

## IST @ IUB

To: Graduate Studies Committee  
School of Education

From: Elizabeth Boling, Chair  
Instructional Systems Technology

Date: 25 August 2007

Re: Proposal to convert SoE IST Certificate Program to IUB Certificate

For the past two years, IST has enrolled about 50 students in a 15-credit School of Education certificate program. Taking one course at a time, these students complete in 4-5 semesters (including summers), or about 18 months. We have 15 completers to date with more in the pipeline.

The program provides:

- A rigorous and coherent professional development program for classroom teachers and professional instructional designers who need to extend existing knowledge and skills and/or increase their opportunities for promotion
- An entryway to master's level study in instructional design, either residential or distance
- Concurrent study establishing credentials for new or evolving job responsibilities for professionals who already practice instructional design

Demand for the program is strong. We are admitting 6-8 people each session (fall, spring and summer). About a quarter of those who complete go on to apply for the IST Master's program online. We anticipate this program remaining a staple in our offerings.

The perceived value of the program will rise when it appears on IUB transcripts as a certificate. Students who could be supported by employers in their studies, either financially or with release time, will be better able to seek and obtain such support. The same is true for those seeking federal financial aid.

## IST Certificate Program Information

### Goals of the program

The IST Certificate Program is designed to enhance students' skills in instructional design and development and their knowledge of instructional technology. The program is intended to serve those seeking a rigorous extension to their professional skills, or to prepare for a master's program in instructional technology.

The Graduate Certificate in Instructional Systems Technology is NOT a state teaching license nor an endorsement on the teaching license. Completion of the Certificate program does not guarantee admission to the master's program or doctoral program in IST.

### Character of the program

This program is offered via the Web using a range of synchronous and asynchronous tools and pedagogies, including dedicated course websites, Oncourse tools, streaming media, podcasts, Microsoft Connect meetings, and multiple wiki, blog and discussion tools. Students in these courses work on teams, complete hands-on design projects and work with clients in their local areas when coursework prescribes service learning. Course evaluations follow the same process as those in our distance MS and residential MS courses. Courses are reviewed and revised on a regular schedule.

The courses in the program are the same ones offered to our Ms students studying at a distance, and students in the two programs are mixed in every course. The courses in the program are taught almost exclusively by tenure track faculty in the department, and every course in the program is taught by tenure track faculty on a regular basis. Adjunct instructors are recruited primarily from Ph.D. graduates of the IST program.

### Certificate Requirements

A student must complete 5 courses (15 credit hours) to fulfill the requirements of the IST Certificate program, including 4 required courses and 1 elective course.

Required courses for the certificate program:

- R511: [Instructional Technology Foundations](#) (3 credits)
- R521: [Instructional Design & Development](#) (3 credits)
- R561: [Evaluation & Change in the Instructional Design Process](#) (3 credits)

And one of the following production courses (based on prior production experience)

- R541: [Instructional Design & Production Process I](#) (R521 prerequisite or equivalent experience)
- R547: [Computer mediated Learning](#) (R541 prerequisite or equivalent experience)

Elective courses for the certificate program:

Students must complete one elective from the following list:

- R519: [Effective Writing for Instructional Technology](#)
- R547: [Computer Mediated Learning](#) (R541 prerequisite or equivalent experience)
- R626: [Instructional Strategies and Tactics](#) (R521 prerequisite)

Admission Requirements

- Undergraduate degree from an accredited institution with a minimum GPA of 3.0
- Completed online application ([ApplyYourself](#)), which includes transcripts, personal goal statement, and letters of recommendation.
- TOEFL for international or non-native English speakers: minimum 600 for paper test, 250 for computer test
- GRE is not required

## Course descriptions

### **R511: Instructional Technology Foundations I**

Credit hours 3

Catalog description Introduction to the field, theory and profession of instructional technology including definitions of instructional technology, the history of the field, and current trends and issues. Includes participation a colloquium, a series of presentations and discussions devoted to broadening understanding of the instructional technology field and career opportunities.

### **R521: Instructional Design and Development I**

Credit hours 3

Catalog description Introduces the instructional systems development process, from analysis through evaluation and implementation, and includes practice in all phases. Emphasizes design issues such as classification of learning tasks, selection of instructional strategies, and development of prototypes. Students practice the design of effective and appealing instruction based on principles from instructional theory.

### **R541: Instructional Development and Production Process I**

Credit hours 3

Prerequisites R521

Catalog description Given a design plan for a simple interactive product, student teams are introduced to the entire multimedia production process. Emphasizes basic skills in writing, graphic design, interface design, scripting, prototyping, editing, formative evaluation, quality assurance and complementary teamwork. Laboratory use of text, still image, authoring and presentation software.

### **R561: Evaluation and Change in the Instructional Development Process**

Credit hours 3

Program area Instructional Systems Technology

Catalog description Methods and principles for evaluating instructional products during each stage of the instructional systems development process. With regard to change, the course will focus on change theory and principles as they relate to adoption and use of instructional products.

### **R547: Computer-Mediated Learning**

Credit hours 3

Catalog description Intermediate level course on design, development and formative evaluation of computer-mediated learning programs. Instructional design strategies based on research on effective practice are emphasized. Students use software development tools to create and evaluate interactive lessons including questions for assessing learning achievement.

### **R519: Effective Writing for Instructional Technology**

Credit hours 3

Catalog description Emphasis is reader-centered writing in the creation of instructional materials. Additionally, students will develop skills in writing business as well as technical proposals and reports using suitably direct and simple language.

### **R626: Instructional Strategies and Tactics**

Credit hours 3

Prerequisites R521

Catalog description An elaboration on the instructional-strategies portion of R522. Aims to help students develop a deeper understanding of instructional theory and a greater ability to create effective, efficient, and appealing instruction in any content area for any audience and with any medium, including live instruction.

**PROGRAM OF STUDIES FOR CERTIFICATE IN  
INSTRUCTIONAL SYSTEMS TECHNOLOGY  
(15 HOUR PROGRAM)**

Name \_\_\_\_\_ Student ID \_\_\_\_\_  
 Address \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone (\_\_\_\_) \_\_\_\_\_ EMAIL \_\_\_\_\_

**IST CORE COURSES -- 12 HOURS**

- R511 Instructional Technology Foundations I
- R521 Instructional Design & Development
- R541 Instructional Development & Production I  
(or R547 with approval of advisor based on demonstrated media proficiency)
- R561 Evaluation and Change in the ID Process

Sub-total hours

**IST MAJOR ELECTIVE -- 3 HOURS**

- R519 Effective Writing for Instructional Technology
- R547 Computer-Mediated Learning
- R626 Instructional Strategies and Tactics
- R586 Practicum in IST

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Sub-total hours

(15 minimum) TOTAL HOURS

Hours	Semester	Year	Grade
3.0			
3.0			
3.0			
3.0			
=			
Hours	Semester	Year	Grade
3.0			
3.0			
3.0			
1.0 - 3.0			
=			
=			

STUDENT SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_  
 ADVISOR SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_  
 DEPT CHAIR SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_