



Dear Colleagues:

How can you make your courses even more appealing? What makes them unique and stand out? It's YOU, personality & style!

ITDA, VITAL, and IMC are here to help you bring life to the creative and market what you have to offer. This issue of TTT offers insights into tips & tools for promoting your courses.



From,
The Office of Instructional Technology, Design, & Assessment (ITDA)



Sharing the Good News

When thinking about this week's topic of "marketing your course," I was reminded of an event almost a decade ago. I was visiting campuses as part of my role at the Associated

Colleges of the Midwest and was amazed by the innovation and creativity on one campus in particular. A collaboration between Information & Educational Technology and the Library had made a tremendous impact on faculty and students.

When asked why the rest of the consortium did not know about advances in everything from creative instructional design techniques to the exploration of virtual reality, I was told "we are from the Midwest and we don't brag." I immediately told the group to "just tell me and I would be happy to brag for you."

In all seriousness, neither of us would have been bragging to share the good news about what is happening on campus or in a specific course. Imagine the value it brings to students trying to make a decision, and other faculty who might not know where to start the conversation.

So remember, sharing good news and why your courses are exciting is not bragging, but a form of collaboration and encouragement.

Kind Regards,
Ed Finn, Director of Instructional Technology, Design & Assessment (ITDA)

Getting Social with Social Media!



Have you thought of utilizing social media to promote your upcoming class? If you've taught the class in the past, or have done an event for it, have IMC throw up a photo or two! Selene, an undergraduate Digital Media Arts major, recently saw Martin Buinicki on the English Departments Instagram (@valpoenglishdep) promoting the Great ENGL 280 RPG Playtest and now is talking with their advisor about taking the class. Social media is a great way to spread the word about your innovative class!

Contact [Nicki Kollar](#) in IMC to promote your course today!

Tell Your Students!

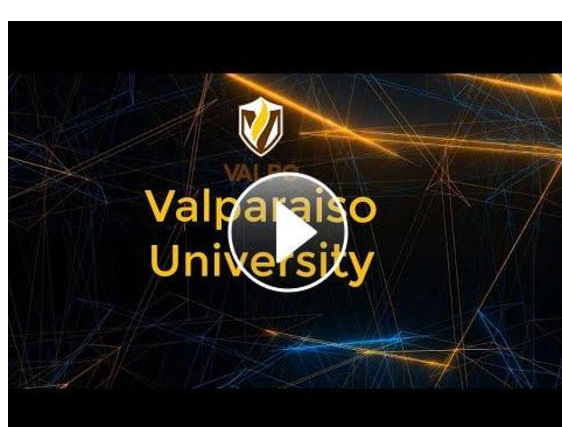
Word-of-mouth is one of the best ways to advertise, so tell your students about the courses you teach, when they are being offered, and how to register. And, tell a friend!



- [Announcements](#)
- [Email](#)
- [Messages](#)

Make a Video!

Schedule time with Gina or Jordin at the CCLIR One Button Studio. Let them add some VU branding, Camtasia pizzazz with a creative intro & outro! See this example with Jordin Billings and her CORE 110 class.



**From the Desk of Cynthia Rutz, Director
Valparaiso Institute for Teaching and Learning (VITAL)
Marketing Your Class**

Have you ever worked hard to create a terrific course only to have it canceled because not enough students signed up? Two of your Valpo colleagues, Richard Sévère and Selina Bartels, share some great ideas for how to get the word out about your outstanding courses.

Read the Full Article Here: [Marketing Your Class](#)

Try These Free Tools:

Record, edit, and share videos with [Screencast-O-Matic](#) or [Screencastify](#).

Faculty Videos:

See what your colleagues in the [English Department](#) are doing.

ITDA Help Desk: Submit a Request Here for Assistance

Visit the NEW VITAL Website, One-Stop-Shop for Faculty Resources