Q1. **Professional Development Narratives – North Central Region**
Subject Area #2: Extension Program Planning and Development

Program planning and development includes the following components: (1) assessing and analyzing community needs; (2) planning and designing an educational program; (3) developing the program resources and related materials; (4) implementing the program; and (5) evaluating the program content, process, delivery, and impact. What is not included in this category is teaching skills used for the delivery of the program, which will be collected in a future Qualtrics inventory form.

Q2. Which state do you represent?

- ○ Illinois
- ○ Indiana
- ○ Iowa
- ○ Kansas
- ○ Michigan
- ○ Minnesota
- ● Missouri
- ○ Nebraska
- ○ North Dakota
- ○ Ohio
- ○ South Dakota
- ○ Wisconsin
- ○ Other: _____

Q3. Please provide your name.

First Name | Jessica

Last Name | Gordon

Q4. Please provide your email address

gordonjes@umsystem.edu

Q5. Provide a brief description of the professional development program that addresses Extension Program Planning and Development. [Less than 250 words.]

*If you do not offer training on Extension Program Planning and Development, please state that here, and return the survey.

This course introduces a six-step process to develop instructional videos: setting a goal, creating a plan, determining content, recording and editing, and exporting a final product. Instruction with video includes attention to and management of cognitive load, noncognitive factors that influence engagement, and strategies to foster active learning.

Q6. Please provide a title (or short one-sentence description) that can be used to identify the training.

Quick-Guide to Instructional Video Design

Q7. Describe the intended audience for this training (e.g., is it part of on-boarding for all Extension staff, does it focus on staff with a certain level of experience, is it for specific program areas, are their elements designed for unique aspect of community/county-based educators versus state specialists, etc.). [Less than 100 words.]

Extension NTT Faculty

Q8. What are the core skills this training will instill in the audience? [Less than 250 words, and bulleted examples are encouraged.]

• Setting video goal and determining optimal length • How to create a storyboard • Tools and tips to develop content • Strategies for recording great videos, combining files, obtaining releases, light, and audio • Post production editing • Exporting/posting video • Video integration with Canvas LMS • Three pillars of effective educational videos • Strategies to reduce cognitive load • Strategies to increase audience engagement • Strategies to leverage video for active learning • Transitioning PowerPoint presentation to video

Q9. Please check ALL key words that apply to this professional development opportunity.

- ☐ communication skills (personal/educator)
- ☐ communication skills (delivery programs)
- ☐ conflict (management/resolution)
- ☑ digital program delivery
- ☐ digital learning principles
- ☐ Diversity, Equity, Inclusion (DEI)
- ☐ evaluation
- ☐ facilitation
- ☐ goal setting
- ☐ leadership
- ☐ marketing
- ☐ mentorship
- ☐ needs assessments
- ☐ onboarding (included in general onboarding)

- ☐ orientation to CES (included in general onboarding)
- ☐ partners
- ☐ risk management
- ☐ reaching new audiences
- ☑ teaching skills/techniques
- ☐ volunteers (in delivering programs and teaching roles)
- ☐ volunteer (overall management and coordination)
- ☐ volunteer - systems
- ☐ other: [explain] [_____]

Q10. How is this training offered? [Check all that apply]

- ☐ Face-to-face / in person
- ☐ Live/interactive zoom/webinar (internet based, time-fixed, with the instructor)
- ☑ Asynchronous learning
- ☐ Other: Please describe:

[_____]

Q11. Is this training open to other states/institutions?

- ○ No
- ◉ Yes - How do other states/institutions access the training and describe any permissions that need to be obtained to utilize this training:

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Create a guest account
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Q12. Is there a registration/tuition/fee to participants?

- ◉ No (please continue the survey)

○ Yes - Please describe the cost per person and if there are differences for out-of-state participants.

Q13. Provide a website for additional information, if applicable.

https://umsystem-muextension.catalog.instructure.com/browse/learning-teaching-services/courses/137891-quick-guide-to-instructional-video-design

Q14. Provide a name and contact information of someone who can answer questions about this training.

Jessica Gordon gordonjes@umsystem.edu

Location Data

Location: (39.4403, -92.5571)

Source: GeoIP Estimation