

Academic Affairs Excellence Awards

Application Form



Name:

Rank:

Department:

Award applying for:

(Check one)

<input type="checkbox"/>	Excellence in Teaching Award*
<input checked="" type="checkbox"/>	Excellence in Online Teaching Award*
<input type="checkbox"/>	Excellence in Scholarship & Creative Endeavors Award*
<input type="checkbox"/>	Excellence in University Service*
<input type="checkbox"/>	Excellence in Scholarship of Teaching & Learning Award*
<input type="checkbox"/>	Department/Program Excellence Award^
<input type="checkbox"/>	Irene Rose Community Service Award^
<input type="checkbox"/>	Laurie Hendrickson McMillian Faculty Award^

*college selection required before being forwarded to university

^university awards

College nominees' final applications received by Center for Teaching and Learning (ctl@gcsu.edu) by March 1.

Please insert the required documentation in the pages below for the award category you have noted above. Detailed information associated with each award is available online at the [Center for Teaching and Learning website](#).

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III. Nomination from Department Chair



2/19/2024

Dear Selection Committee,

I am writing to nominate Dr. Bryan Marshall for the prestigious Award for Excellence in Online Teaching at Georgia College. As a colleague and collaborator, I have had the privilege of witnessing Dr. Marshall's exceptional dedication to enhancing the online learning environment, his innovative teaching methods, and his unwavering commitment to student success. His contributions over the past year, in particular, have significantly elevated the quality and accessibility of online education within our institution.

Dr. Marshall has been instrumental in integrating new part-time adjunct faculty into our academic framework, ensuring a seamless transition to our online platforms. His hands-on approach to assisting faculty members, regardless of their teaching modality, has fostered a cohesive and supportive educational community. His initiative to conduct a departmental workshop exemplifies his leadership and dedication to pedagogical excellence. By demonstrating how to create a standardized and well-organized course layout and further reinforcing these concepts through the creation of an instructional video, Dr. Marshall has empowered faculty to enhance their online course delivery effectively.

Moreover, Dr. Marshall's innovative concept of premium support hours has revolutionized our program's approach to asynchronous learning. By setting aside dedicated weekly time slots for student interaction, he has significantly improved student engagement and satisfaction, demonstrating a profound understanding of the challenges and opportunities inherent in online education.

Dr. Marshall's direct involvement in teaching is equally commendable. His guidance in online directed study courses, particularly the one involving graduate research students, has yielded tangible academic contributions, including the publication of two peer-reviewed journal articles. This achievement not only highlights the quality of mentorship and academic rigor Dr. Marshall provides but also enhances the reputation of our institution.

His extensive teaching portfolio, covering 14 different courses over the last seven semesters, reflects his versatility and commitment to academic diversity. As the



**DEPARTMENT OF
INFORMATION SYSTEMS
& COMPUTER SCIENCE**
GEORGIA COLLEGE & STATE UNIVERSITY

graduate program coordinator, Dr. Marshall has played a pivotal role in increasing graduate program enrollments, a testament to his effective leadership and innovative recruitment strategies.

Under Dr. Marshall's guidance, our department has undertaken a comprehensive revamp of the online curriculum, ensuring that it remains cutting-edge, accessible, and responsive to the evolving needs of our students and the broader academic community. This curriculum overhaul has not only improved the quality of our online offerings but has also set a new standard for online education within our institution.

In recognition of his outstanding contributions to online teaching and learning, I wholeheartedly nominate Dr. Bryan Marshall for the Award for Excellence in Online Teaching. His dedication, innovation, and leadership have had a profound impact on our students, faculty, and the broader academic community at Georgia College.

Thank you for considering this nomination. I am confident that Dr. Marshall's achievements and dedication to excellence in online teaching make him a deserving recipient of this prestigious award.

Sincerely,

Jeannie Pridmore

Jeannie Pridmore
Chair Information System & Computer Science
J. Whitney Bunting College of Business & Technology
Georgia College & State University

IV. Condensed CV with Description of Online Courses Taught Within Past Three Years

MMIS 6296 – Database Management

In this course, students learn how to manage and organize important information (data) on computers, which is like learning how to store and protect a valuable treasure. We cover how to choose the right tools for storing this information, how to arrange it neatly, and how to keep it safe. Students also learn about asking computers specific questions to find the data you need and how to handle data that's spread across different locations. This course is designed to be easy to understand, even if you're new to computers, and will teach you the basics of keeping digital information organized and secure.

