Center for Instruction and Research Technology

A N N U A L   R E P O R T

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UNF | UNIVERSITY *of* NORTH FLORIDA.

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An Academic and Student Affairs support unit, the mission of the Center for Instruction and Research Technology (CIRT) is to offer expertise, resources, and training to assist faculty in ways that enable them to develop greater capacities for using technology for teaching and research. CIRT also disseminates ideas, frameworks, and materials that apply pedagogical knowledge to the teaching and learning process.

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Executive Summary

Rozy Parlette
Director of CIRT

CIRT Staff at the Annual CIRT Retreat at the UNF Arena

CIRT Staff at the Connections and Confections
Open House

As CIRT grows, our commitment to supporting faculty through innovative technology and pedagogical excellence remains steadfast. The 2023-2024 academic year has been marked by substantial progress and achievements across our teams, reflecting our dedication to enhancing the educational experience at UNF.

These include:

- Increased the development of program-based online courses and online course design quality reviews.
- Implemented a revamped Distance Course Development (DCD) process for online course development.
- Strategically realigned and expanded video and media production capabilities to better meet the needs of the University
- Managed over 500 media projects
- Managed nearly 18,000 support interactions, indicating a significant increase in online learning support interactions.
- Introduced a streamlined Teaching Online course (TOL)
- Advanced digital tools and Canvas functionalities, enhancing the efficiency and effectiveness of faculty support.

- Hosted of the "Connections and Confections" Open House event to foster community and introduce faculty to CIRT's services.
- Supported faculty in the redesign of several general education courses with high DFW rates, in collaboration with the Office of Faculty Excellence and the director of COAS General Education. This project focused on creating more accommodating and supportive courses for diverse student needs, including developing modules with student success resources and ensuring courses followed a clearly defined learning sequence.

Throughout the year, we managed to infuse enjoyment into our routine with our annual CIRT Retreat at the Bank of England Hospitality Suite within the UNF Arena. This new venue offered a dynamic setting for our team to align strategic goals and engage in team-building activities. Our retreat featured a "Tech-pedition" puzzle quest, where team members collaborated in an exciting race around the venue, solving puzzles and deciphering codes, thereby fostering teamwork and strategic thinking in a stimulating environment.

CIRT Services

Our Mission

The Center for Instruction and Research Technology's (CIRT) mission is to empower UNF faculty by providing exceptional instructional, multimedia, and technical support, equipping them with the tools, training, and expertise to foster student success and excellence in scholarship.

Our Vision

CIRT's vision is to empower the UNF community to harness the potential of technology, combined with innovative pedagogical practices, to cultivate transformative and impactful learning experiences.

Instructional Design
- Instructional design best practices
- Program and course development
- Transition of traditional classroom content to digital platforms
- Training and development
- Quality course review
- Open educational resources
- Document and media accessibility

Online Learning Support
- Support for instructional technologies
- Canvas LMS support
- Online proctoring
- New faculty orientations
- Live and on-demand workshops
- LMS news and status reports
- CIRT Knowledge Base collections and articles
- Scantron and Respondus services

Media
- Video and audio production
- Web design and hosting
- Conference and event posters
- Survey support
- Graphic design for print and web publication
- Maps for print and web publication
- 3D Printing

Equipment
- Laptops and tablets
- Digital cameras and camcorders
- Digital voice recorders
- Photography and video tripods
- Webcams and microphones
- Conference poster tubes
- Streaming and podcasting kits

Team Reports

Dave Wilson
Associate Director, CIRT
and Creative Team Lead

The Creative Team supports faculty teaching and research technology through project consultation, media development, and general technology assistance. Essential services include equipment lending, video production, 3D scanning and printing, graphic design, online survey tools, and faculty web publishing support.

Support Summary

During the 2024 academic year, the Creative Team successfully managed 552 projects, supporting 237 distinct faculty members. Figure 1 offers a comprehensive breakdown of the team's engagement, organized by the type of service provided. It's important to highlight that Figure 1 reflects the number of contributors per project, which might exceed the actual number of projects

due to some projects requiring collaboration among multiple individuals and varying significantly in duration — from just a few hours to several months.

