



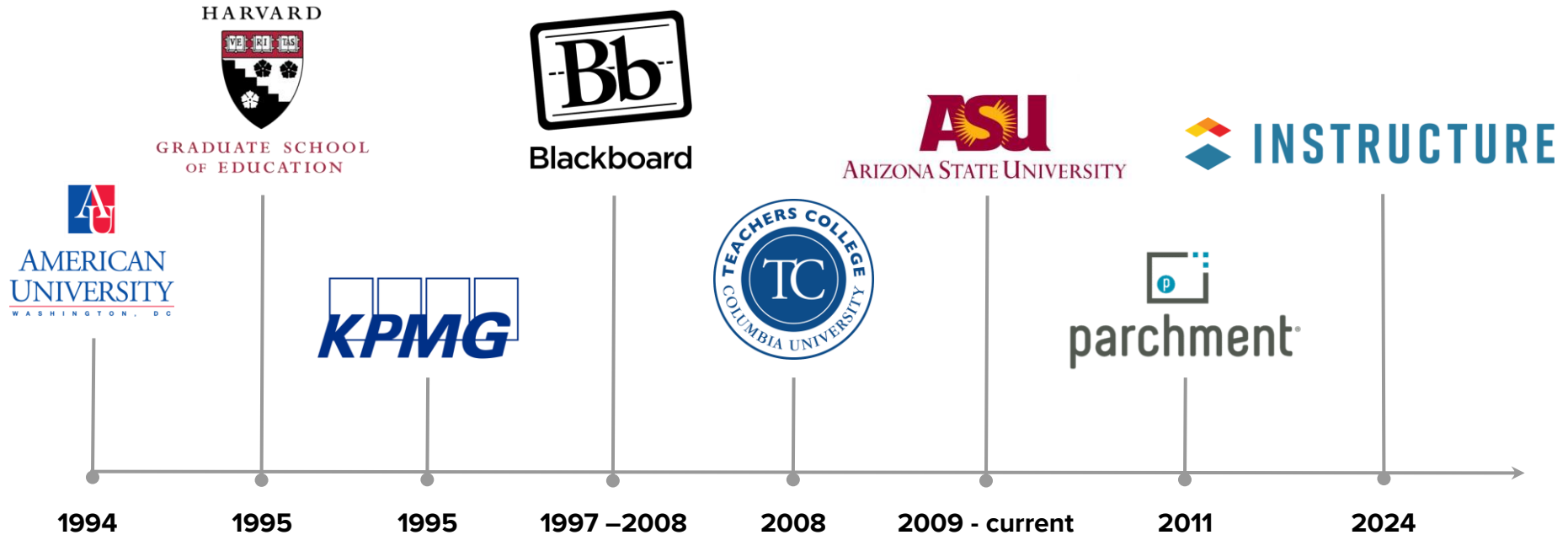
Scary Good Strategies: 5 Tips for Successfully Implementing Academic-Style Learning

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29 Years of Technological Transformation