- Spring 2024 (35 students – 14 Double Bobcats)
- Spring 2023 (35 students – 15 Double Bobcats)

MMIS 6240 – Agile Project Management

In this course, students learn the agile project management framework, which is like learning a modern and flexible way of leading projects and teams. We cover the roles of the scrum master and product owner, focusing on how to plan projects, guide teams, and deliver results effectively. Students also learn about creating project visions, mapping out plans, and writing clear goals. The course includes practical skills like identifying key stakeholders, organizing teams, planning releases, and managing communication and risks. This course is designed to be accessible, even if you're new to project management, and will teach you the fundamentals of managing projects in a dynamic and responsive way.

- Spring 2023 (30 students)
- Spring 2022 (13 students)

MMIS 6299 – Research Project

In this course, students dive into the world of applied MMIS research, which is like embarking on a journey to discover new knowledge in the field of Management Information Systems. We cover the latest trends in MMIS research, teaching you how to analyze data, choose the right research methods, and gather information effectively. Students also learn how to report their research findings clearly and accurately. A key part of the course involves conducting your own MMIS research project, giving you hands-on experience in the field. This course is designed to be practical and engaging, even for those new to research in MMIS, and will equip you with essential skills for conducting and presenting impactful research.

- Spring 2023 (4 students – directed study)

MMIS 6230 – Ecommerce / CBIS 4215 – International Ecommerce

In this course, students explore the world of electronic commerce, particularly in the global market, which is like learning how to conduct business in the vast digital world. We cover strategies for successful electronic commerce, focusing on how to seize opportunities through Web-based platforms. Students also learn about designing and evaluating effective websites, a crucial skill in the digital marketplace. Additionally, the course delves into the technology and applications that support e-commerce, providing a comprehensive understanding of the digital tools and techniques essential for success in this field. This course is designed to be insightful and practical, suitable for those new to electronic commerce, and aims to equip students with the knowledge and skills to thrive in the global digital marketplace.

- Summer 2023 (6230: 10 students; 4215: 21 students)

MMIS 6191 – Web Design

In this course, students will delve into the world of web design using current web technologies, which is like learning the art of creating and shaping online experiences. We focus on accessible web design, ensuring that websites are usable by everyone, including people with disabilities. Students will not only learn the theory but also get hands-on experience in designing, creating, and publishing their own web pages. This practical approach helps in understanding the nuances of web design from a real-world perspective. The course is structured to be beginner-friendly, making it suitable for those new to web design, and aims to equip students with the skills to craft effective and accessible online content.

- Summer 2022 (2 students – directed study)
- Fall 2021 (2 students – directed study)

MMIS 6198 – Intro to ERP

In this course, students will learn about Enterprise Systems, focusing on Enterprise Resource Planning (ERP) through practical use of SAP and other system integration tools. The course offers an understanding of how ERP systems like SAP impact organizations and includes hands-on experience with SAP in various environments, including cloud-based platforms. Designed for beginners, this course aims to provide a foundational understanding of ERP systems and their essential role in integrating and streamlining business processes.

- Fall 2022 (26 students)
- Summer 2022 (20 students)

MMIS 6391 – Program Development

In this course, students have the chance to apply a contemporary software language or programming tool to real-world user problems. It's designed to provide practical experience, equipping students with a working knowledge of an advanced programming language or development tool. This hands-on approach ensures that students not only learn the theory but also gain the skills needed to effectively solve actual

challenges faced by end-users. The course is suitable for beginners and aims to build a strong foundation in modern software development practices.

- Fall 2023 (35 students – 15 Double Bobcats)
- Spring 2022 (1 student – directed study)

CBIS 2220 – Principles of Information Systems

In this course, students will explore the principles of managing information systems and technology, focusing on how they enhance business processes and decision-making for competitive advantage. Covering a range of topics, the course delves into the study, design, development, implementation, and management of computer-based systems, along with data communications and information security. It offers an insightful look into the field of Information Systems (IS), highlighting its crucial role in reshaping modern organizations and society. Designed for an introductory level, the course aims to provide students with a comprehensive understanding of IS and its transformative impact on the business world.