This year, the Creative Team strategically realigned its services to better meet the evolving needs of the Division of Digital Learning and Innovation. The team's primary objectives were to expand our visual design, video, and audio support capabilities and to enhance our technology research support model in collaboration with Information Technology Services (ITS). These goals were interconnected, ensuring robust technological infrastructure and support were in place to bolster our media services.

Key Strategies Implemented

1. Team Reorganization:
    a. The Coordinator of Communication position was transformed into a Web Design role. This shift allows the Creative Team to provide specialized and high-quality web design services, ensuring faculty have access to expert assistance in creating visually appealing and functional websites tailored to their specific needs.
    b. The Creative Team expanded the video team by introducing a Video Production Manager to oversee operations and a video technician to assist with on-location projects. These additions have significantly enhanced our productivity and operational efficiency.
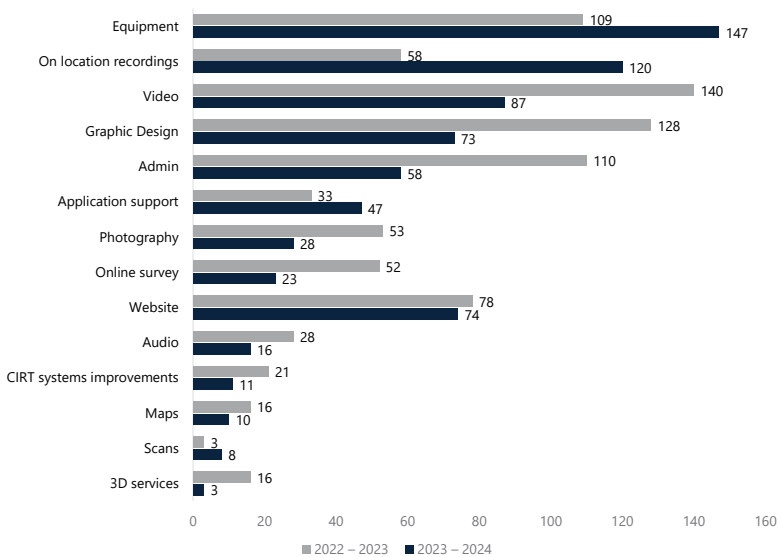
Projects by Service

Figure 1. Creative Team Projects by service category

Team Reports

2. Service Adjustments:

    a. Focused on media-centric services, we adjusted our offerings to better support the creation and dissemination of multimedia content.

These changes have significantly increased productivity and efficiency:

- Studio bookings rose from 197 in 2023 to 292 in 2024.
- On-location recordings increased from 58 in 2023 to 120 in 2024.
- The number of videos and live streams produced grew from 247 in 2023 to approximately 665 in 2024.
- The total hours the studio was booked

Term	Hours Booked
Fall 2023	91.25
Spring 2024	159.25
Summer 2024	62.50
Total	*313*

Table 1. Studio hours booked by semester

decreased from 406.5 in 2023 to 313 in 2024 due to a shift in the default booking time from 60 minutes to 30 minutes.

CIRT's video studio allows instructors to include visually-engaging material in their teaching and research.

Team Reports

Service Adjustments

To support the second goal, the Creative Team refined its services to concentrate on media-based offerings:

- Online survey support was transferred to the Online Learning Support Team.
- Accessibility support was moved to the Instructional Design Team.

- CIRT leadership collaborated with ITS to enhance the technology research support model for faculty. This collaboration led to the ITS Academic Research Technology Department taking on data collection and cleanup and GIS services from the Creative Team. Additionally, ITS now supports the licensing and installation of qualitative data analysis software and provides limited support for those tools.

These strategic adjustments have been instrumental in enabling the Creative Team to concentrate on producing superior media content. By delegating non-core functions like online survey and accessibility support to specialized teams, we have sharpened our focus on delivering exceptional visual design, video, and audio services. Introducing a dedicated web design position has greatly enhanced our capacity to provide bespoke, high-quality web design services tailored to faculty needs.

