



Selling the
Concept

A. Capaldi

Introduction

Motivation

Getting
Student
Buy-in

How I Sell It

Conclusion

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

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Flipped Classroom

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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?

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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?

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The reasons why I was **scared** to flip my classroom:

- More prep time.
- Bad student evaluations.



Student Complaints

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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

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- 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

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



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Middle of Semester

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



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



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Conclusion

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My worst semester's evaluations was when I “sold” least, and my best was when I “sold” most.



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Thank you!

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