- Summer 2023 (13 students)

V. Reflective Teaching Statement: Focus on Online Learning

As an educator specializing in online learning at Georgia College, my teaching philosophy is anchored in three pivotal objectives: fostering engaged learning in a digital environment, imparting industry-relevant skills through online platforms, and aligning assessments with these practical skills. My journey in online education has been a tapestry of innovative approaches and adaptive strategies, all aimed at enhancing student success in a virtual learning landscape.

Engaged Learning in Online Settings

My commitment to engaged learning has evolved with a focus on online methodologies. The EduScrum method, which I initially explored in a 2016 paper, has been adapted for the virtual classroom. This approach, resembling a flipped classroom, involves pre-class content review by students, followed by online sessions dedicated to complex discussions and collaborative project work. This method has proven effective in online settings, fostering active participation and deeper engagement among students. My collaboration with Eric Kobbe on using scheduled text messaging and emails has further refined my online teaching, ensuring consistent and impactful communication with students.

Real-world Skills in a Digital Context

Keeping pace with the rapid technological advancements in IT and ecommerce, my online courses actively integrate real-world practices. Students engage with online forums like Stack Overflow, reflecting industry norms. This approach not only familiarizes them with current industry practices but also led to a collaborative research paper that received accolades at the International Association of Computer Information Systems. Regular updates to course content and partnerships with tech giants like Amazon, Microsoft, Cisco, and VMWare immerse students in practical, hands-on experiences, making their online learning directly relevant to real-world applications.

Skill-based Online Assessments

Since 2008, I have been a proponent of integrating certifications with academic degrees, a philosophy that extends into my online teaching. By facilitating online scrum courses with certified trainers at accessible costs, I have enhanced the employability and practical skills of my students. This focus on certifications within the online curriculum underscores my dedication to skill-based education that is both practical and relevant.

Innovative Online Teaching Strategies

Key innovations in my online teaching include "Standardized Premium Support Hours," a flexible assignment resubmission policy, and the strategic use of Mailchimp for regular, structured communication. These strategies are tailored to the unique dynamics of online learning,

addressing the diverse needs of students, many of whom juggle work and study. They ensure high academic standards while fostering a sense of community and connection in the virtual classroom.

My experience in online education has solidified my belief in the transformative power of engaged, skill-based learning and the critical role of relevant assessments. The virtual classroom has become a vibrant space for innovation, where I continually strive to equip students with the knowledge and skills essential for success in today's digitally driven world.

VI. Brief Summary Innovative Teaching Artifacts

Standardized Premium Support Hours

Recognizing the unique challenges faced by online learners, especially those balancing work and study, I implemented "Premium Support Hours" in my courses at Georgia College. This initiative involves dedicated office hours held weekly at 7:30 PM, a time specifically chosen to accommodate students returning from work. This approach not only offers students a consistent, reliable opportunity to engage directly with me for personalized support and guidance but also fosters a sense of community and connection often missing in asynchronous online learning environments. This innovation has significantly enhanced student engagement and success, providing a platform for addressing queries, clarifying doubts, and facilitating deeper understanding of course material.

Flexible Assignment Resubmission Policy with High Standards

Building on the concept of mastery learning from my graduate studies, I've implemented a flexible assignment resubmission policy in my online courses at Georgia College. This policy allows students to resubmit their work multiple times for full credit. A significant aspect of this approach is that it enables me to maintain and enforce high academic standards. Since students have the opportunity to revise and improve their submissions based on feedback, I can grade more rigorously, ensuring that the final work meets a higher level of excellence. This policy is particularly beneficial for my graduate students, most of whom are balancing their studies with full-time employment. It provides them with the time and flexibility needed to deeply engage with and master the course material, leading to a more profound and comprehensive learning experience.

Utilizing Mailchimp for Consistent Communication and Engagement

The third innovative strategy in my online courses at Georgia College involves the use of Mailchimp, a robust email marketing service, to enhance student communication and engagement. Each week, I send out structured messages at a consistent time, ensuring students receive regular updates and resources related to their course. This method not only provides a predictable and reliable line of communication but also allows me to track engagement through open rates and click-throughs on any embedded links.

VII. Letters of Recommendation

February 5, 2024

To whom it may concern,

I am writing to enthusiastically recommend Dr. Bryan Marshall for the Online Teaching Excellence Award. As a student who has taken two online classes with him and is currently engaging in a research-based project with him, I have witnessed firsthand his exceptional dedication to creating an engaging and effective online learning environment for his students.

