Classification Description

Job Title: Instructional Designer III

Pay Grade: TC070

Job Code: T043

FLSA Status: Exempt

Job Purpose

This position is responsible for professional work within the Office of Information Technology to facilitate the creation of high-quality online master courses utilizing research-based pedagogical principles and learning technologies. The Instructional Designer III collaborates with the Teaching and Learning Center to increase competency in instructional design and learning technologies, and prepare faculty developers to build quality online courses.

General Responsibilities

Essential Functions

In collaboration with the Director of Learning Technologies, serves as a liaison to each academic School regarding the development and implementation of new online courses, and is the primary contact for faculty developers.

May serve as an alternate project manager on course development projects. Monitors and updates project status and ensures that steps in the project plan are completed according to the project schedule and completion date.

Champions advancement in instructional design to drive student success through effective assessments, engaging learning activities, consistent navigation and support. Uses data and feedback to improve design.

Researches and recommends new technologies for use by faculty and students to improve learning.

Participates in College-wide committees, learning communities, or forums related to instructional technology and online course design.

Consults with faculty on optimal use of technologies in online/blended/campus-based learning environments.

Ensures ADA compliance and adherence to copyright laws related to all educational materials in courses. Provides training and guidance to ensure understanding and compliance within department staff.

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Creates, maintains, and distributes department-approved master course templates and course development shells in the Canvas LMS, and archives course resources on division servers using established guidelines.

Designs and produces online course content including interactive elements, multimedia, original graphics, engaging activities, assignment objectives, test banks, and assessments using Articulate 360 products, Adobe Creative Suite, Camtasia, DesignPlus, and other available instructional technology tools.

Promotes instructional design best practices when working with faculty in the development of online, blended, and face-to-face courses and course materials. Recommends and implements strategies and appropriate technologies for traditional and non-traditional learners.

Remains current with instructional design related to online learning, emerging technologies, and pedagogy by participating in professional development activities.

Performs other duties as assigned.

These essential job functions are not to be construed as a complete statement of all duties performed; employees will be required to perform other job related duties as required. An employee with a disability is encouraged to contact the Human Resources Office to evaluate the job in greater detail in order to determine if she/he can safely perform the essential functions of this job with or without reasonable accommodation.

Specialized Support Area Functions – May support one or a combination of the following areas:

Quality Assurance

Uses the QM Standards for online course design when developing online courses and maintaining common course templates.

Completes the QM Applying the QM Rubric (APPQMR) workshop and obtains the QM APPQMR certification.

Participates in internal course reviews at the end of the course development process and provides feedback to improve online courses until they meet QM standards.

Adheres to the guidelines established in the Online Course Quality Assurance Plan.

Conducts course quality reviews and provides feedback to improve online courses prior to release. Performs course audits using both the Quality Matters rubric and other measures to ensure FSW's online course quality standards are being met.

Serves as FSW's Quality Matters Coordinator. Approves and manages registration of faculty and staff in Quality Matters professional development sessions. Maintains accurate records of FSW faculty and staff that hold certifications to serve in Quality Matters roles.

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Manages and coordinates peer reviews of online and blended courses using the Quality Matters Course Review Management System. Identifies and recruits eligible QM course reviewers, and collaborates with faculty course developers and instructional designers throughout the application and revision process. Ensures accurate records in the QM Course Review Management System.

Evaluates course review data using Quality Matters reports to ensure that FSW Online courses consistently meet expected standards.

Faculty and Staff Professional Development, Training, and Certification

Creates, leads, or facilitates workshops, webinars and other Learning Technologies initiatives related to instructional design best practices, Canvas LMS, and online pedagogy.

Manages and coordinates professional development training for faculty and staff in the delivery, creation, and evaluation of online and blended courses. Responsible for tracking, reporting and retaining accurate documentation of employee certification records.

Oversees the instructional design and development of FSW Online related certification courses. Collaborates with faculty on content development for faculty and student online course support resources at FSW.

Responsible for submitting and tracking faculty stipends related to online course training and professional development.

Identify online course standards that are not consistently met and collaborate to create related professional development.

Support non-academic departments, such as Human Resources and the Corporate Training Center, in the development of employee training courses.

Knowledge, Skills and Abilities

Minimum Qualifications

Bachelor's degree from a regionally accredited institution of higher learning and Industry Certification in Instructional Design or 18 graduate credits.

Ten (10) years of full-time related professional work experience in higher education, with at least six (6) years of experience in Instructional Design.

Must have Quality Matters APPQMR Certification, hold a Quality Matters Peer Reviewer role, and a Quality Matters Facilitator OR Coordinator role.

Fluent in use of the College's Learning Management System.

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Demonstrated ability to:
- Work in a student-centered environment with a focus on instructional technology and course design.
- Design and develop online courses.
- Develop multi-media using a variety of software applications.
- Use knowledge of diverse instructional design theories and practices, and learning and teaching styles.
- Think critically and creatively, have a high standard of integrity, and be motivated to incorporate best practices into the organizational culture.
- Exhibit a thorough knowledge of policies, procedures, and outside regulations pertaining to the position.
- Take initiative and independently plan, organize, coordinate and perform work in various situations where numerous and diverse demands are involved.
- Anticipate, investigate, and analyze problems and address them proactively.
- Communicate effectively, both orally and in writing.
- Establish and maintain effective working relationships with faculty, staff, students and the public.
- Work in a fast-paced, demanding environment.
- Work independently and follow through on assignments.
- Exhibit solid organizational skills and be detail oriented.
- Work with a variety of constituencies and be willing to contribute to a team effort.
- Exercise discretion and good judgment at all times and in all contexts and maintain confidentiality.
- Work effectively with all constituencies of the College.
- Collect, organize, analyze and present information in a meaningful manner.
- Collaborate and be effective working with diverse populations.
- Use a personal computer, office software such as MS Office and electronic mail.

Critical Skills/Expertise

All employees are expected to:
- Promote a common purpose consistent with stated College goals and demonstrate a commitment to students and the learning environment.
- Possess the knowledge of general written standards and procedures utilized, and have the ability to read, interpret, and follow procedural and policy manual related to the job tasks.
- Demonstrate the ability to respond to supervision, guidance and direction in a positive, receptive manner and in accordance with stated policies.
- Provide quality customer service by creating a welcoming and supportive environment.
- Present a professional image in word, action and attire.
- Demonstrate professionalism in dealing with a diverse population while understanding and respecting each other's view of the world, personalities and working styles.
- Conduct oneself in a manner consistent with the College's standards of ethical conduct.
- Apply effective techniques to create working relationships with others to achieve common goals; successfully communicates and collaborates with others to achieve goals.
- Demonstrate skills necessary to look at situations and processes critically to make recommendations for improvement.

Work Conditions/Physical Demands/Special Conditions

Physical: Routinely requires the ability to see, hear, and speak. Routinely requires sitting, bending, stooping, walking. On occasion, incumbents may be required to lift 20 or more pounds.

Environmental: Normal general office.

Mental: Routinely requires the ability to interpret, analyze and perform critical thinking skills

Approved: April 15, 2023 and Revised October 23, 2023.