Furthermore, our collaboration with ITS has streamlined support for technology research and allowed us to allocate more resources toward expanding and enhancing our media services. This realignment has significantly boosted our productivity and engagement in various projects, ensuring that we deliver high-quality, efficient media services that effectively support faculty's teaching and research endeavors.

These enhancements underscore our commitment to continually adapting and improving our service offerings to meet the evolving needs of our faculty and enrich the educational experience at UNF.

Team Reports

Laura Jackson
Assistant Director of Online
Course Development

The Instructional Design (ID) Team's primary role is to support UNF faculty through the structured process of designing, developing, and delivering instructional materials. Our team offers expertise in instructional design best practices, assists in transitioning traditional course content to online formats, and provides faculty training on both the pedagogical and practical skills required for creating engaging, interactive instructional materials. We also foster collaboration between instructional design professionals and the academic community.

Key Accomplishments for 2023-2024
- 260 total accessibility requests
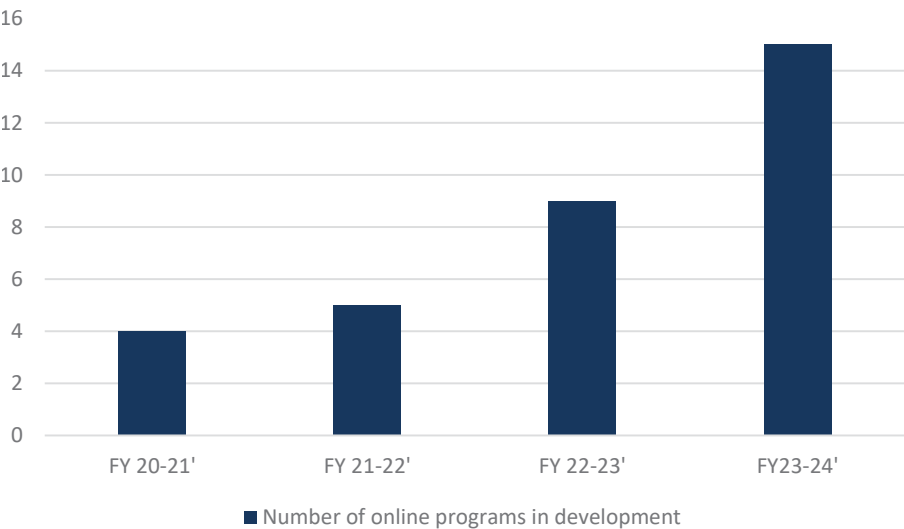- 144 faculty/staff participants enrolled in Teaching Online (TOL) training

- 92 full course accessibility reviews as part of the online course design quality review process
- 87 courses completed an online course design quality review
- 78 banners created for online courses
- 74 internal online course design quality reviews
- 44 program-based online courses developed
- 13 courses achieved national Quality Matters Certification

Program Development and Course Design Quality

The Instructional Design (ID) Team collaborated with various departments and programs to transition entire degree programs to fully online formats. During this annual year, there were 15 active programs under development (Figure 2). This includes continued work on nine existing programs, adding six new programs to the portfolio, and completing one program. Within these programs, 44 online courses met standards during the online course design quality review process.

In addition to the program-related courses, the ID Team also assists individual faculty members with creating or revising online courses for online course design quality review as part of the Distance Learning Course Development (DCD) process. New applications for development were paused in Fall 2023 in preparation for the launch of a new DCD process in Spring 2024. Between