Dr. Marshall excels in communicating complex concepts clearly, a particularly valuable skill in online teaching where clarity is essential for remote learners. I especially appreciate his policy of allowing students to resubmit assignments until they fully grasp the material. This practice fosters a collaborative atmosphere, vital in online settings where student-teacher interactions can sometimes feel distant. It instills a sense of teamwork, where teacher and students work together towards a common goal.

The incorporation of AI in our current research-based project is a testament to Dr. Marshall's forward-thinking approach to online education. Engaged in this project, we explore effective ways to integrate AI into the learning experience from a student's perspective. His commitment to staying at the cutting edge of educational technology and involving students in such impactful research showcases his dedication to advancing online teaching methods.

Additionally, Dr. Marshall fosters creativity by encouraging students to explore different approaches to assignments and projects, creating an environment that celebrates individuality. Currently, he's guiding two students in developing a Python application with ambitions to launch it as a popular website, kickstarting their future careers. This personalized support showcases his dedication to students' goals and willingness to adapt to unconventional learning paths, enriching the educational experience under his guidance.

In conclusion, Dr. Bryan Marshall is not only an outstanding educator but also a genuine friend and mentor who has significantly contributed to my academic and personal development. I wholeheartedly believe that he is deserving of the Online Teaching Excellence Award for his unwavering commitment to student success.

Sincerely,

Abby Clark

Dear Committee,

It is my pleasure to recommend Dr. Bryan Marshall for the online teaching award at the university level.

My name is Margeaux Messier, and I am a senior management information systems major at Georgia College & State University. During my four years Dr. Marshall has been one of the most influential mentors in my life. I first met Dr. Marshall when I was a sophomore taking one of my very first MIS courses. It was IT Infrastructure and from the first day we met I knew I wanted to model my career after his.

Last semester I was enrolled in Dr. Marshall's IT Advanced Programming Masters course. Throughout this course we took a deep dive into the skillset necessary to complete complex programs using the programming language python in ways that could make our lives simpler. From the very first day of this course, I recognized the invaluable information that was being shared with me. Not only was I learning how to program, but I was learning how to think critically about the problems I was trying to solve and was taught to utilize python in a way I had never thought too before.

College provides an extremely unique environment where students are encouraged to fail. This concept of failing leads students to discovering the many ways in which they can succeed. This concept is one of the core takeaways of my college career and that is all attributed to Dr. Marshall's teaching method. By providing challenges that make us think outside the box and teaching us the tools to solve the world's big "what ifs" is the reason I have been so successful in my four years here.

I do not know if my passion for technology, information systems, change, and the next big discovery would be this strong after my four years here if I had not been given the opportunity to be taught by Dr. Marshall. He has taught me to consider every factor, to not think too small, and to never give up! Additionally, Dr. Marshall is the soul reason I am currently pursuing a master's degree in management information systems while I am still in my undergrad.

Dr. Marshall is more than deserving of the recognition this award will allow.

I would be more than happy to speak further about my experiences in his courses and can be contacted at 678-360-4976 or margeaux.messier@bobcats.gcsu.edu.

My best,
Margeaux Messier
Student of Management Information Systems

Mike Madison
Co-Founder & VP, Enterprise Solutions
Proga Digital, Inc.
February 8, 2024

Dear Committee,

I am writing to strongly recommend Dr. Bryan Marshall for the Online Teaching Excellence award. As both a former student and now a colleague of Dr. Marshall's at Georgia College & State University, I've both observed and benefited from Dr. Marshall's exceptional commitment to online education and innovative teaching practices.

From the early stages of online adoption in the Information Systems department at Georgia College (of which I can attest as one of the first students to have completed the Master of Management Information Systems program through remote-learning participation in 2015), Dr. Marshall has consistently demonstrated his open-minded approach to online instruction.

One of Dr. Marshall's valuable resources is a comprehensive course website. This website is highly-detailed and well-organized, offering clear guidelines on assignment deliverables and serving as a key learning aid. The website's effectiveness is a testament to Dr. Marshall's ability to blend instructional content with hands-on projects, allowing students to progress at their own pace and according to their individual learning styles.

Dr. Marshall's dedication to utilizing technology extends far beyond web-based lectures or static website content, encouraging students to adopt industry-standard tools, such as Azure Data Studio, Docker, and common database management systems.

