

Course Planning and Alignment Map

COURSE TITLE: Undergraduate Admissions Online Learning (community_yarcht_003)

COURSE DESCRIPTION: The Undergraduate Admissions team training is designed into modules offering college recruiters the opportunity to learn how to use Slate (CRM) to drive their work. Modules 1,2,4 are self-paced, and modules 3,5,6,7 are to be completed with a partner. The modules are divided into trainings that are fundamental to advanced, providing learning Slate Basics to Strategic planning, and modules will need to be completed in sequential order since each module builds upon prior modules.

COURSE OBJECTIVES (CO)

1. Effectively use Slate features (CRM) to answer student questions, troubleshoot, collect data, schedule trips, update information, create events, and send communication to recruit students.
2. Use Slate for strategic planning.
3. Implement a strategic recruiting plan based on evidence collected via Slate and job embedded experience.
4. Demonstrate the steps for generating and interpreting the significance of data.
5. Effectively communicate with prospective students, parents, teachers, and other professional staff.

Module	Module Objectives (CO alignment)	Assessments	Learning Materials	Activities
Module 1: Learning Slate Basics	<ol style="list-style-type: none"> 1. Identify the basic functions of the Slate environment. (CO1) 2. Interpret the information to answer basic questions and troubleshoot. (CO1, CO5) 3. Find applications and student record: <ul style="list-style-type: none"> o interactions, o test scores, o scholarships, o reset password, etc. (CO 1) 4. Find and update student relationships (CO1) 	<ul style="list-style-type: none"> • Pre-test/ formative assessment KWL in Miro asking learners what they know about Slate • (MO1, MO3 & MO4) Two formative 5 question Multiple Choice assessments using Canvas quiz builder for each: <ol style="list-style-type: none"> 1. Dashboards, Records and Timeline 2. Profile, materials, Recruiting and Events 	<ul style="list-style-type: none"> • CRM/ in Edpuzzle a video with embedded MC questions about what a CRM is and how companies use them • Slate overview • Kaltura videos with guided explanation of each of the features in Slate • PowerPoint with voice over explanation of key features (slows down the process so each slide can be paused and studied) 	<p>This is what I currently have as activities for the module:</p> <ul style="list-style-type: none"> • 1.1 CRM/ is an activity and video quiz, not directly aligned with the objectives. • 1.2 Viewing 1st Kaltura video and formative assessment • 1.3 Viewing the 2nd Kaltura videos and formative assessment

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	5. Create interactions (CO1, CO5)	<p>multiple attempts permitted and 100% expected. Correct answers are shown each time.</p> <ul style="list-style-type: none"> (MO2, MO3, MO5) Final formative assessment for module 1 looks to see what the learner understands about finding info in Slate: <ul style="list-style-type: none"> 3. An authentic open-ended simulation question where a recruiter is given a situation and must answer a question from a student in Padlet No grade. Feedback provided by instructor at the end of the module 	<ul style="list-style-type: none"> Guide manual Q&A sheet Info graphic to show flow connections 	
Module 2: What to Know About Events	<ol style="list-style-type: none"> 1. Create, look up and edit trips and events (CO1, CO2, and CO3) 2. Select and use appropriate Slate templates and folders (CO1, CO2, and CO3) 3. Follow Best practice procedures (CO1, CO2, CO3) 	<ul style="list-style-type: none"> (MO1, MO2, MO3) Two formative 5 question Multiple Choice assessments using Canvas quiz builder for each: <ol style="list-style-type: none"> 1. Create & Schedule Trips 2. Launching, concluding, & adding info to inquiry cards <p>multiple attempts permitted and 100% expected. Correct answers are shown each time.</p> (MO1, MO2, & MO3) 1 summative open-ended and authentic question that asks recruiters to schedule a trip, including templates and folders selection to use as they schedule a trip. They will use the Slate test account to create this action and then submit a screenshot of the work to the instructor for feedback. This is ungraded. 	<ul style="list-style-type: none"> Kaltura videos with guided explanation PowerPoint with voice over explanation of key features (slows down the process so each slide can be paused and studied) Guide manual Q&A sheet 	<p>This is what I currently have as activities for the module:</p> <ul style="list-style-type: none"> 2.1 Viewing 1st Kaltura video and formative assessment 2.2 Viewing the 2nd Kaltura videos and 2nd formative assessment

