

CareerPLUS+

Subject Matter Experts (SME) Overview

SME Overview

	Subject Matter Expert (SME)
Role/Purpose	Micro Course Development: The Subject Matter Expert (SME) works with instructional designers at Helix Education to develop Micro Course objectives/outcomes, resources/activities/assessments including rubrics
Cycle Length	75 days (20-25 days for design of Micro Course, plus review/feedback)
Time Commitment (Hours)	25+ hours (up to 45 hours)
Load (Clarke faculty) or Pay Equivalent	1 credit per Micro Course or \$900
How to Apply	Complete a SME Interest Form
Notes	SME does not need to be the same person who facilitates the Micro Course

Expectations

- Draft the micro course title/description/outcomes/audience and think about how content will be broken into 3-5 units. Please note that you will work in collaboration with the Director of the Institute for Professional Excellence to finalize the micro course title and description which will be used to promote the micro course to the public.
- Ensure that micro course content is oriented toward a workforce audience (in collaboration with Helix & Director of the Institute for Professional Excellence)
- Submit the Micro Course Proposal Form prior to the deadline to the Director of the Institute for Professional Excellence
- Draft unit outcomes & overview for each unit in the micro course
- Gather resources to use as content
 - Consider: How will you present your own content? Others' content? (For example: Video? Narrative text? Narrated Power Point?)
 - Ensure that all videos are closed captioned (in collaboration with Helix)

- Consider: How much time each piece of content might take for learner to go through
- Always be asking yourself: How does this content connect to the workforce? What problem in the workforce does your content address?
- Create narrative text to transition between content in the micro courses
- Draft discussion prompts and assessment questions for unit quizzes
- Draft general guiding framework (or suggestions/options) for Week 4 conference call
- Review and approve edited micro course content guide prior to Helix building the micro course content in Moodle
- Review and approve the micro course agenda (i.e. an abbreviated “syllabus” for the micro course), which is put together by Helix
- Review and approve master shell in Moodle, which will be built by Helix
- Optional: Create welcome video and/or transitional videos
- SMEs are required to submit to the Director of the Institute for Professional Excellence their bio and headshot to include on the registration portal as well as in Moodle.

Qualifications

- Master’s or Ph.D degree in the relevant skills area
- Five or more years’ experience working or teaching in the field preferred
- University teaching experience preferred
- Commitment to the Clarke University and Institute missions

Time Commitment per Micro Course

	Cycle Length	Time Commitment
Total	75 days	25+ hours (up to 45 hours)
Orientation with Helix	5 days	<1 hour
Course Development/Weekly Meetings with Helix Education	20-25 days	4-8 hours/week (20-40 hours total)
Review of Micro Course Content Guide	5 days	<2 hours
Feedback on Draft Micro Course Agenda	3 days	<1 hour
Review of Master Shell in Moodle	5 days	<2 hours

Helix Roles & Responsibilities

Helix Education has been contracted by Clarke University to provide instructional design support for the initial CareerPLUS micro courses. Listed below are Helix’s roles and responsibilities in the micro course design process:

- Provide virtual SME orientation
 - Give overview of Micro Course Content Guide template, timeline, etc.
- Host individual meetings 1-2 times per week with each SME during the 25-day micro course development phase
 - Keep project on track (barometer on SMEs progress)
 - Clarify unit/micro course learning outcomes

- Provide feedback on SME's content/resources/assessment questions/discussion prompts
- Provide guidance on "guiding framework" for micro courses (i.e. answer SME questions during the course development process regarding micro course structure and parameters)
- Ensure that micro course content is oriented toward a workforce audience (in collaboration with SME & Director of the Institute for Professional Excellence)
- Assist SME in finding open access resources (upon request from SME)
- Answer SME questions related to copyright and accessibility of resources
- Complete "Time on Task" analysis (ensure that time learner will spend engaged with micro course content will be approximately 15 hours)
- Edit micro course content guide
- Create micro course agenda (i.e. "syllabus") based on SME's content
- Put all micro course content into a master shell in Moodle
- Share built master shell with SME and Institute Director via a hand-off and/or walkthrough

Frequently Asked Questions

- **How is a Micro Course different from a "typical" Clarke course?**
 - There are no graded assignments (auto-graded final assessment only), no deadlines (except for final assessment), and students progress through the micro course at their own pace.
 - Micro course content must be designed with a professional, working adult in mind who can apply content to their workplaces (i.e. micro courses are not traditional, undergraduate courses broken into smaller segments)
- **How do I become a SME?**
 - Please complete the [SME Interest Form](#). If you are not currently employed by Clarke, please email your resume/CV to institute@clarke.edu.
- **Can I be a SME if I do not currently work at Clarke University?**
 - Yes. Please complete the SME Interest Form.
- **What is the process for aligning Micro Courses to the outcomes of specific Clarke courses or Compass courses?**
 - SMEs will work with Helix Education and the Director for the Institute of Professional Excellence to align micro courses to the outcomes of specific Clarke courses or Compass outcomes using a "backward design" process (i.e. starting the micro course design process with the Compass or Clarke course outcomes in mind).
- **Will textbooks be used in a Micro Course?**
 - No. However, open access online educational resources will be available in the micro course content
- **Will I have to build my own course in Moodle?**
 - No. Clarke's partnership with Helix Education gives SMEs the ability to be the subject matter expert and work with a team of instructional designers who are experts in building material in Moodle. The team at Helix Education will build the course material in Moodle based on the content guide prepared in collaboration between the SME and Helix Education.

- **Will these Micro Courses compete with the credit-bearing courses I teach at Clarke?**
 - No. These micro courses are geared toward working professionals.
- **How many Micro Courses are equivalent to a 3-credit course?**
 - Typically 3-4 micro courses are equivalent to a 3-credit course. (If the student decides to become a degree-seeking student, they are able to PLA the micro courses for credit.)
- **How do I make my micro course content relevant to the workforce?**
 - Relevance to the workplace is a crucial component of the micro course, so if SMEs have questions about how they might accomplish orienting their content to adult working professionals, they are encouraged to do some informal reading/google research on their topic to get ideas for how to structure/outline their micro course, and/or talk to friends or family who work outside of higher ed about what specific topics might be of most interest to them that tie to the topic of your micro course. SMEs might also choose to seek out some free webinars or look at sample online courses on their topic to help in the brainstorming process. You may also contact the Director of the Institute for Professional Excellence if you would like to request to be connected with a Clarke alum or local business leader who might be able to give you some ideas on how to connect your micro course content to an adult professional audience.
- **Do I need to do any work before the orientation with Helix?**
 - Yes; it is important for SMEs to have a good outline for the course and an audience in mind before they actually start the course build process, so that the build process can be used to actually build the course and not spending time trying to figure out the identity of the course. Therefore, the Institute for Professional Excellence (IPEX) director will reach out to you approximately 4 weeks prior to the start of your build cycle to discuss your micro course topic/outline/audience, to ensure that your micro course topic does not overlap too much with other micro courses being offered and to come up with a tentative title/description for your micro course. After consultation with the IPEX director, you will need to submit your Micro Course Proposal Form prior to the build deadline.
- **Do SMEs who build multiple micro courses with Helix need to participate in the Helix orientation for each build round?**
 - Repeat SMEs can use the Helix Orientation (after their initial course build) to briefly go over the timeline and project management pieces in the first development meeting and then jump right into design work.

How to Apply

Please complete the [SME Interest Form](#). If you are not currently employed by Clarke, please email your resume/CV to institute@clarke.edu and submit copies of your official transcript of highest degree to:

Clarke University
Academic Affairs Office
MS1751
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