As a part-time faculty member at Georgia College yet full-time entrepreneur, my day job primarily consists of providing technology consulting and development services for globally-recognized brands and enterprise clients. I'm encouraged to see how Dr. Marshall builds coursework in a manner that provides students with hands-on, practical experience using tools and developing skills that align with my clients' systems and my daily work. Dr. Marshall's commitment to rapid adoption and alignment to the industry extends to AI - he regularly encourages and requires students to leverage ChatGPT to extend their learning, accelerate the pace of their work, and quality-check their deliverables - all skills that I and my business colleagues rely on every day.

Furthermore, Dr. Marshall has played a crucial role in supporting new faculty members, myself included. His willingness to give of his time, effort, and expertise in sharing established course documentation and his insights into effective online teaching were critical to my successful onboarding and first-time instruction.

Dr. Marshall challenges students to push the boundaries of their knowledge and skills. By requiring the use of a variety of technologies, they not only prepare students for the demands of the modern workplace but also encourage them to build the skills and seek out the tools that will assist them in becoming lifelong learners.

In recognition of their outstanding contributions to online teaching and learning, I believe Dr. Marshall is an outstanding candidate for the Online Teaching Excellence award.

Sincerely,

Mike Madison

mike.madison@progadigital.com

478-718-2511

February 01, 2024

Letter of Support – Dr. Bryan Marshall – Excellence in Online Teaching Award

Dear Members of the University Teaching Excellence Awards Committee,

I am writing to recommend Dr. Marshall for the Online Teaching Excellence Award at Georgia College and State University. As both a student in the fully online MMIS program and an adjunct faculty member, I have had the privilege of experiencing firsthand Dr. Marshall's exceptional teaching abilities and dedication to enriching the online learning environment.

Dr. Marshall's courses stand out because of their innovative integration of real-world concepts and incorporation the latest tools and applications in his curriculum. His approach empowers students to comprehend and relate to real-world scenarios, fostering an engaging learning experience. Furthermore, Dr. Marshall's recognition of the importance of artificial intelligence is evident in his curriculum, where he skillfully incorporates generative AI applications such as ChatGPT.

As a new employee, I experienced Dr. Marshall's commitment to the success of online teaching. He generously volunteered his time and expertise to assist me in setting up my fully online course, displaying his dedication to fostering a supportive and innovative online learning environment.

In conclusion, Dr. Marshall's teaching philosophy, dedication to leveraging technology, and commitment to supporting colleagues in the online teaching environment make him an excellent candidate for the Online Teaching Excellence Award. I wholeheartedly support his nomination and believe his contributions have significantly enriched the academic experience at Georgia College and State University.

Sincerely,

Matthew Hill
Matthew.hill1@gcsu.edu

VIII. Brief Summary Innovative Teaching Artifacts

A testament to my commitment to teaching excellence is reflected in the thoughtful design of my courses, both on GeorgiaView and through my personal website. I strategically utilize my website as a dynamic platform for content delivery, finding it to be a more efficient method for pushing updates and materials directly to students. This approach not only streamlines the dissemination of information but also ensures that students have access to the most current and relevant resources, thereby enhancing their learning experience and engagement with the course material.

<https://bryanmarshall.com>

The screenshot displays the website for Bryan Marshall, Professor of Information Systems. The header includes a teal graduation cap icon, the name "Bryan Marshall", and the title "Professor of Information Systems". A navigation menu at the top lists: HOME, TEACHING, RESEARCH PAPERS, PRESENTATIONS, AWARDS, VITA, ABOUT ME, UNIFY (PAWS), and G. The main content area is titled "Spring 2024" and features two course cards. The first card is for "CBIS 4214 – Web App Integration", describing a full-stack web development course using Python and Flask, with a "READ MORE" link. The second card is for "MMIS 6296 – Database Management", describing a course on database management technologies like Docker, SQL Server, MySQL, and SQLite3, also with a "READ MORE" link. Both cards include the author's name and the date of the post.

Bryan Marshall
Professor of Information Systems

✉ profes

HOME TEACHING RESEARCH PAPERS PRESENTATIONS AWARDS VITA ABOUT ME UNIFY (PAWS) G

Spring 2024

CBIS 4214 – Web App Integration

Dive into the world of full-stack web development in this comprehensive course designed for aspiring web developers and programmers. This course offers a hands-on approach to learning, focused on building robust web applications using Python and Flask.