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Module 3: Effective communication skills	<ol style="list-style-type: none"> 1. Choose the appropriate communication channel (CO1, CO5) 2. Provide customer service (CO1, CO5) 3. Listen actively (CO1, CO5) 4. Communicate clearly (CO1, CO5) 5. Respond promptly and courteously (CO1, CO5) 	<ul style="list-style-type: none"> • (MO1, MO5) A formative 10 question Multiple Choice assessment using Canvas quiz builder: <ol style="list-style-type: none"> 1. Channels of communication and the best practices to answer student questions multiple attempts permitted and 100% expected. Correct answers are shown each time. • (MO2, MO3, MO4) A Formative 5 questions multiple choice assessments using Canvas quiz builder: <ol style="list-style-type: none"> 1. Listen to a 1-minute audio discussion between a recruiter and a student and then answer 5 question Multiple choice questions Must complete with 100% accuracy. Multiple attempts with correct answers noted each time. • (MO1, MO2, MO3, MO4, MO5) Summative assessment: an open-ended and authentic simulation question: <ol style="list-style-type: none"> 1. Recruiters must decide the best way to answer a student question based on what they see in Slate, what channel to use and then In Padlet write a sample response and then reflect upon their choices with an explanation. Submit for feedback, no grade. 	<ul style="list-style-type: none"> • Kaltura videos with short clips of interviews with 2 recruitment directors on their best practice approach to answering student questions • PP voice over video on active listening • Guide manual • Q&A sheet • Tedtalks: Defining Time for Human Connection in Customer Service 	<ul style="list-style-type: none"> • 3.1 and 3.2 Review videos and PP lectures and formative Assessment • 3.2 Active listener interactive activity online tool and formative assessment • 3.3 Role playing scenario interactive activity in a private discussion post two students play and then swap parts of recruiter and student

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Module 4: Introduction to Creating a Slate Query	<ol style="list-style-type: none"> 1. Access queries (CO1, CO2, CO3) 2. Develop a query building mindset CO1, CO2, CO3, CO4) 3. Develop a vocabulary for talking about queries (CO1, CO2, CO3, CO4) 4. Identify elements of Slate query building CO1, CO2, CO3, CO4) 5. Distinguish among the Slate query elements and their uses CO1, CO2, CO3, CO4) 6. Recognize the steps to build a quick query CO1, CO2, CO3, CO4) 7. Determine appropriate Slate base, folder and select general exports and filters (CO1, CO2, CO3, CO4) 	<ul style="list-style-type: none"> • (MO1, MO2) Return to Miro KWL as a formative assessment and complete the (W) want to know column now that they have learned a little bit about Slate dashboard and scheduling trips and events • Two formative 10 question Multiple Choice assessment using Canvas quiz builder: <ol style="list-style-type: none"> 1. Why are queries helpful (MO1,2,3) 2. Query features (MO4,5,6,7) Multiple attempts permitted and 100% expected. Correct answers are shown each time. • (MO1, 2,3,4,5,6,7) summative open-ended and authentic question that gives them a situation and then asks them to generate a quick query and to share the query link as an assignment for instructor feedback. This is ungraded 	<ul style="list-style-type: none"> • Kaltura videos with guided explanation • PowerPoint with voice over explanation of key features (slows down the process so each slide can be paused and studied) • Guide manual • Situational Data dictionary • Q&A sheet 	<p>This is what I currently have as viewing activities for the module:</p> <ul style="list-style-type: none"> • 4.2 PP voice overlay video what is a query and formative assessment 1 • 4.3 Viewing the Kaltura videos features of queries and formative assessment 2
Module 5: Building a Slate Report	<ol style="list-style-type: none"> 1. Follow steps to create a Slate report. (CO1, CO2, CO3, CO4) 2. Determine export and filters to use. (CO1, CO2, CO3, CO4) 3. Plan structure of report. (CO1, CO2, CO3, CO4) 4. Build a report (CO1, CO2, CO3, CO4) 	<ul style="list-style-type: none"> • (MO1,2,3) Two Formative 5-questions Multiple Choice assessments using Canvas quiz builder: <ol style="list-style-type: none"> 1. Steps to build a report 2. Selecting exports and filters Must complete with 100% accuracy. Multiple attempts with correct answers noted each time. • (MO1,2,3,4) Summative assessment: an open- ended and authentic simulation: student builds a report based on a question and completed template with peer feedback; submit the URL for instructor feedback/ no grade 	<ul style="list-style-type: none"> • Kaltura videos with guided explanation steps to follow • PowerPoint with voice over explanation of key features (slows down the process so each slide can be paused and studied) • Report template and sample templates • Guide manual • Q&A sheet 	<ul style="list-style-type: none"> • 5.1 Discussion board to be used after reviewing videos of guided explanation and PP, and taking formative 1st assessment Students are to ask questions and offer answers • 5.2 Use Template for planning report and submit to the discussion board for peer review feedback. Give and get feedback.