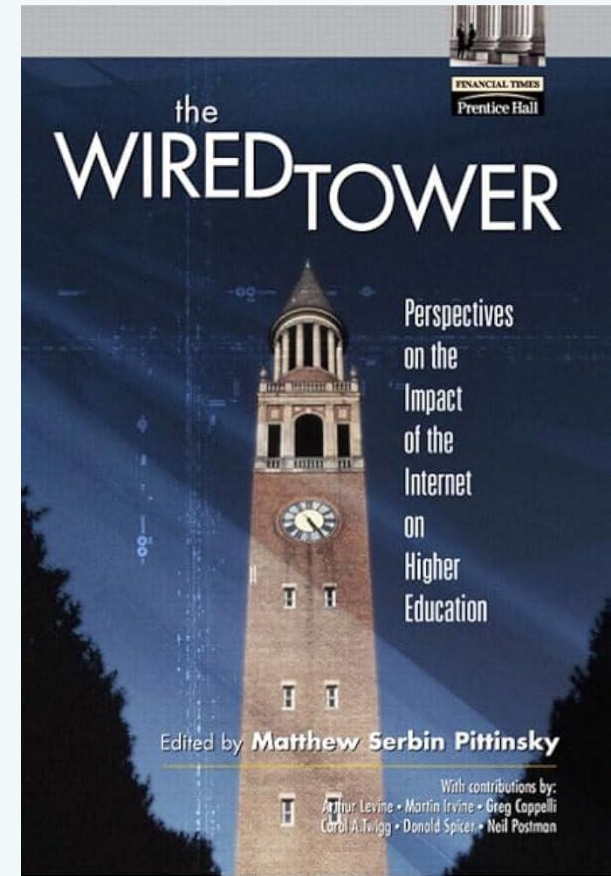


Technology Entrepreneur ♦ Educator ♦ Academic ♦ Co-Founder of Blackboard LMS ♦ CEO of Parchment

From Modality to Learning Model

Once upon a time, it was either...

- In-Person or Online
- Self-Paced or Instructor-Led
- Synchronous or asynchronous
- Corporate or Academic



It is the Same Learner



**Traditional Secondary
School Graduate**



**Traditional University
Student**



**Returning Non-
degree completor**



**Part-time upskilling
adult learner**



**Full-time reskilling
adult learner**



**Corporate Partner
learner**



Let's Talk About Academic-Style Learning

What is Academic-Style Learning?

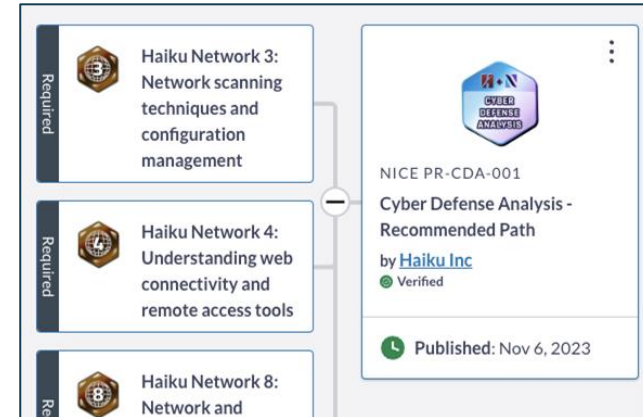
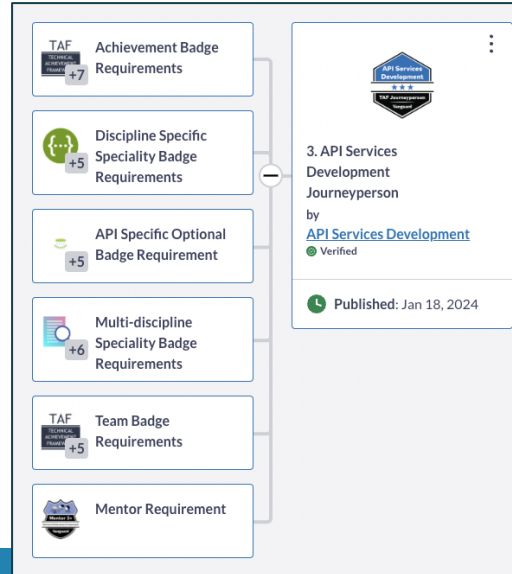
Academic-style learning means structured, intentional learning paths that foster deep engagement and measurable outcomes.

Academic-style learning:

- Involves **social interaction and discussion**.
- Is led or **facilitated by an instructor**.
- Involves **conversation and reflection**.
- Is **assessed** to track progress and understanding.
- Aggregates into a **program or credential**.



