CareerPLUS+

Developing the Micro Course

Introduction

CareerPLUS Subject Matter Experts (SMEs) work with instructional designers at Helix Education to develop outcomes, resources, activities, and quiz questions for CareerPLUS micro courses. SMEs are not responsible for putting micro course content into Moodle. SMEs may choose to facilitate a micro course after the micro course design process is complete, but this is not a requirement. The information below is provided to SMEs preparing to develop a CareerPLUS micro course at Clarke University.

SME Network Meetings

All past, current, and future SMEs are welcome to join the SME Network meetings organized approximately twice per month by the Institute of Professional Excellence to bounce ideas off of each other, share challenges they are facing in the micro course build process, brainstorm ideas, ask questions, and more. Prospective or interested SMEs are welcome to join even before they officially start the micro course build process. You can request an invite to these SME Network meetings by emailing careerplus@clarke.edu.

Audience for Micro Courses

The audience for CareerPLUS micro courses will likely be working professionals (including but not limited to managers/supervisors) who have a basic understanding of the micro course topic but who want to engage more deeply with the micro course content in a way that is relevant to their career and/or workplace. The micro course audience will likely be composed of professionals who come from a wide variety of educational backgrounds; some may have no education beyond high school while some may have a post-secondary degree(s). While the audience of some micro courses may need to be very specific, it is important for most micro courses to be appealing to a wide variety of professionals across various sectors, if possible. In some cases, it may be helpful if SMEs can identify one or more industry sectors (i.e. retail, criminal justice, banking, social services) or position types (i.e. data analysts, non-profit employees, managers) that would be interested in the type of micro course being developed. In other cases, a micro course may not be limited to any particular set of industry sectors or position types but rather applicable to any working professional.

Subject Matter Experts (SMEs) are welcome to develop their own additional parameters for the audience of their micro course(s) as needed. For example, SMEs may wish to specify in their micro course description that the micro course is best suited for professionals who bring x, y, and z experience and want to gain skills in a, b, and c.

Tracking Your Time

SMEs are encouraged to track the amount of time they are spending on their micro course build(s). Toggl (https://toggl.com/) is a free online tool that can help you easily track your time. However, if SMEs prefer to use Word, Excel, or other tool to track their time, that is fine. In these early micro course builds, the Institute for Professional Excellence would like to know how

much time each SME is spending on developing their course, to give a more accurate expectation of the time commitment required for future SMEs.

Transitions: Getting from Point A to B in the Micro Course

The recommended method for transitioning between content in the micro course units is narrative text. Video should not be used for transitions less than 1 -2 minutes; however, video can be used when it is focused on key concepts (at least 1-2 minutes in length). It is preferable to use narrative text when making brief transitions between micro course content. One reason for steering away from video as a tool for making brief transitions between content is that in the future, it is likely that facilitators will not be the same person as the SMEs, and if there are a lot of brief 20-30 second videos featuring the SME, it might cause confusion to the learner. Longer videos featuring the SME covering key course concepts are certainly acceptable for the SME to create; these types of concept-based videos would likely be less confusing to the learner because they would be seen more as course content/resource videos rather than a personal "guide" for the course. We do want to hold true to providing a "personalized" Clarke experience in these micro courses, which can be accomplished through the concept-based videos (if the SME chooses to do create these) and/or through the interaction with the facilitator in the discussion forums and Week 4 conference call.

Use of Video/Narrated Power Point (Optional)

Closed Captioning Requirement

All video and narrated power points must be close captioned for accessibility. Further instructions are included in the Technology Guide.

Media Tools

Media tools available to SMEs and/or facilitators include:
- **Microsoft Teams/Videos:** Microsoft Teams is the preferred tool for SMEs/facilitators to create videos so that closed captioning process is relatively automated (through Stream). Click here to view a training video on how to use Teams/Stream to make a closed-captioned video.
  - Note: Make sure to use the "blur background" function (or change your background to a professional setting) when making the video.
- **Voice Thread/Narrated Power Points**
  - o Voice Thread is a tool in Moodle that can be used to create a narrated power point.
  - o Please use the power point template created by Marketing. You may download this power point template here.
  - o Closed captioning is not automated in Narrated Power Point, so the Voice Thread video would need to be exported and uploaded into YouTube to add closed captioning before embedding the voice thread link back in the Moodle course. Instructions are available in the Technology Guide.

Timeline for Developing SME-Created Video/Narrated Power Point

It is preferable to wait on developing any SME video content until the end of the 25-day design cycle with Helix.

Sandbox Site

If SMEs need to have a sandbox Moodle site set up to create or post videos or narrated power points, please contact pat.maddux@clarke.edu. Any questions about the use of video or any other Moodle tools can be directed to pat.maddux@clarke.edu.

Use of Images (Optional)

The use of images in micro courses is optional.

Accessibility of Images

Any images used in the micro course must include a description for accessibility purposes.

Use of Images in Quizzes/Assessments

If possible, SMEs should avoid using images in micro course quizzes/assessments, as it may be difficult for learners to access the image/description when embedded in the Moodle assessment tool.

SME Bios and Headshots

Subject Matter Experts (SMEs) are required to submit to the Director of the Institute for Professional Excellence their bio and professional headshot to include on the registration portal as well as in Moodle. The bio is currently being collected via the SME Interest Form and the Institute Director will reach out to Clarke's Marketing Department to get the head shots for SMEs who are currently Clarke employees. The Director will email non-Clarke SMEs to request a headshot.

The bio should include (but is not limited to) the following:
- Your education credentials/university
- Current position
- Past work experience
- **Note:** Please avoid using terms like "for the past five years" – instead, please refer to specific years (i.e. "Since 2019, Dr. So-an-So has been serving as a professor of…")