

A distinguished list of speakers (national and international), experts in their fields of study sharing their experiences and lessons learned. Book early to reserve a place

**CONVERSATIONS
ON TEACHING &
LEARNING SUMMER
PROGRAMME 2016**

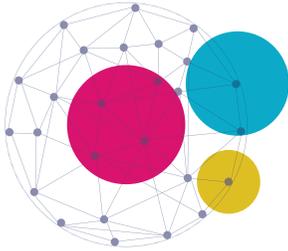
Beginning:
Monday 16th May
Venue:
Melbourn Building*,
CIT

You are invited to participate...
a series of seminars for CIT Staff

Venue: The seminar room is located on the first floor of the Melbourn Building. To access please come to the front entrance facing Melbourn Avenue. Car parking is available at right hand side of Melbourn Building but you need a CIT swipe card to access at a cost of €1 per stay. Refreshments will be served at each seminar.

*The National Forum Seminar takes place in the Main Lecture Theatre (Ground Floor) National Maritime College of Ireland.

An initiative of the TLU, Office of Registrar and VP for Academic Affairs, Cork Institute of Technology



Monday 16th May

Seminar 1 9.30am – 12.30pm

DIGITAL MARKETING ANALYTICS

Presenter: Barry Hand

Do you know what features on your website are used most? Do you know what landing page converts more visitors?

In this introduction to analytics class, you'll review some of the ways you can use analytics to improve performance. You'll learn analytics terms like engagement, retention, conversion, and segmentation. You'll also explore the tools which are used in modern marketing to discover actionable insights.

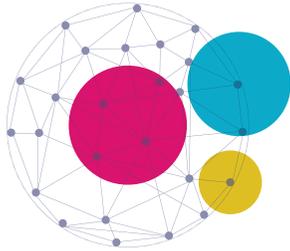
Takeaways:

- What is analytics? What is actionable insights?
- What is event data?
- What are the popular tools and how are they utilised?
- Common terms in analytics like engagement, conversion, segmentation and tags
- How to use analytics to improve website performance

Barry Hand is the owner of Handmade Marketing, a digital marketing business that helps businesses grow quicker.

He lectures on the MSc in Digital Marketing and Analytics programme in DIT and provides hands-on Social Media training with Mulley Courses.

Book a place by registering using the following link:
<https://www.eventbrite.com/e/digital-marketing-analytics-training-tickets-25318378953?ref=estw>



Tuesday 17th May
Seminar 2 9.30am – 11.00am

THE EXAMINATION PROCESS IN CIT

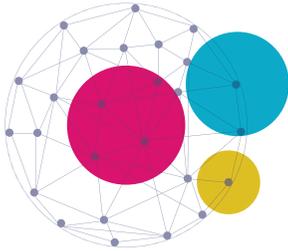


Presenter: Dr Stephen Cassidy, Dean of Academic Quality Enhancement & Acting Dean of Graduate Studies

This workshop gives an overview of the Examination process in CIT. Starting with a quick review of uploading marks via Web for Faculty, the workshop then describes the role and functioning of the various examination boards, namely the Module Examination Board, and Progression and Awards board.

Finally, the Examination Appeals process will be described. The workshop will be interactive with attendees invited to raise any queries they may have in relation to Examination Regulations (Marks and Standards) and the Examination process in general.

Book a place by registering using the following link:
<https://www.eventbrite.com/e/the-examination-process-in-cit-tickets-24954279923>



Thursday 19th May
Seminar 3 10.00am - 1.00pm

ASSESSING LEARNING GROUPS-EXAMPLES AND IMPLEMENTATIONS

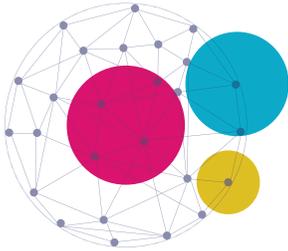


Presenter: Professor Brian Bowe, DIT

In his first workshop (*Conversations on Teaching & Learning, January 2016*) Prof. Bowe focused on core principles associated with learning groups and addressed some of the reasons why learning groups may not perform as well as they should. One of those reasons is that the assessment strategy may be flawed. Prof. Bowe discussed some of the core ideas that would underpin a good assessment strategy for a learning group. In this workshop, Prof Bowe will concentrate on providing some examples of how to assess learning groups in practice and the ways in which different contexts may change the assessment strategy. A number of contrasting case studies will be discussed to illustrate how the principles apply in practice.

