New Position Proposal: Instructional Designer

10/4/12, S. Birmingham

Summary

For 2013, the Information Technology Department proposes the creation of a full-time Instructional Designer position. Central Penn faculty are typically experts in their field, but not typically experts in pedagogy or androgogy. An instructional designer brings critical knowledge to the organization and uses it to help faculty design great instructional experiences.

Position Purpose*

Help faculty create instructional strategies and materials that make the acquisition of knowledge and skills more efficient, effective, and appealing.

Key Responsibilities:

- Stay current with learning theories and apply that knowledge at Central Penn
- Work with faculty, program champions, deans, and students to understand the program learning objectives (PLOs), course learning objectives (CLOs), and instructional needs of students within a given course
- Work with faculty to create instructional experiences that meet the PLOs, CLOs, and needs of students within that course

Budgeting

Estimated annual salary expense: $40,000 for an entry-level instructional designer

Success Measures:

- More engaging courses
- Improved learning outcomes
- Satisfied faculty
- Satisfied students

*A complete job description can be found in Appendix A of this proposal.

Link to Central Penn College Brand
The brand strategy promises "a proven educational experience." Instructional designers know which educational techniques are proven to work, teach those techniques to faculty, and help faculty incorporate the proven techniques into their courses.

The brand also says our education and atmosphere "best position you for success as a leader in your field." Instructional designers help us keep this promise by helping faculty use the most effective teaching methods so students in our classes learn as much or more as students in similar classes at other schools.

Central Penn College Strategic Plan Alignment
Numerous goals in the 2013 strategic plan are supported by the creation of this position.
- The **picture** strategic goal is supported as we enhance **program prestige** by incorporating the best practices in instructional design.
- The **rally** goal is supported as we enhance the quality of education, adding another element of the **culture to rally around.**
- The **identify** goal is supported as we strive to enhance learning outcomes like other **world-class institutions of higher education** do.
- The **deliver** goal is supported as we create more and more learning experiences that are **student-centered.**
- More than any other goal, the **educate** goal is supported as we incorporate best practices in instructional design into our curriculum to **educate highly desirable graduates sought by employers.**

Data, Research, and Observations
Instructional design is a science that has evolved significantly since the 1940s. Many schools now offer degrees and certificates in instructional design, for example: http://www.wku.edu/online/grad-programs/ms-instruct-design.php

At Harrisburg Area Community College, David Wartell and Joseph Mendrzycki help faculty "apply proven instructional principles to the course being developed." This is not uncommon; according to the Bureau of Labor Statistics, 139,700 such professionals were employed across the country in 2010, and that number is expected to grow at 20% per year. Central Penn has not yet joined this exciting trend. One of the I.T. education specialist's four main job responsibilities is to "help faculty incorporate effective technologies into classes," however technology is only one minor component of effective instructional design.

To live up to our brand's promises and support our strategic goals, please, please accept this proposal to add a full-time instructional designer in 2013.

Job Description

JOB TITLE:	*Instructional Designer*	REPORTS TO:	*I.T. Education Specialist*
DEPT/DIV:	*Information Technology (9091)*	REVISION DATE:	*10/2/2012*
FLSA STATUS:	*Non-exempt*	SALARY GRADE:	

Position Purpose

Help faculty create instructional experiences that make the acquisition of knowledge and skills more efficient, effective, and appealing.

Organization Role

Member of a medium-sized department. No supervisory responsibilities at this time.

Expected Contributions

- Stay current with learning theories, and apply that knowledge at Central Penn
- Adopt and follow an accepted instructional design model
- Work with faculty, program champions, deans, and students to understand the program learning objectives (PLOs), course learning objectives (CLOs), and instructional needs of students within a course
- Work with faculty to create instructional strategies and materials that meet the PLOs, CLOs, and needs of students within a course. Monitor their implementation and effectiveness.
- With the rest of the department, share responsibility for projects; moves, adds, and changes; teaching and advising; and technical support.

Essential Qualifications & Competencies

- Degree in instructional design preferred. Degree in education or instructional technology with certificate in instructional design accepted.
- Knowledge of relevant theories, technologies, and trends

This job description is not intended to provide an all-inclusive listing of related job activities. Incumbent may be asked by management to perform other related activities in place of or in addition to those representative activities noted in this job description.