

NOMINATE THEM AND THEY WILL COME: “BOOTCAMP” FELLOWSHIPS FOR FACULTY TRAINING

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Rationale

To entice health sciences faculty to participate in a professional development program, the CMHSL offered competitive fellowships to a “Multimedia Bootcamp” in 2004 and 2005. This model proved very successful in recruiting and retaining faculty interest for an intense learning experience.

Challenges

How do we entice faculty to attend?

- ✧ Create a competitive fellowship program.
- ✧ With a choice of scheduling formats (2 hrs/wk for 5 weeks or 2 ½ intensive days).
- ✧ Unrestricted access to cutting edge equipment.
- ✧ Help on demand (including housecalls).

Where do we get resources?

- ✧ Beg, borrow, or repurpose.
- ✧ National vendors: Apple Computer Inc.
- ✧ Local vendors: AV retailers, presentation company.
- ✧ Existing library resources: classroom, staff, circulation procedures.



Process

All activities reinforced the program’s mission to raise awareness of multimedia resources for instructional and professional development.



Instructional Content

- ✧ Examples relevant to clinical faculty perspectives were central: neurology or emergency medicine themed projects were used throughout sessions.
- ✧ Included instructional design-centric pointers for effective use of multimedia in teaching.
- ✧ Exercises and assignments included capturing and editing still images, scanned content, video.
- ✧ Homework between classes was fun yet relevant, utilizing loaned equipment and class content.
- ✧ Required presentation of finished projects motivated participants.



Lessons Learned

To entice faculty, make it:

- ✧ Competitive (nomination and selection process).
- ✧ Sexy (good branding: logo and “fellows”).
- ✧ Flexible (choice of types of sessions).
- ✧ Self-directed (individual copies of equipment).
- ✧ Rewarding (certificates, special services, gifts).

To secure resources and equipment:

- ✧ Ask! (\$38,000 worth of equipment borrowed).
- ✧ Leverage staff expertise and willingness.

Apply lessons to future initiatives:

- ✧ Faculty training as well as other audiences (staff or students).

Prepare for increased traffic:

- ✧ Use of our services increased, including computers and equipment for multimedia creation and editing, and consultations for multimedia projects.
- ✧ Ongoing interaction with faculty participants including collaboration on teaching projects and grant submissions.