Online Program Development

Number of online programs in development

Figure 2. Number of online programs in development
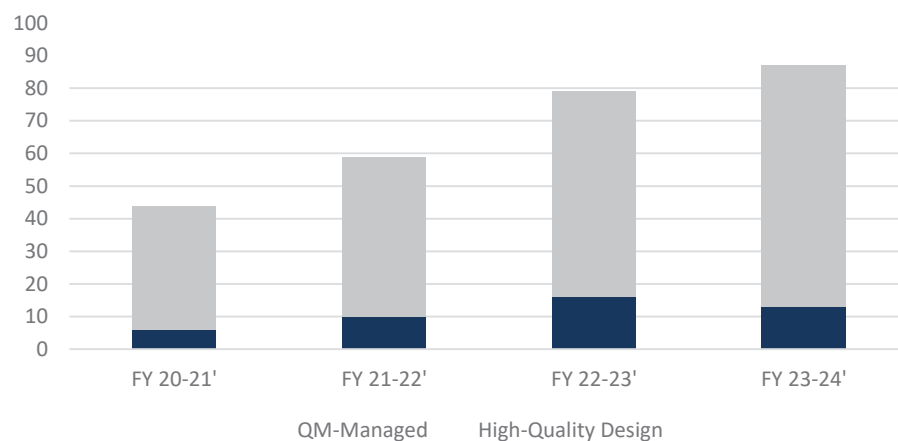
Team Reports

Course Reviews

Figure 3. Number of course reviews.

July 1, 2023-June 30, 2024, 43 non-program-specific courses met online course design quality standards, for a total of 87 total courses (Figure 3). These efforts reflect the ID Team's commitment to expanding online learning opportunities and supporting departments in meeting the needs of UNF's growing online student population.

Course Media Development

CIRT offers various media services to assist faculty with online and hybrid courses. In the 2023-2024 year, the ID Team developed 78 banners and course cards (Images 1 and 2). In addition, course media services such as PowerPoint templates, course graphics, and program emblems were provided to faculty members using Canvas. The UNF Badging Initiative and UNF Online also utilized our course media development services.

Faculty Development and Training

The ID Team offers comprehensive faculty development through the Teaching Online (TOL) program and workshops on effective instructional technologies. In Fall 2023, we launched a revamped Teaching Online (TOL) Foundation course, providing a streamlined approach to learning effective online teaching strategies. TOL is now a four-week asynchronous course offered twice a semester that is open to full-time and part-time faculty. From July 1, 2023-June 30, 2024, 144 faculty members completed TOL training (Figure 4).

The ID team also offered 33 synchronous workshops on various topics, including accessibility, using AI, Canvas features such as Groups and Rubrics, and library resources. Instructional designers have also hosted "lunch and learn" style training for departments at their request.

Team Reports

Canvas Accessibility Initiative

This year, the Coordinator of Accessibility Training transitioned to the Instructional Design (ID) Team. This change fosters closer collaboration between the Accessibility Coordinator and Instructional Designers, enhancing efforts to improve the accessibility of Canvas course content and ensure that all materials meet accessibility standards.
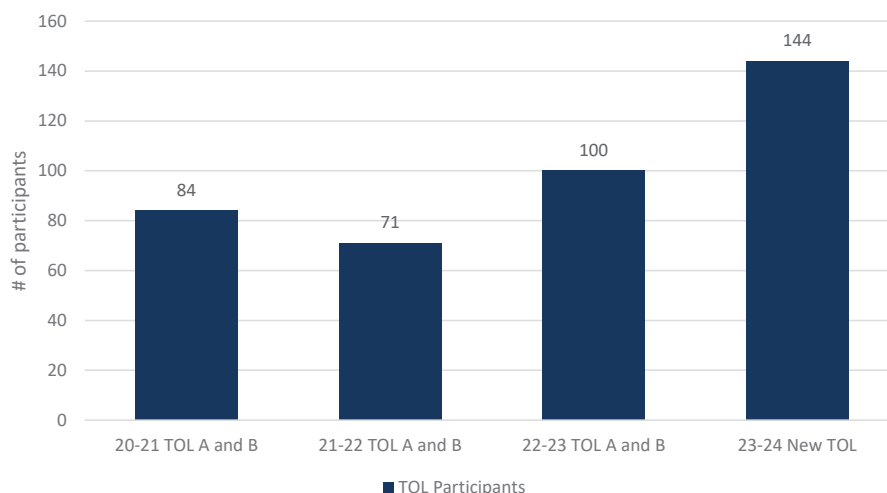
Teaching Online (TOL) Course

Figure 4. Faculty who have completed the Teaching Online (TOL) Foundation course

The Canvas Accessibility Initiative focuses on enhancing the accessibility of instructional materials within the LMS to ensure a welcoming and inclusive environment for all students. The university utilizes Ally as a key tool to monitor and improve the accessibility of instructional content in Canvas. Ally enables instructors to address accessibility independently by offering feedback on uploaded files and providing guidance on

improving document accessibility. Additionally, Ally automatically generates alternative formats, such as HTML, electronic braille, and audio, for uploaded files, increasing their accessibility for both students and instructors.