The Power of Credentialing



5 Tips for Academic-Style Learning

- 1. Emphasize Learning Objectives and Outcomes**
- 2. Leverage Active Learning Techniques**
- 3. Incorporate Formative Assessments**
- 4. Foster a Collaborative Learning Environment**
- 5. Credential Your Learning**



Tip #1

Emphasize Learning Objectives and Outcomes

Specific

- State clear and specific outcomes

Measurable

- Can be measured through assessment/evaluation

Achievable

- Is the level of learning achievable in one semester

Relevant

- Relevant in relation to the program/subject description and field/discipline

Time-limited

- Can be achieved within the time available in the semester

By the end of the workshop, attendees will be able to use Adobe Photoshop to edit and enhance digital photographs.

Upon completion of this course, learners will be able to analyze financial statements to assess the financial health of a company.

In Action: General Assembly

To ensure effective learning outcomes, General Assembly implements several strategies:

- **Outcome-based approach** in curriculum design aligns all activities with defined learning objectives.
- Deliver **tailored curriculum** that addresses specific learner needs and industry demands.
- **Regular reviews and feedback** help iterate programs, keeping learning objectives relevant.

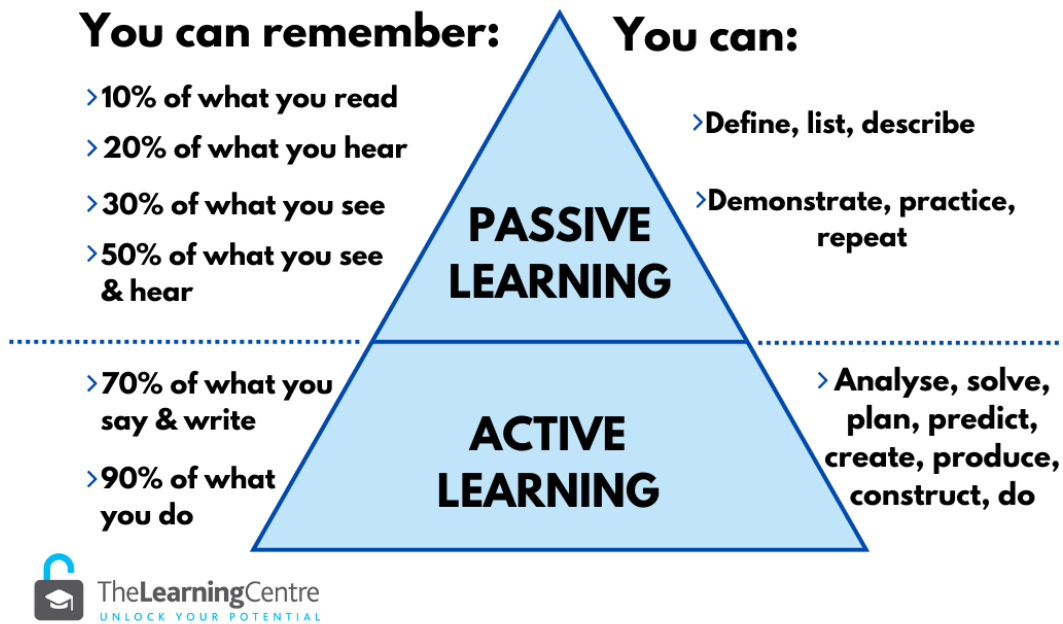




Tip #2

Leverage Active Learning Techniques

PASSIVE VS. ACTIVE LEARNING



In Action: Compass: Partners in Learning

Compass employs innovative active learning strategies that enhance engagement and relevance in professional development, including:

- Curriculum includes **real-world scenarios** that require learners to actively apply their skills
- **Immersive discussions and assessments** make content more engaging and relevant
- **“Train the trainer” model** promotes **peer-to-peer learning** and resource sharing among staff





