

TITLE OF THE PAPER

# **Pedagogical Strategies in Rapid e-Learning: The Case of the University of the East (UE) Graduate School Blended Learning**

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# INTRODUCTION

As early as in 2004, the author has proposed the establishment of online education in the University of the East (UE). Chairman P. O. Domingo accepted the proposal and the author was contracted to do the job. The author conducted seminar-workshops in online teaching and learning for a selected group of faculty members in the undergraduate colleges and graduate school. To put into practice what was learned in these workshops, the author developed a Virtual Learning Environment (VLES) for the faculty-trainees to implement their online teaching. One of the successful trainees in these workshops is Dr. Leila R. Gano who at present is a faculty member of the UE Graduate School. She successfully presented a paper in an educational conference in the United States wherein she demonstrated online teaching using the VLES developed by the author.

# INTRODUCTION

Due to some unfortunate misunderstandings among the UE top management of that time, the project was aborted. Practically seven (7) years have passed and UE has let the opportunity to be abreast with innovation in education slipped away. Currently, UE is trying to gain back the opportunity lost. There are now urgent moves that are being taken to put UE abreast with online education. These moves are being spearheaded by the UE Graduate School (UEGS).

# TRADITIONAL CURRICULUM DEVELOPMENT STAGES

**The stages in the traditional curriculum development in accordance with the Taba (1962) model are the following:**

- 1. Define target students and their needs**
- 2. Identify instructional objectives**
- 3. Select the scope of subject content**
- 4. Organize sequence and structure**
- 5. Select presentation methods and media**
- 6. Design assessment activities**
- 7. Implement formative evaluation**

# COMMON PRACTICE IN ONLINE CURRICULUM DEVELOPMENT

The common practice in online curriculum development does not deviate much from the traditional one. Due to incorporation of technology, deviations are inevitable in the stages 5, 6, and 7. It is in these stages where the ordinary traditional classroom teachers are confronted with challenges in the utilization of technology.

- 1.The Challenge in the selection of presentation methods and media**
- 2.The Challenge in designing assessment activities**
- 3.The Challenge in implementing formative evaluation**
- 4.Other Challenges**

# PROPOSED STRATEGY TO ADDRESS CHALLENGES IN ONLINE CURRICULUM DEVELOPMENT

The traditional teachers in the Philippines are generally not tech-savvy. Most of them have not gone beyond using office productivity software. However, most of them are now communicating using email. Having the foregoing in mind, the author has suggested the Rapid e-Learning strategy.

## **What is Rapid e-Learning?**

Building of e-learning courses in a quick (or rapid) manner is commonly referred to as Rapid e-Learning. The e-learning courses are those that incorporate technology in their presentation and delivery.

# PROPOSED STRATEGY TO ADDRESS CHALLENGES IN ONLINE CURRICULUM DEVELOPMENT

With a plethora of user-friendly educational technology tools nowadays, e-learning materials can be produced even by just the teachers themselves. There will be practically minimal need for the services of the IT personnel. Technology tools needed in the production of e-learning materials include the following:

1. Office productivity software (e.g. MS Office, OpenOffice, etc.)
2. e-Books (e.g. Adobe PDF, DeskTopAuthor, etc.)
3. Graphics software (e.g. Adobe Photoshop, GIMP, Picasa, etc.)
4. Multimedia Authoring software (e.g. CAMSTUDIO, DeskTopAuthor, etc.)
5. Computer-based Exam software (e.g. TCExam, DeskTopAuthor, etc.)

# PROPOSED UE GRADUATE SCHOOL RAPID e-LEARNING

The Rapid e-Learning strategy proposed to the UE Graduate School meets the following typical challenges in rapid e-learning. Creating rapid e-learning is not an easy task. The typical challenges include the following:

1. Ensuring a look and feel that is consistent with traditional e-learning
2. Using good and effective instructional design principles in a short time frame
3. Integrating with the chosen Learning Management System
4. Integrating the programming and HTML
5. Providing advanced features such as links, tests, and glossary
6. Meeting schedules without compromising on quality or learning effectiveness



# PROPOSED UE GRADUATE SCHOOL RAPID e-LEARNING

The challenges faced by the UE Graduate School while implementing rapid e-learning are:

- 1.Tools: UEGS has no rapid e-learning tool
- 2.Resource: UEGS has no Instructional Designers
- 3.Deadline: UEGS has to deliver courses online starting SY 2012-2013
- 4.Quality: UEGS has to adhere to quality standards despite the stringent deadline
- 5.Budget: UEGS has almost no budget for e-learning

In short, UEGS has the challenge of rolling out an output that would match or surpass the output of a traditional e-learning course at a very small fraction of the school budget and with minimal resources.