Over the past year, CIRT's accessibility efforts have included hosting workshops and offering individual consultations, all aimed at improving accessibility practices. The initiative was also promoted through CIRT's social media platforms and newsletter. With the volume of content in Canvas nearly doubling over the last four years, including newly uploaded files and materials copied from previous courses, ensuring that all content is accessible has become more challenging. In response, CIRT has implemented five strategies to address these challenges:
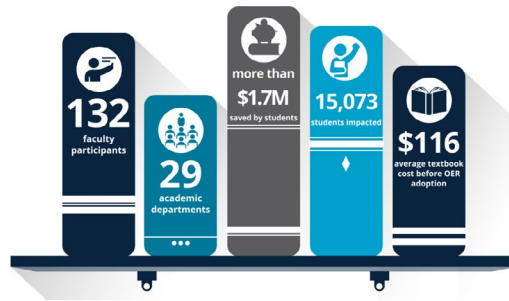
1. Raising Awareness: Encouraging faculty to address accessibility issues in their course content proactively.
2. Leading by Example: Ensuring CIRT staff remain well-versed in accessibility practices while assisting faculty.
3. Prioritizing Simple Fixes: Addressing easily resolvable issues like missing alternative text for images, which is a straightforward process that significantly enhances accessibility.
4. Optimizing Resources: Delegating simple fixes to student employees, allowing CIRT staff to focus on more complex accessibility challenges.

Team Reports

UNF's Open Educational Resources (OER) Initiative is a joint project by the Center for Instruction and Research Technology (CIRT) and the Thomas G. Carpenter Library that seeks to lower college costs for UNF students by encouraging UNF faculty to adopt quality open resources in their courses.

bit.ly/unfoer

IMPACT AS OF FALL 2024

- 132 faculty participants
- 29 academic departments
- more than $1.7M saved by students
- 15,073 students impacted
- $116 average textbook cost before OER adoption

Carpenter Library. The initiative aims to reduce college costs for UNF students by encouraging faculty to adopt high-quality open resources for their courses.

Faculty involved in the initiative benefit from CIRT's instructional design and curriculum alignment services, as well as support from library faculty to help identify appropriate resources.

In the 2023-2024 academic year, 26 faculty members completed OER training, resulting in the reworking of 17 courses to fully integrate OER materials. Of these courses, four included faculty who authored or remixed content using the Pressbooks platform. Since its inception in Spring 2018, UNF's OER Initiative has impacted over 15,000 students, saving them more than $1.7 million.

In Spring 2024, UNF marked its fifth year of participation in Open Education Week, a global event celebrating the Open Education Movement. The week's activities included a faculty breakfast, a LinkedIn Learning workshop, a session on OER led by the Director of Digital Services and OER at Florida Virtual Campus (FLVC), and a workshop on documenting OER efforts in tenure and promotion portfolios.

5. Collaborative Approach: Working closely with faculty to improve the accessibility of course content.

These strategies have positioned CIRT to better handle the increasing demand for accessible content.

Captioning

CIRT continues to advocate for the captioning and transcription of audio/visual content. In March 2024, Canvas introduced automatic captioning for all content uploaded to Canvas Studio. While this automatic captioning requires review for full accessibility, it represents a significant step forward.

OE Week 2024

OE Week 2024 Open Books Open Breakfast event

CIRT also provides professional captioning and transcription services by request for instructional content. During the 2023-2024 academic year, 44,266 minutes of content were captioned.

OER Initiative

UNF's Open Educational Resources (OER) Initiative is a collaborative effort between the Center for Instruction and Research Technology (CIRT) and the Thomas G.

