Selling the Concept: a Primer on Salesmanship of the Flipped Classroom Model

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“Inverted classroom” or “flipped classroom” is a teaching style in which the students’ first experience with the material does not come during class time, but is done at home in the form of reading assignments and/or watching video lectures. This frees class time up to focus on discussion, collaborative work, and engagement with the other activities that are traditionally done outside of class.
Why flip?

The reasons why I flip my classroom:

- To keep students engaged during class.
- To let students adjust the pace at which they work and learn the material.
- To teach students how to be independent learners.
- To teach students how to collaborate in groups and facilitate peer instruction.
- To improve student retention of material.
Why not flip?

The reasons why I was scared to flip my classroom:

- More prep time.
- Bad student evaluations.
Most common student complaints I’ve heard about the method:

- “It’s more work.”
- “Why am I paying the university to teach myself the material?”
- “I learn more from lecture.”
Getting Student Buy-in

- Tell the students what to expect.
- Show the students that you’re on their side.
- Show the students how you’re adding value to their educational experience.
Beginning of Semester

- Open Letter to Students from Chair
- First Day Spiel
- Survey
- Read Peer Letters
- Individual Meetings (for EC)
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Middle of Semester

- Reminder Spiels
- Full Classroom Discussion on the Method
- Student Testimonials after Tests
Reminder Spiels

Full Classroom Discussion on the Method

Student Testimonials after Tests
Middle of Semester

- Reminder Spiels
- Full Classroom Discussion on the Method
- Student Testimonials after Tests
End of Semester

- Survey
- Another Full Classroom Discussion on the Method
- Write Peer Letters
End of Semester

- Survey
- Another Full Classroom Discussion on the Method
- Write Peer Letters
Survey

Another Full Classroom Discussion on the Method

Write Peer Letters
My worst semester’s evaluations was when I “sold” least, and my best was when I “sold” most.
Thank you!

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