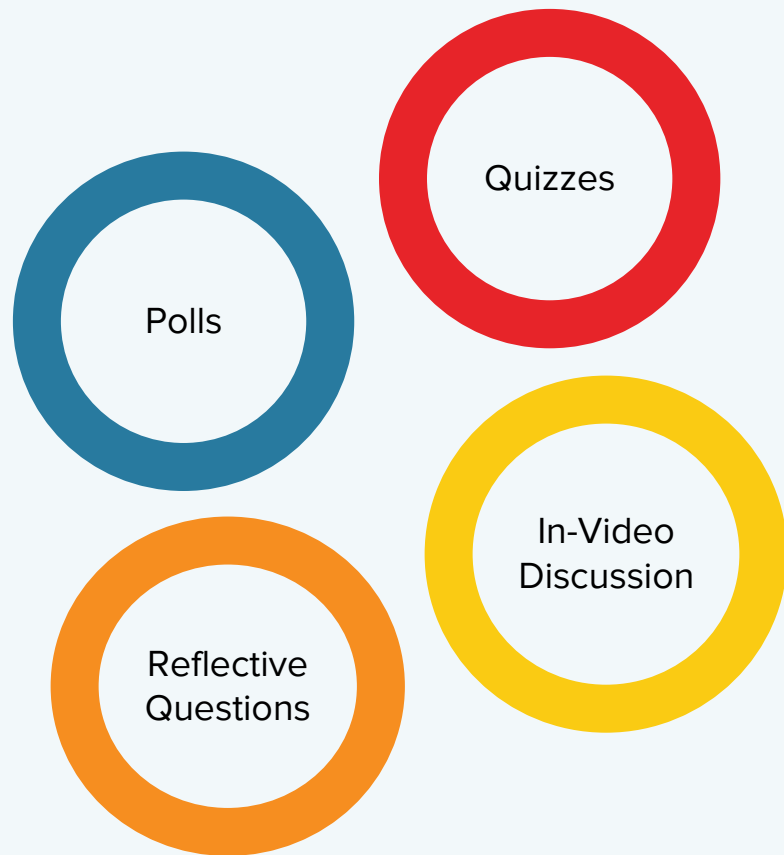
Tip #3

Incorporate Formative Assessments

Formative assessments are crucial in academic-style learning, offering regular, low-stakes evaluations that help learners gauge their progress.

Formative assessments:

- Occur **during** the learning process.
- **Allow instructors and learners to pivot** their strategies.
- Identify areas for **improvement**.
- Give **opportunities** for learners to implement feedback.



In Action: PGA of America

PGA of America employs several strategies to assess learners and track their progress, including:

- Incorporating **interactive quizzes and activities** to enhance engagement.
- **Integrating exam proctoring**, enabling secure at-home testing for learners.
- Providing **timely feedback** on assignments and assessments to help identify areas for improvement





Tip #4

Foster a Collaborative Learning Environment



In Action: Southwest CUNA Management School

To enhance the learning experience, Southwest CUNA Management School employs several innovative strategies:

- Promoted collaboration and engagement through **bite-sized learning modules**.
- Discussion boards and collaborative activities **encouraged peer interaction**.
- **Alumni served as ambassadors for new cohorts**, supporting learners and fostering a sense of community.