Team Reports

Michael Russo
Assistant Director
Online Learning Support

The Online Learning Support (OLS) team is committed to providing UNF instructors with robust and friendly support for Canvas LMS and other instructional technologies, offering customized documentation, training resources, and assistance designed to meet their unique needs. Our primary goal is to empower faculty by addressing technical concerns, enabling faculty to focus on delivering high-quality learning experiences.

The OLS team consists of dedicated professionals and skilled student assistants who work to embody the principles of care, kindness, and mentorship central to the UNF Strategic Plan. The team is devoted to delivering exceptional service year-round, with support available seven days a week, including limited email assistance on weekends.

Support Summary

The Academic Year 2023-24 was highly productive for CIRT's Online Learning Support (OLS) team, recording nearly 18,000 support interactions across email, chat, phone, videoconferencing, and in-person consultations, with 12,409 being unique, single-issue interactions with UNF faculty. This slight decrease from the previous year reflects a maturing digital environment as faculty become increasingly familiar with our resources, supported by 107 training workshops delivered by our new Coordinator of Training. This training has led to a tripling of interactions with the CIRT Knowledge Base over the past year.

Despite the high volume, our support services maintained efficiency with the average email chain resolving issues in fewer than two messages, and phone calls averaging 6 minutes, 44 seconds. This efficiency has enabled us to focus on complex cases and instructional innovation. With a preference for remote interaction, the OLS team handled over 1,500 phone calls and tripled videoconference sessions to 217 this year. Additionally, the team managed 15,657 support emails, processed 415 scantron requests, and handled 613 question banks via 211 Respondus quizzes. As a result, in-person support decreased, with only 104 faculty meetings compared to 163 the previous year.

In summary, nearly 18,000 logged support interactions demonstrate the faculty's continued reliance on OLS for effective assistance in navigating instructional technology, with efficient and prompt remote support underscoring our commitment to service quality and accessibility. Looking forward, the OLS team is dedicated to refining services, empowering faculty, and enhancing the digital teaching environment at UNF.

The CIRT Knowledge Base

This academic year, the UNF CIRT Knowledge Base, our comprehensive online resource hub for instructional guides, tutorials, and troubleshooting materials, saw a significant increase in use, with visitor engagement more than tripling to 15,667

Team Reports

visits. Notably, 66% of users found what they needed in a single search, spending an average of 2 minutes and 12 seconds per page, and typically taking just 2.1 actions to locate relevant information.

The most popular resources included the "Aligning Objectives and Assessments" article, accessed over 1,200 times, and the "Respondus LockDown Browser" guide, with 897 visits, reflecting a strong interest in secure online assessments. Other frequently accessed topics were AI-detection software, publisher integrations, and the Canvas New Quizzes Hub for advanced quiz design features.

The Status page also recorded 275 visits, mainly for alerts on intermittent downtime. Additionally, the OLS team updated our Internal Knowledge Base for support staff, adding 51 new articles and

updating over 100 others with the latest process changes, software updates, and best practices, ensuring that our team remains well-informed and effective in supporting faculty and staff.

Canvas Apps, Integrations, and Features
In the 2023-2024 academic year, the OLS team has effectively integrated several new tools into Canvas LMS, enhancing both the functionality and user experience for UNF faculty and students:

- Möbius LTI: Empowers STEM faculty to create dynamic assessments with features like symbolic computation and interactive graphs, tailored for mathematics, engineering, and science courses.
- Yellowdig LTI: A community-building platform that enhances social, interactive learning within Canvas, allowing for resource sharing and graded discussions.
- Packback LTI: An AI-driven tool that improves student writing by analyzing submissions with frameworks like Bloom's Taxonomy and the Community of Inquiry Model.

The team has also prioritized upgrading existing apps to the LTI 1.3 standard, improving data privacy, integration depth with Canvas, and streamlining the user experience. Popular upgrades include CidiLabs Design Tools, Honorlock, Voicethread, Perusall, Pearson, and McGraw-Hill products.