# PROPOSED UE GRADUATE SCHOOL RAPID e-LEARNING

The UEGS should adopt different strategies to meet the foregoing challenges. These are reflected in the following suggested actions to be taken:

1. Focus on design
2. Content categorization
3. Tool used
4. Parallel processing

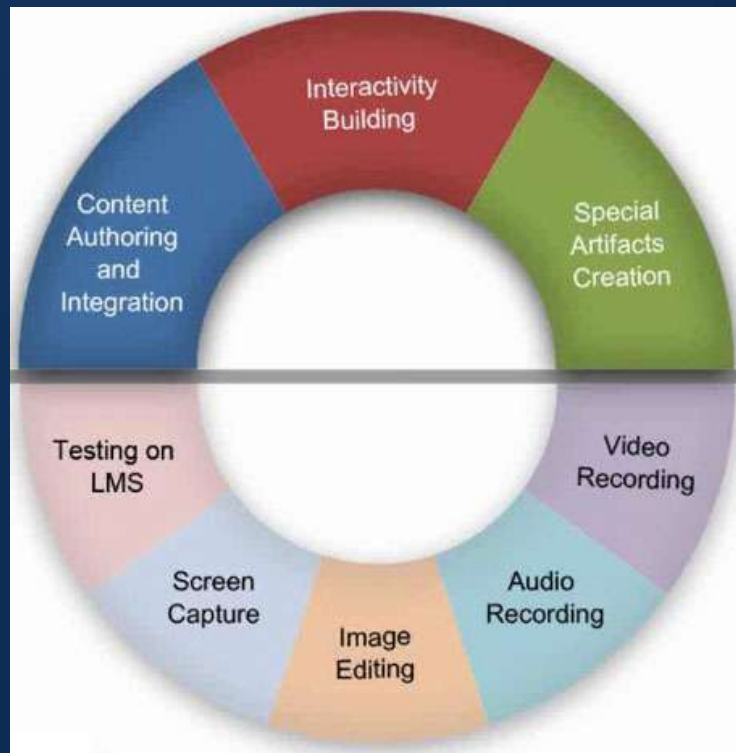
# PROPOSED UE GRADUATE SCHOOL RAPID e-LEARNING

The types of development tools currently used for e-learning course creation are:

1. Rapid development tools
2. PowerPoint to e-Learning conversion tools
3. Custom Flash development
4. Custom HTML development
5. Office productivity software such as MS Office or Open Office

# THE e-LEARNING COURSE DESIGN PROCESS

The design process and tools used are depicted in the following figures:



# THE e-LEARNING COURSE DESIGN PROCESS

The software used corresponding to the design process are the following:(Whenever possible and because of budgetary constraints, the freeware or open source software are chosen first):

PROCESS	ACTIVITIES	TOOLS CATEGORIES	TOOLS	SOFTWARE
*Content Authoring and Integration *Interactivity Building *Special Artifacts Creation	*Testing on LMS *Screen Capture *Image Editing *Audio Recording *Video Recording	*Authoring Tools *Interactivity Tools *Specialty Tools	*LMS *Screen Capture Tools *Image Editing Tools *Audio Recording Tools *Video Recording Tools	*AERVLES *OfficeProductivity *DeskTopAuthor *CutePDFWriter *FlashSlideshowMaker *Adobe Photoshop *GIMP *Picasa *Screen Shot Captor *Camtasia *Audacity *Microsoft Windows Movie Maker *Xerte Rapid e-Learning Suite *eXe



# CONCLUSION

Online course materials development poses a big challenge to traditional teachers like those at the UE Graduate School. However, their rich experience in the traditional classroom teaching makes them well-prepared for embarking into online course delivery. Surely, incorporation of technology in the course delivery is one big challenge. With the leaps and bounce in the advances of technology, the challenge is minimized. One case in point is the course development strategy using Rapid e-Learning. Adoption of this strategy will guarantee the success of implementing Blended Learning in the UE Graduate School.

EXIT

***THANK YOU!***