Prof. Bowe is the Head of Learning Development in the College of Engineering & Built Environment, DIT. In 2000, as an academic member of the School of Physics DIT, he formed the Physics Education Research Group. He holds a BSc in Physics and Mathematics, PhD in Physics, and a Master in Education. His education research interests include examining students' approaches to learning within group-based project-driven pedagogies, epistemological development, progression, conceptual understanding, and pedagogical evaluations.

Book a place by registering using the following link:
<https://www.eventbrite.com/e/assessing-groupwork-workshop-presented-by-prof-brian-bowe-tickets-24589805771>



Monday 23rd May
*Seminar 4 10.00am – 1.00pm

ASSESSING DESIGN-FOCUSED LEARNING A SEMINAR FUNDED BY THE NATIONAL FORUM FOR THE ENHANCEMENT OF TEACHING AND LEARNING



Presenter: Mr Paul Hermon, Programme Director for Product Design Engineering, Queens University, Belfast

The CDIO initiative is an innovative approach to engineering education that focuses on teaching in the context of Conceiving, Designing, Implementing and Operating (CDIO) real-world products, processes or systems. As an approach to organising engineering education, it emphasises the importance of:

- Preparation for professional practice
- Student design-build-test projects
- Integrating the learning of professional skills (such as teamwork and communication) with fundamental technical knowledge
- Active and experiential learning
- Providing authentic learning experiences

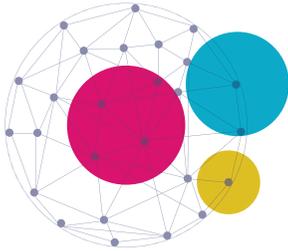
The CDIO initiative is an open and collaborative approach that was started around 15 years ago by MIT in conjunction with three Swedish universities. It now involves over 100 universities

world-wide including active partners in the UK and Ireland (Queen's University Belfast, Ulster University, Trinity College Dublin and the University of Limerick). At Queen's University, the Mechanical Engineering, Aerospace Engineering and Product Design Engineering programmes have applied the CDIO framework to develop their curricula since 2003.

This workshop will introduce the Conceive-Design-Implement-Operate framework (Syllabus and Standards), differentiate between traditional curricula and the CDIO approach and examine the assessment processes used to support collaborative design-implementation activities. Finally, the benefits gained and the lessons learned from more than a decade of curriculum development will be shared and discussed.

Book a place by registering using the following link:
<http://www.eventbrite.com/e/assessing-design-focused-learning-tickets-24921383529>

*NB This workshop takes place in the Lecture Theatre (Ground Floor) National Maritime College of Ireland



Wednesday 1st June
Seminar 5 10.00am – 1.00pm

DEVELOPING AND SUSTAINING PALS (PEER ASSISTED LEARNING AND SUPPORT)



Presenter: Ms Marcia Ody, University of Manchester

Marcia Ody is the driving force behind the highly successful 'Students as Partners' programme based in the Teaching and Learning Support Office in the University of Manchester. This programme supports and facilitates student-led activity; encouraging students to take a holistic approach to their learning and development. Marcia has developed extensive experience in student development and teaching and learning innovation in her eight years at the University and works collaboratively with colleagues and students across the University. In addition to the substantive role as a Teaching

and Learning Manager, she has also had an active role in developing structures for student engagement. This seminar explores Peer Assisted Learning and Support (PALS) and examines how PALS can fit within a discipline or course of study and through case studies and research outlines the benefits of its implementation.

Book a place by registering using the following link: <https://www.eventbrite.com/e/developing-and-sustaining-pals-peer-assisted-learning-and-support-tickets-24921465775>



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