READ MORE »

Dr. Bryan Marshall • December 11, 2023

MMIS 6296 – Database Management

Embark on a journey to master database management in this dynamic and practical course. Designed for beginners and intermediate learners alike, this course focuses on essential database technologies including Docker, SQL Server, MySQL, and SQLite3. Learn to manage and manipulate data effectively, ensuring your skills are relevant in the rapidly evolving world of database technology.

READ MORE »

Dr. Bryan Marshall • November 6, 2023

Maintaining a consistent look and feel across the platform is crucial in minimizing the learning curve for students, allowing them to focus more on their coursework rather than navigating the system.

Leveraging the latest WordPress software significantly enhances my course content delivery, particularly due to its superior capability in embedding YouTube videos and integrating various resources with ease, a feature that proves to be more challenging within the GeorgiaView platform. This technological advantage allows for a richer, more interactive learning environment, enabling students to access a wide array of multimedia materials seamlessly, which enriches their educational experience and facilitates a deeper understanding of the course content.

MMIS 6296 – DATABASE MANAGEMENT



Course Home

- Semester: Spring
- Year: 2024
- Course Title: Database Management
- Course #: MMIS 6296
- Instructor: Dr. Bryan Marshall and Professor Mike Madison
- E-Mail: bryan.marshall@gcsu.edu | jmikemadison@gmail.com
- Office Hours: Online (Monday @ 7:30 pm)

Catalog Description

Management of data as a resource. Development of a conceptual framework to evaluate, select, acquire, install, and maintain commercial data base management packages for use in information systems. Data structures, data storage, data representation, data flow, data dictionaries, access methods, utilities, query languages, security backup, configuration control, distributed data bases, and future directions in data

- DB Course Home
- Week 1 – Notebook 1
- Week 2 – Lynda I
- Week 3 – SQLite3 I
- Week 4 – Notebook 2
- Week 5 – Lynda II
- Week 6 – SQLite3 II
- Week 6 – Notebook 3
- Week 7 – Lynda III
- Week 8 – SQLite3 III
- Week 9 – Notebook 4
- Week 9 – Lynda IV
- Week 10 – SQLite3 IV
- Week 11 – Spring Break

In GeorgiaView, consistency and clarity are hallmarks of my course designs. Each course features custom headers and distinctive branding that not only highlight the identity of the instructor and the institution but also foster a sense of belonging among students. To streamline navigation and enhance accessibility, I've integrated a straightforward link for students to effortlessly access

course materials. This approach is maintained across all my online courses to ensure a cohesive learning experience. Furthermore, when contributing to the development of other departmental courses, I apply the same design principles to promote a uniform look and feel, reinforcing our commitment to excellence in online education.

The screenshot displays a course homepage with the following elements:

