

Engaging Faculty in the Use of Technology without Using the "T" Word



PHILLIP BOHL & JULIE TAUSEND
PEPPERDINE UNIVERSITY SCHOOL OF LAW

TWEET- @JULIETAUEND
#CALICON13

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An aerial photograph of the Pepperdine University campus, showing a large complex of buildings with red-tiled roofs situated on a green hillside. In the background, a blue coastline with a bay and a beach is visible under a clear sky. The text 'PEPPERDINE UNIVERSITY' is overlaid in a white serif font, with 'School of Law' in a smaller font below it.

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The Faculty

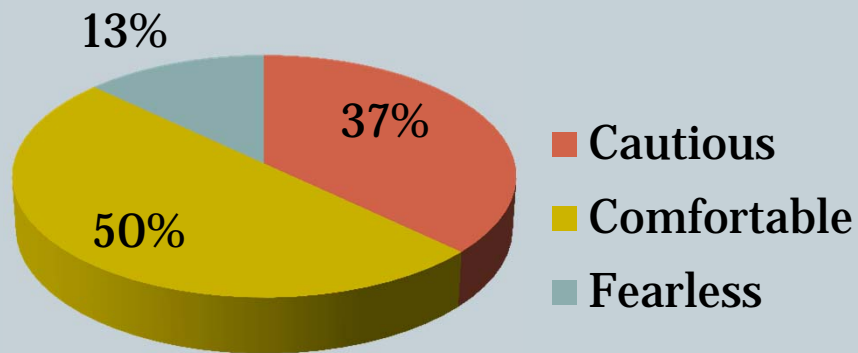


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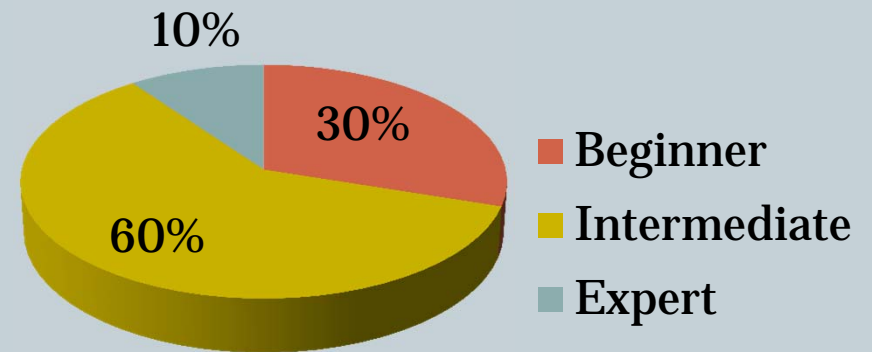
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Faculty Use of Technology

Range of Comfort Level



Range of Ability



The Role of Instructional Experts





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Retrieved from YouTube <http://youtu.be/AGt5f70K02Q?t>



Advocacy

Support the Educational Mission



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The Challenge



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Getting faculty to think about innovation without invoking resistance

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The “T” Words?



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The “T” Words



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Motivational Communication

A decorative graphic consisting of a white dashed horizontal line that is interrupted by a white circle with a teal outline, centered below the title.

Moving Forward with Familiar Terms



**Familiar
Terms**

**Collaborative
Engagements**

**Effective
use of
Tools**

**Enhance
Learning
Outcomes**

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Craft Your Nomenclature Carefully



Tools

Technology

**Coffee
Talk**

Training

Available

**New,
Advanced**

Update

Change

Tools



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The Tools



- In the classroom
- Outside the classroom



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Tools with a Purpose



- Don't deploy tools for their own sake
- Solving problems and enhancing the teaching and learning
- Marketing in a language that moves your customers

You Had Me at Hello



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Summary



Think about what you are saying

Think about who you are saying it to

Relationship is key

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Questions?



Phil

pbohl@pepperdine.edu

Julie

jtausend@pepperdine.edu

@julietausend

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