MEMORANDUM

TO: Deans, Associate Deans, Directors, Department Heads, and Chancellors of Regional Campuses

FROM: Mark A. Pagano, Dean of Continuing Education and Conferences

DATE: January 24, 2007

SUBJECT: 2007 Awards for Excellence in Distance Learning

Please consider nominating a distance learning activity (course, seminar, workshop) for the 2007 Purdue University Awards for Excellence in Distance Learning. Two cash awards of $1,000 are funded by the Office of the Provost, one each for a credit and a noncredit distance learning activity conducted through Purdue. Currently, Purdue is dedicating significant resources to increase the availability and enhance distance learning offerings by our faculty. These awards will help recognize faculty or staff members who demonstrate excellence in distance learning projects. Additionally, they are intended to publicize and promote creative and innovative approaches to developing learning opportunities that reach out to Purdue students beyond our campuses.

Previous winners include Joy L. Colwell, Manufacturing Engineering Technology Supervision (Calumet); Jane Kirkpatrick, School of Nursing; Peg Ertmer, College of Education; Mickey Latour, Animal Science; Jay Akridge, Agricultural Economics; Robert W. Bennett, Pharmacy Practices; Kathryn Orvis, Horticulture and Landscape Architecture; and the 2006 winner, Jennifer Richardson, Curriculum and Instruction.

Please publicize to your faculty and staff the availability of these awards and encourage applications to be submitted by Friday, February 16, 2007. The Excellence in Distance Learning Awards will be recognized at the University Honors Convocation on Sunday, April 15.

The attachment describes the awards in greater detail and includes the award application. All of the materials also are available on the Web at www.continuinged.purdue.edu/distance/awards/.

I’m looking forward to learning more about your distance learning activities and having the best of these recognized, institution wide. If you have questions about the award or the application, please contact Dennis McElhoe at dlmcelhoe@purdue.edu or 765.494.1434.

Attachment

cc: M. Jischke
   S. Mason
   V. Lechtenberg
**Purdue University**  
**2007 Awards for Excellence in Distance Learning**

**Purpose:** To recognize faculty or staff members who demonstrate excellence in the development or teaching of a distance learning activity (course, workshop, or seminar). These awards are intended to recognize professional accomplishment and to publicize and promote creative and effective approaches to learning that are delivered via distance learning media.

**Awards:** Two cash awards of $1,000 each are available – one each for credit-granting and noncredit-granting learning activities conducted through Purdue University (applicable taxes will be deducted). Certificates of recognition, suitable for framing, will also be presented to the recipients. The awards will be presented at the annual University Honors Convocation in April.

**Eligibility:** The award is open to faculty and staff members (individuals or a team) at all campuses within the Purdue University system. In the event two or more individuals are nominated for an award as a team, the award will be divided equally among the recipients. At least one of the nominees for each award must be a current faculty or staff member at Purdue. The related distance learning accomplishment or activity must have been offered or conducted within the previous two years (Academic Years 2005-2006 or 2006-2007).

**Definitions:** A distance learning activity comprises an organized set of instructional objectives, content, and processes designed to be presented to learners who are separated (in space or time) from the instructor or from traditional on-campus classrooms. Examples of distance learning delivery media include, but are not limited to, videoconferencing, videotape, print-based materials, audio tape, audio conferencing, interactive satellite broadcasting, computing, and the Internet (via e-mail or the World Wide Web). Examples of learning activities include, but are not limited to, credit courses, short courses, workshops, and seminars.

**Nomination criteria:** To qualify for an award for excellence in distance learning, a faculty or staff member must have developed or taught a credit or noncredit distance learning activity (or collection of activities) that clearly demonstrates each of the following:

- A well-designed approach to instruction, including elements such as needs assessment, learner analyses, instructional strategies, evidence of timely content, and appropriate use of technology
- Effective application of distance learning methods and best practices which enable student learning
- Positive impact on the clientele served, as reflected by program evaluations (formative and summative) or other documentation of appropriate measures

**Application:** To submit an application for this award:

- Complete the attached award application, which includes a 500-word (maximum) description of the distance learning activity. Applicants must include one or two selected supporting materials (e.g., samples of promotional materials, learning activities, and instructional materials; summaries of quantitative learner evaluations, etc.). Additionally, the judges will have limited time to peruse lengthy materials, and so applicants are encouraged to make their most persuasive case in their 500-word description.