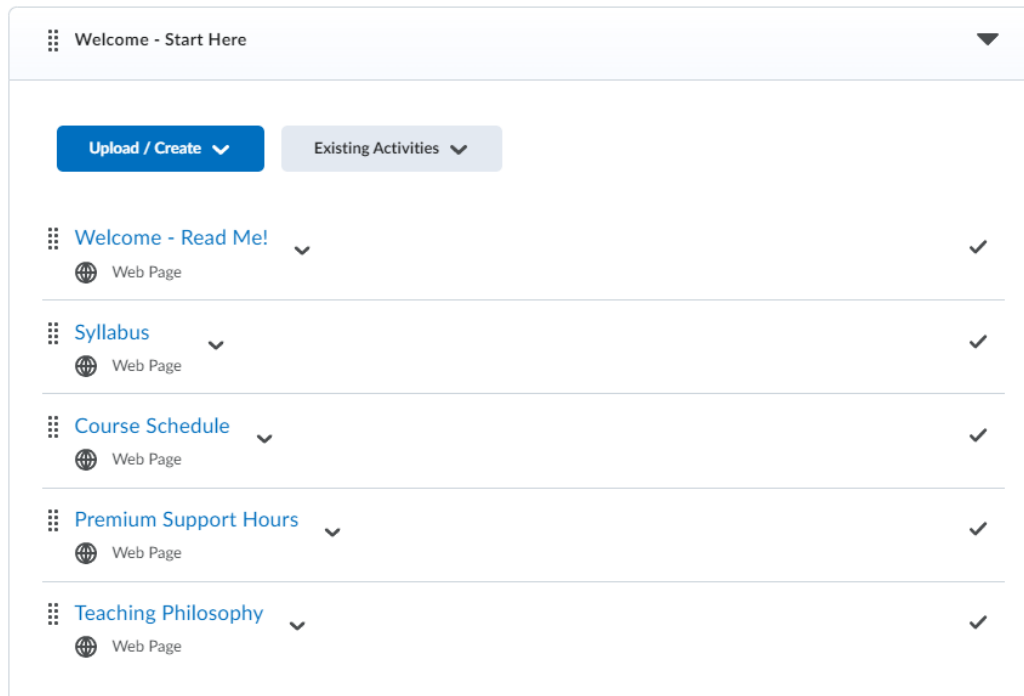
- Navigation Bar:** Course Home, Course Work, Resources, Classlist, Grades, Course Admin.
- Banner:** Database Management Spring 2024, featuring a database diagram and code snippets.
- Content Link:** 6296 Content Link with a prominent "Click to Access Course Content" button.
- Announcements:** A post titled "Week 5 Overview & SQLite3 Assignment Feedback" by Bryan Marshall, dated Feb 5, 2024, 11:49 AM. The text addresses students and discusses the upcoming week's focus on a Lynda course.
- Calendar:** A calendar view for Thursday, February 8, 2024, showing upcoming events:

Month	Day	Time	Event
FEB	11	11:30 PM	Lynda 2 - Due
FEB	18	11:30 PM	Assignment 2 - Due
FEB	18	11:30 PM	Notebook 3 - Due

In GeorgiaView (D2L), I particularly appreciate the "Welcome – Start Here" module, which I consistently implement across all of my courses, especially those delivered 100% asynchronously. This module serves as an essential orientation tool, guiding students through the initial steps of the course, setting expectations, and providing them with the necessary resources and information to succeed. By using a similar "Welcome – Start Here" module in each course, I ensure that students receive a uniform introduction, fostering a sense of familiarity and ease as they embark on their learning journey, regardless of the subject matter. This approach not only aids in reducing initial uncertainties but also enhances student engagement from the outset.

In my courses, I incorporate a detailed course schedule, meticulously aligning assignments with the calendar displayed on the homepage. This strategic organization ensures that students can easily see how their coursework maps out over the semester, allowing them to plan and prepare effectively. By directly linking assignments to the calendar, students have a clear, visual representation of due dates and important milestones, which aids in managing their time and responsibilities. This method not only streamlines the learning process but also fosters a

proactive approach to course engagement, significantly contributing to student success in a structured and transparent learning environment.



Lastly, I employ MailChimp for dispatching weekly messages to my students, a practice that serves two pivotal functions. Firstly, it enables me to track who opens the emails, offering valuable insights into student engagement and communication effectiveness. Secondly, MailChimp's scheduling feature allows me to ensure these emails are sent out promptly first thing Monday morning, establishing a consistent touchpoint at the start of each week. On one occasion, when I inadvertently omitted to send the email, several students reached out by that afternoon, inquiring about my well-being and whether they had missed the communication. This incident underscored the importance students place on predictability and stability in their learning environment. Such regular, scheduled communications not only keep students informed and engaged but also reinforce a structured and reliable learning atmosphere, which is crucial for their academic success and overall satisfaction with the course.

MailChimp Report

Welcome To MMIS 6296 - Database Management

[Switch report](#) ▾

[Overview](#) [Activity](#) ▾ [Click Performance](#) [Content Optimizer](#) [Social](#) [E-commerce](#) [Inbox](#) [Analytics360](#)

35 Recipients

Audience: Students (Tags: 2024 Spring MMIS 6296 Database)

Delivered: Tue, Jan 2, 2024 10:36 AM

Subject: Welcome to MMIS 6296 - Database Management

[View email](#) · [Download](#) · [Print](#) · [Share](#)

33 Opened	23 Clicked	0 Bounced	0 Unsubscribed
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Successful deliveries	35 100.0%	Clicks per unique opens	69.7%
Total opens	191	Total clicks	237
Last opened	2/5/24 7:28PM	Last clicked	2/5/24 7:28PM
Forwarded	0	Abuse reports	0