

# Evaluation of the 2002 Instructional Technology Showcase

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## **Executive Summary**

The CIT Instructional Technology Showcase was held on April 25, 2002 in Duke's Bryan Student Center, Von Canon Halls A, B, C, and in the adjacent foyer. This event featured presentations by 36 faculty discussing projects in different subject areas and using a variety of technologies. The program included talks by faculty and students, a luncheon presentation by nationally known speaker Steven Lerman of M.I.T., and a poster session with faculty project demonstrations. The next day, on April 26th, the Schools offered open houses to show their technology-enhanced classrooms, labs and libraries. The CIT's goals were to provide recognition for faculty whose projects the CIT has funded, enhance the CIT's presence on campus, motivate new faculty to get involved with instructional technology and inform the Duke community about services offered by the CIT. The intended audience was Duke faculty, technology staff and graduate student instructors. Through the IT Showcase, the CIT hoped to reach a wide variety of people with different levels of experience in instructional technology.

Results from surveys distributed at the Showcase and during the week thereafter indicate the Showcase was successful in addressing the goals described above.

More detailed information about the Instructional Technology Showcase is on the web at: <http://cit.duke.edu/showcase/2002/index.html>.

## ***Summary of key findings***

1. About the attendees - The 182 showcase attendees came from more than 49 departments within Duke University and Duke Medical School and also from North Carolina State University, The University of North Carolina at Chapel Hill, North Carolina A & T University and the University of Tennessee at Knoxville. Every school at Duke had at least one person attend the showcase, and every school at Duke was represented in the program. The attendees were about evenly divided between faculty (43%) and staff (48%). Thus, the goal of reaching a diverse group of faculty and staff was achieved.

Eighty-eight attendees (48%) completed surveys about their experience at the Showcase. The survey respondents included more staff (60%) than faculty (39%), so the survey results described below may not reflect the overall group of attendees.

2. Technology use of attendees - 88% of all survey respondents self-reported an intermediate to high level of experience with technology. Of the survey respondents who were teaching, most reported a minimal (23%) or intermediate (26%) level of technology use in their courses.

3. Respondents were very pleased with the Showcase content, with 92% to 100% of respondents indicating satisfaction with each of the speaker sessions. The Macromedia® Flash workshop was somewhat less highly rated, with 71% stating they were satisfied with it. Ninety-five percent of respondents thought the program was relevant to their teaching needs and 98% of respondents reported that they would use something they learned at the Showcase in their work. Individuals who attended the lunch with keynote speaker Steve Lerman gave that event very high ratings.

4. There was a very high level of satisfaction with the Showcase location, format and website. Minor changes were suggested for the food and printed materials at the Showcase.

5. Respondents stated their decision to attend the event was influenced most by the e-mail notice (83%), the CIT web site (71%) and Showcase website (64%). Less than 10% of respondents said they were influenced by posters, advertising in the Dialogue or Chronicle, or by listings on the Duke calendar.

6. The Showcase survey also gathered information about respondents' familiarity with CIT offerings, their interests, and their preferred format for future CIT offerings. About half of the respondents were familiar with CIT training, speaker events, funding and consulting, but a smaller percent were aware of the CIT's project planning services, resource guides and computer workroom. Survey respondents indicated they would like hands-on training, luncheon talks and web-based materials for learning about new technologies.

***Suggestions for changes to the 2003 Instructional Technology Showcase based on feedback from 2002 participants***

1. The CIT would have liked to have an even higher number of Duke faculty attending the showcase. Thus, the CIT should seek strategies for reaching out more actively to faculty in our advertising strategy and promotional materials. Only 4 graduate students attended the Showcase, so the CIT may need to find new strategies for encouraging this group to attend.

2. The CIT should consider targeting more outreach to individuals with little technological experience.

3. Survey comments suggest that the length of the faculty poster sessions should be reduced and poster sessions could run concurrently with talks/workshops.

Many survey takers suggested that they were disappointed by not being able to attend the Macromedia<sup>®</sup> workshop and the keynote luncheon. Thus, either more room should be created in the IT workshops or they should be offered more than once during the day. The Macromedia<sup>®</sup> workshop seemed to have been too highly technological and too fast paced for several attendees.

4. The CIT should consider increasing or re-orienting the vendor space at the Showcase, as many respondents felt the vendor space was cramped.
5. Because the paper flyer and advertising in various Duke publications was not rated as having much influence on attendees' decision to come to the Showcase, the CIT should consider whether these forms of publicity are worth the time and cost.
6. Based on comments about the food, the CIT should consider better coffee and a vegan lunch option at next year's Showcase.
7. Attendance at specific events and survey responses about interests in future CIT activities can be used to plan for next year's showcase and other CIT events during the year.