session 1

"Introduction to Community Planning" Transitioning from a 15-Week Semester Course to a 2-week Winter Online Course

Intro to Community Planning is offered through WSU's Dept. of Geography, Planning, & Sustainability (GPS), and addresses topics such as environmental planning, transportation, economic development, public participation, historic preservation, and urban design. Taught in an in-person standard-semester format, the course has included a final presentation on a planning issue facing the student's hometown or a location of their choice. This course was offered in a two-week online format over Winter 2020. This session will address the compressing of this course into the two-week online format, as well as the evolution of the final project from an in-class presentation to a screencast.

Alina Gross, Assistant Professor of Geography, Planning, and Sustainability
Westfield State University

Breakout Session 2

Going Online in a Hurry with Zoom

This presentation reviews techniques discovered during the mid-semester shift from in-class to online, and has two pieces. The first portion of the presentation details the integration of Zoom into the classroom environment as a tool for simulating face-to-face encounters from a remote setting – specifically, how Zoom can be used to deliver content, engage students, and assess understanding. The second part deals with the dissemination of this material to other faculty, and draws on the presenter's experiences as Zoom Faculty Champion at WSU. The goal is to provide attendees with a better understanding of Zoom's capabilities, and help them develop the means for sharing this knowledge.

Robert Chatt, Assistant Professor of Finance
Westfield State University

Breakout Session 3

Collaboration for Student Success Using eTutoring

eTutoring is here and strong! The Northeast eTutoring Consortium's (NeTC) first year with the State Board of Community and Technical Colleges (SBCTC) has been a resounding success. eTutoring, which provides 24/7 synchronous and asynchronous tutoring services in a range of subjects, has adopted student-centered changes to the platform, including full accessibility using Zoom for live tutoring. The workshop will demonstrate the interface and highlight collaboration among tutors and between tutors and students, collaboration among member schools to provide support to students, and collaboration among consortia and the SBCTC to enhance the platform to engage students and support their success.

Nancy Thompson, Coordinator, Northeast eTutoring Consortium
Noreen McGinness Olson, Director, Academic Support Programs
Middlesex Community College

Breakout Session 4

Building Online Presence, (A)synchronously

Our social and instructional presence play crucial roles in maintaining a strong learning community. This session identifies, and demonstrates, techniques and considerations for building instructors' online presence, in both synchronous and asynchronous environments.

Gerol Petruzella, Director of Academic Technology
Massachusetts College of Liberal Arts