



# How to support faculty who are teaching online courses

Giving faculty the tools they need to be better online instructors is essential to having a successful course, program, and learner experience.

## Develop online courses that work for students and faculty

The best online courses are co-created with learning experts who know how to communicate the faculty member's message most powerfully. These experts help instructors from concept to delivery and have provided these tips to help you think through your online presence.

Your faculty are experts in their disciplines, with strong networks in their fields, and a deep commitment to students. But they may not feel comfortable with teaching online or structuring their course content. That's where higher ed leaders can make a positive impact. You can provide experts and training to take courses designed for an in-person classroom and adapt them for the virtual world.

Administrators can provide guidance on [structuring and organizing course content](#) to make it as engaging and informative as possible. And they can connect faculty with resources and tools to review the courses before they go live with students. This helps standardize instructional design across courses so students are immediately comfortable when they start a new course.

## Use interactive, animation, video, and more to connect

Help faculty give their students great online experiences. When they're not face-to-face, getting through to students can be tough. So, faculty need to be able to connect differently when using an online curriculum. Video and animation can get students to connect with the material in a new way. Give faculty the flexibility to create demos, lectures, or other interactive sessions to make learning fun and memorable.

“*Our faculty were incredibly relieved to know that we were working with professionals who understood not only the graphic and media design, but also how to organize an online course to best suit the needs of an online professional student and achieve the goals of the faculty.*”

— Neil Teixeira, Director of Distance Learning, USC Annenberg

## Include greater real-world relevance throughout the coursework

With the costs of higher learning as a central concern, students are looking for courses and degree programs that get them closer to their goals of getting a job. How can your courses put those experiences at the forefront of the virtual learning experience? That's a top question that higher education has to explore. Identifying ways to merge real-world needs with coursework can help attract students and keep them hooked.

Some ideas to consider:

1. Virtual job fairs
2. Resume clinics
3. Networking events
4. Q&A session with industry pros

See how Maryville University makes an impact for students with online teaching far beyond its local campus.



[Read the video transcript](#)

## Use faculty training to keep up with online teaching best practices

As new methods, tools, and ideas gain favor with instructors and students, institutions will need to ensure its training is keeping pace. Faculty training should be comprehensive, ongoing, and measured. Institutions need mechanisms for recognizing an instructor's needs and quickly delivering the right assistance. Training for teaching online courses should encompass:

- all tools instructors will be expected to use fluently, including a Learning Management System (LMS) and community tools
- just-in-time training based on real-time metrics that identify gaps (e.g., through student feedback, you might discover that a faculty member needs more training on facilitating online teleconferences)
- course management tips and shortcuts to help faculty have more free time for teaching or research

Free [online teaching resources](#) give your team a quick way to master essential techniques and upskill. These offerings can be combined with Pearson's robust training program that includes more formal, in-depth opportunities to support your faculty.

Once you have all the pieces in place for your courses (great content, interactive platform, and ongoing training) you're well on your way to success.

For more information, visit [pearson.com/opm](https://pearson.com/opm)