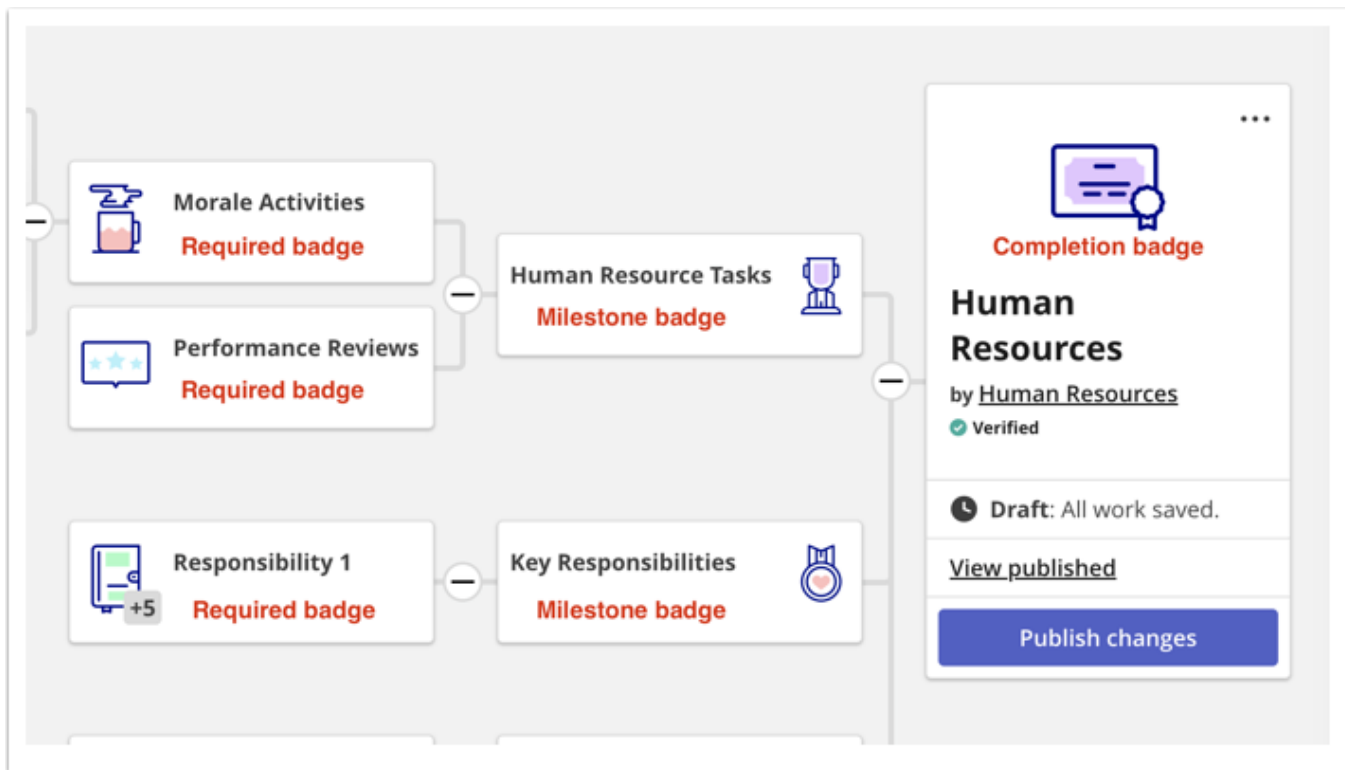
**Southwest Credit Union
Management School**





Tip #5

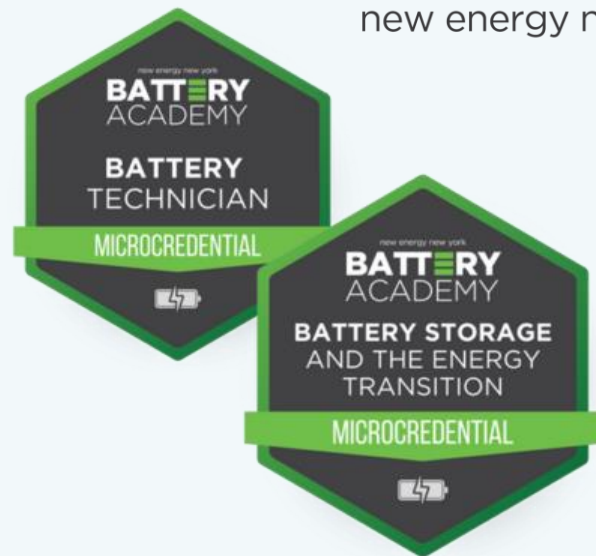
Credential Your Learning



In Action: New Energy New York

Credentials are earned through NENY Battery Academy courses and programs.

- Credentials are **aligned with industry standards** to ensure relevance to employers.
- Focused on **practical, hands-on skills** needed for immediate job application.
- **Micro-credentials can be stacked** toward advanced certifications or degrees.





Discussion!



Thank You!

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