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		<ul style="list-style-type: none"> (MO1,2,3,4) Summative/formative (MO from modules 1,4, and 5) submit the completed Miro KWL with a final reflection explaining what they understand about Slate and what they are still not confident with in the CRM. NO grade. This gives me insight and feedback as well as brings summary and closure to the learner. 		
Module 6: Reading Data to Inform Strategic Planning	<ol style="list-style-type: none"> Determine the significance of the data in a report (CO2, CO3, CO4) Compare data with department data and with NACAC (National Association for College Admission Counseling) data. (CO2, CO3, CO4) 	<ul style="list-style-type: none"> (MO 1) As a formative assessment using online post-it tool post what you understand about how data drives your work. Using a slate report answer (MO1) formative 5 MC assessment built in Canvas quiz about the significance of the data. Must complete with 100% accuracy. Multiple attempts with correct answers noted each time. (MO1, 2) Formative assessment and authentic: with a partner use Formative a Venn diagram or some other compare/contrast graphic organizer to compare the admissions department data with the NACAC's national data on student recruitment and write a summary of your findings. Submit Venn and one summary for feedback from the instructor/ no grade 	<ul style="list-style-type: none"> Kaltura 2 min. Videos from 2-3 of Admissions leadership explaining their professional understanding of the significance of data. YouTube video reading data TBD Data website for dummies Slate reports Guided voice over PP discussing significance of data based on a slate report Forms or survey monkey to create a survey for stakeholder Guide manual Q&A sheet NACAC Report 	<ul style="list-style-type: none"> 6.1 Review videos and post and respond in the discussion board what you understand about the importance of data complete 5-MC formative assessment 6.2 Review all other materials and discuss significance of data with team members in a discussion post and provide feedback and then complete formative assessment with partner
Module 7: Strategic Planning	<ol style="list-style-type: none"> Identify features of a strategic plan Review University's strategic plan Based on data and department goals, develop a strategic recruitment plan. (CO2, CO3, CO4) 	<ul style="list-style-type: none"> (MO1) Formative 10 MC canvas-built quiz based on the characteristics of a strategic plan. Must complete with 100% accuracy. Multiple 	<ul style="list-style-type: none"> Kaltura videos of two from admissions leadership discuss what they think about when creating a strategic plan 	<ul style="list-style-type: none"> 7.1 Review videos and post and reply in the discussion board something striking that you realized while

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		<p>attempts with correct answers noted each time.</p> <ul style="list-style-type: none"> • (MO2) Formative assessment with a partner reviewing a case study of a strategic plan that needs improvement. Learners are to imagine they are constructively critiquing a peer with feedback on how to improve • MO1, 2, 3) Summative assessment: Given a report based on your territory (authentic) using the template, create a strategic plan. And submit for instructor feedback. NO grade but share with supervisor. 	<ul style="list-style-type: none"> • PowerPoint with voice over explanation of key features (slows down the process so each slide can be paused and studied) • Guide manual • Q&A sheet • University's Strategic Plan Overview • Youtube strategic planning • 4 Key Elements of an Effective Strategic Plan 	<p>reviewing the videos and other materials</p> <ul style="list-style-type: none"> • 7.2 Outside of the course: Discuss significance of plan with supervisor • 7.3 Formative assessment and authentic: Complete the Strategic Plan template. Peer review strategic plan and offer feedback to each other and revise to submit as the summative assessment.
	Reflection 5.1.docx Resources are listed on the reflection			