Support Interactions

Phone, 1,556

All In Person and Virtual, 736

Email, 15,657

Figure 6. Support Interactions by Channel

Team Reports

Additionally, Canvas base functionality improvements over the past year include custom gradebook statuses, versatile media embedding tools, and enhanced interactive discussion-board features. Updates to the embedded Library Guide and Student Resources have also been implemented.

This academic year also marked the transition of Qualtrics support from the CIRT Creative team to the Online Learning Support team. With over 29,522 surveys hosted, more than 15,000 of which are active, the platform plays a critical role in UNF's research and feedback mechanisms. The OLS team is enhancing Qualtrics support by developing comprehensive documentation and targeted training.

Furthermore, the adoption of Canvas New Quizzes introduced innovative assessment options like hotspot and categorization questions, enhanced question banks, item shuffling, and answer moderation. These features offer flexible grading options, including partial credit and manual overrides. Over 200 professors are using these new features in more than 300 course shells, with the OLS team providing ongoing support for faculty transitioning to this system.

Workshops and Training Events
The Online Learning Support team plays a pivotal role in organizing faculty workshops and training events. This academic year, CIRT was pleased to announce the onboarding of our new Coordinator of Training, who has significantly improved our processes for creating both internal and external development events. These updated processes have allowed us to host 107 faculty training opportunities: 71 led by CIRT experts and 36 conducted in partnership with vendors.

Of the 71 CIRT-led events, more than a third followed a new collaborative workshop model, encouraging interactive participation over traditional lecture-based training. Our most popular event this past year was the "Canvas Basics" training, which covered essential navigation, course setup, assignment creation, and grading tools. The second most attended event, which took place over OER Week, was

Team Reports

"The Future of Learning: Integrating ChatGPT in Student Tasks." Continuing the trend from last year, there's growing interest in artificial intelligence in education, with faculty keen to
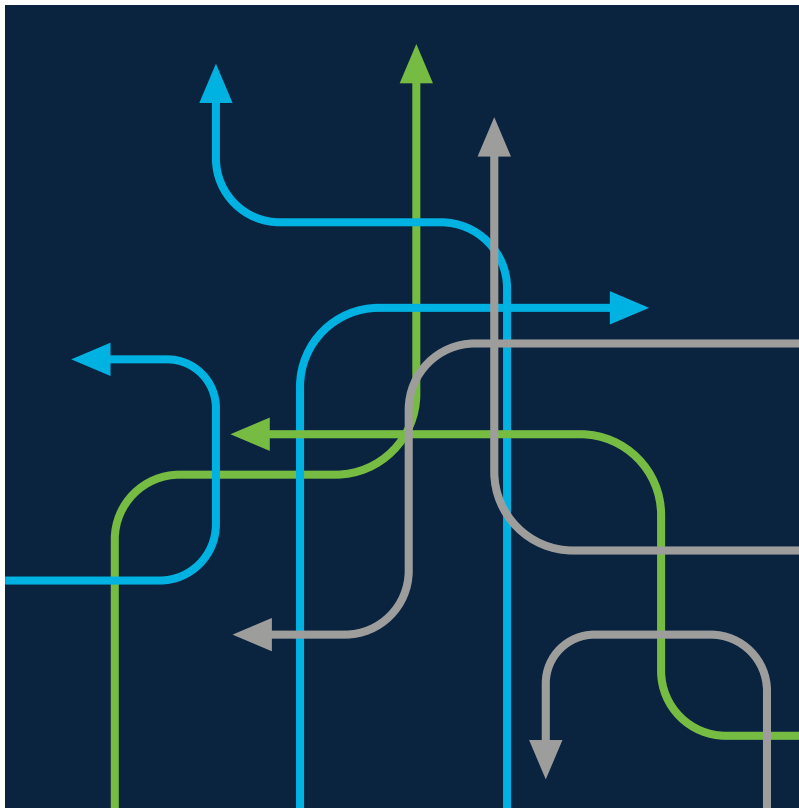
integrate AI tools like Microsoft Copilot and ChatGPT to enhance learning and assessment efficiency. This interest has driven us to expand AI-related training and resources. Additionally, the increased demand for training on Canvas New Quizzes prompted us to develop a series of asynchronous training videos, distributed through a New Quizzes Newsletter.