- Submit the application and supporting materials to Dennis L. McElhoe at dlmcelhoe@purdue.edu, or send five (5) hard copies to:

  Award for Excellence in Distance Learning  
  Continuing Education and Conferences  
  Stewart Center, Room 116  
  128 Memorial Mall  
  West Lafayette, IN  47907-2034

**Deadline:** Applications must be received no later than **Friday, February 16, 2007**.
Award for Excellence in Distance Learning
Award Application

1. The distance learning activity:

Name of the distance learning course:

__________________________________________________________________________________

Type of learning activity:  O Credit-granting
                          O Noncredit-granting

Date of most recent offering:   ______________________________________________________

Type of developmental effort:  O Individual
                                O Team

2. The University sponsor (college/school/department) of the activity:

Name/title of dean/head of college/school/department:  ________________________________

College/school/department:  ______________________________________________________

Address:  _________________________________________________________________________

Telephone and fax:  _________________________________________________________________

E-mail:  __________________________________________________________________________

3. The director of the activity:

Name/title of director:  ______________________________________________________________

Department:  ______________________________________________________________________

Address:  _________________________________________________________________________

Telephone and fax:  _________________________________________________________________

E-mail:  __________________________________________________________________________

4. Other faculty/staff members involved in the activity (if activity was a team development effort, please list all team members’ names, titles, and college/school/departmental affiliations):

Name, title, college/school/department:  ____________________________________________

Name, title, college/school/department:  ____________________________________________

Name, title, college/school/department:  ____________________________________________

Name, title, college/school/department:  ____________________________________________

Name, title, college/school/department:  ____________________________________________
5. **Description of the activity:**
On this page (below), please provide a 500-word (maximum) description of the learning activity. Enclose supporting materials (one or two examples) – but we encourage you to make your most persuasive case via this description. In addition to the following criteria, the judging will be based on the accuracy and completeness of the submission. Any omissions will be noted in deducted points from the corresponding category.

**Context for developing the learning activity (25 points):**
- The clearly stated goal to be achieved by the educational activity
- The number of students or participants served by the educational activity
- The responsibilities of those involved in bringing the educational activity to fruition (faculty, staff, director, and/or team members).

**Syllabus and instructional planning (50 points):**
- Is the syllabus clear and specific?
  - Developer’s expectations for the teaching of the subject matter (course objectives)
  - Developer’s expectations for the measurement of learning (assignments)
  - Basic educational activity information – grading policies, schedule, educational activity materials
- What specific instructional design methodology or learning tool(s) was used to develop the course?
- Course Objectives
- Learning Activities and Instructional Materials. Please provide:
  - Course objectives
  - Syllabus
  - Two or three examples of supporting materials, which may include:
    - Learning activities
    - Instructions
    - Grading, evaluation, or other criteria utilized

**Formative and summative evaluations (25 points):**
- Learner evaluations
  - Quantitative
  - Qualitative
- Self-evaluation: Answer the following questions:
  - Are there areas of improvement in the educational activity?
  - What went well? What didn’t go well?
  - How does the instructor or developer address problems in the educational activity and suggest changes/improvements to the activity?
  - Is the project replicable?
  - What is the value/impact of providing this course via technology?
- Three letters of recommendation. A letter from each of the following:
  - Colleague
  - Participant or student from the course
  - Department head

The judges will evaluate how well these criteria have been met by assigning points as follows:

- Context for developing the activity = 25 points
- Syllabus and instructional planning = 50 points
- Formative and summative evaluations = 25 points
- TOTAL = 100 points
Description of the learning activity (500 words maximum):
6. **Certification by University sponsor (college/school/department) of the activity:**
   By submitting this award application, I certify that the director (or at least one of the team members) of the learning activity is a faculty or staff member of Purdue University, was at Purdue when the activity was conducted, and that the activity supports the mission of our college/school/department.

   Signature of dean/department head: ____________________________________________________

7. **Agreement/understanding of the nominator of the activity:**
   I understand that application materials cannot be returned, that the panel of judges will be selected from qualified faculty and staff, knowledgeable of instructional pedagogy and distance learning technologies. I understand that the decision of the judges is final.

   Nominator’s signature: ________________________________________________________________

   Printed name: _________________________________________________________________

   College/School/Department: __________________________________________________________

   Address: _________________________________________________________________________

   Telephone and fax: __________________________________________________________________

   E-mail: __________________________________________________________________________