Like last academic year, we have seen increased interest and attendance in training events related to artificial intelligence, likely due to the rapid advancements and rising relevance of AI in education. Faculty are eager to explore innovative ways to incorporate AI-driven tools like Microsoft Copilot or ChatGPT to enhance student learning, improve efficiency in assessment, and offer personalized support. This trend reflects a growing awareness of the potential for AI to reshape pedagogical approaches, leading to a strong commitment from the OLS team to expand AI-related training and resources in the coming year. We also saw an uptick in interest in personalized training related to the Canvas New Quizzes rollout, and in response to that uptick, we created a series of asynchronous training videos released to faculty via a New Quizzes Newsletter.

Digital Badging, Microsoft Teams, Qualtrics, and More…

Finally, it's important to mention that this past year, the OLS team collaborated closely with UNF Information Technology and UNF's Online Learning teams to ensure the success of the UNF Digital Badging Initiative. In addition to testing the Badging Instance of Canvas and its various integrations, the OLS team, in partnership with the Helpdesk, established a robust support framework to address technical inquiries, providing end-users with effective assistance concerning our digital

Team Reports

badging platforms. This collaboration included the creation of support processes, documentation, and internal training, all in the service of enhancing user experience and ensuring program scalability.

Note also that this academic year, Qualtrics support transitioned from the CIRT Creative team to the Online Learning Support team. Although we are still evaluating the best way to report on Qualtrics usage and support, we can share some preliminary numbers. This academic year, Qualtrics hosted a total of 29,522 surveys, over 15,000 of which are currently active, representing nearly 50,000 unique logins. These are significant numbers, and

Building on what we've learned through the creation of a badging support model, over the past year, the OLS team has also been exploring ways to support Microsoft Teams for faculty. By leveraging our experience in developing support frameworks and creating thorough documentation, we are better positioned to assist faculty with effective use of Microsoft Teams. In the coming year, we hope to expand this initiative by providing enhanced resources, tailored training, and ongoing support to empower faculty in utilizing Microsoft Teams to foster collaboration and improve student engagement.

we're excited to parse them in a way that will drive more meaningful insights in the future. In the meantime, the OLS team is actively developing strategies to enhance Qualtrics support, build relevant documentation, and provide targeted training resources to better serve the needs of the UNF community and beyond.

CIRT by the Numbers 2023 – 2024

CIRT provides a variety of services from equipment checkout to high-level project consultation. Here's a look at some fast facts from the past year.

13 National Quality Matter Course Certifications

87 Quality Course Design Reviews

78 Canvas Banners

144 TOL Completions

44 Program-based Online Courses Developed

107 Training Events

15,667 Visits to CIRT's Knowledgebase

293 Video Studio Bookings

247 Videos/Live Streams Produced

147 Equipment Checkouts

18,000 Canvas Support Interactions

44,266 Minutes of Video Captioning

Strategic Updates

Strategic Action Items Completed or Significant Progress Made in 2023-2024

1. Developed a Teaching Online Course (TOL) to a single course available to all faculty.

2. Implemented a revamped Distance Course Development (DCD) process for online course development.

3. Improved faculty training modes and workshop models.

4. Created a more robust service model for Canvas integrations (LTIs).

5. Identified additional opportunities to support institutional goals.

6. Expanded visual design, video, and audio support.

7. Collaborated with ITS to refine the technology research support model for faculty.

Annual Goals 2024-2025

1. Enhance and optimize media production services.

2. Refine the Distance Course Development (DCD) process for online course development.

3. Host an annual 'Innovative Teaching Showcase' in partnership with the Digital Learning Committee (DLC) and the Campus Technology Committee (CTC).

4. Enhance training programs and support for new digital tools and Canvas functionalities.

5. Identify additional opportunities to support institutional goals.

6. Continue supporting the redesign of general education courses to promote student success.

Center for Instruction and Research Technology