Overview

- About me
- Some caveats up front
- Philosophical stuff
- Pre-class activities
- Tricks before class
- In class process
- Online process
- Summary
About Me

• Teaching for 23 years
• An avid technologist, earlier adopter, experimenter, educator, and evangelist of digital relationships, a relationship marketer, a virtual world explorer
• Recipient of the 2014 Saundert’s Alumni Teaching Award
• Recipient of the 2012 Eisenhart Award for Excellence in Teaching
• Recipient of the 2012 Executive MBA Faculty Recognition Award
• Recipient of the 2008 Exemplary Online Faculty Award
• Runner up for the 2008 Teaching with Technology Award
• Career average, overall effectiveness score of 4.8: Rigor of 4.9
• Very aware that many of you are seasoned

Some Caveats Upfront

• This is my approach – it works for me
• No formal review of the first session
• I teach Marketing
• Marketing is super sexy
• I LOVE my job
• 23 years in I STILL get butterflies going into a new class

The Philosophical Stuff

Who was your all time favourite teacher?

Why?
**Pre-class Activities**

- Learning to play the game
- Learn faces and names ahead of time
- Student advisors are your best friend
- The pre-class email

**Tricks Before Class**

- Prepare mentally
- Try to get a good night's sleep
- Prepare materials a week in advance per week
- Syllabus and handouts
- Have business cards to hand
- THINK like a new student
- Have a get out of jail free card immediately to hand
- THINK about the value you can add

**My Process In-Class**

- I arrive on time. Right ON time
- I greet the class with confidence
- Introduce myself to each student in person, with a handshake, personal greeting, eye contact, name (if possible), and my business card
- BREATHE

**My Process In-Class**

- Hand out syllabus, then separately the notes
- Quick introduction, cell phones off and laptop screens down
- Syllabus review, objectives, outcomes, purpose, structure, key deliverables and dates
- BREATHE
**My Process In-Class**

- Question for class: 'who are you, why you are here, what your looking for from the course and the experience, and one interesting fact.' I welcome each student again
- Answer this yourself, publicly
- Review of the course in more detail – slide deck
- Emphasis on academic honesty, discussion on what student likes and dislikes with prior learning experiences – first in two's then class wide
- BREATHE

**My Secret Weapons**

- **BLACK**
  - My lucky Montblanc Pen
  - A colour first page to my syllabi
  - Two slides to a page, double sided, punched
  - A colour one page cheat sheet
  - A couple of European Jokes
  - Please call me Neil inside of these 4 walls

**My Process In-Class**

- Week 1 material blitz – an overview of the entire course in 60 minutes (grad courses also include a review of key assignments, UG courses get this in the second session of week 1)
- Straight lecture with Q&A
- Personal application of the materials

**My Secret Weapons**

- Personal branding diagnostic – before and after
- Academic technologies
- My network
- The all important closing thank you
- The blended follow up (discussions in myCourses)
- Your thoughts on the first session? Likes / dislikes
- What aspects of the course you are looking forward to
- Your thoughts on the English
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My Touch Points

- Use the tools
- Structure is even more critical
- Live interactive session that is recorded
- Same interactive questions as in-class

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My Process Online

- Use the tools
- Structure is even more critical
- Live interactive session that is recorded
- Same interactive questions as in-class

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My Secret Weapons

- BLACK
- A virtual champagne reception
- Initial pre-class email, telephone call on the day
- Meet Mr. Hands, Super Smiley, IN the Camera
- Affirmation that Neil is acceptable to me
- My site, my network, and a closing thank you
- Teaching log
- Those really cool people over in the Innovative Learning Institute

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Summary on the First Session

- Establish credibility
- Establish the fact you’re human
- Have all materials ready to go
- Keep your get out of jail free card handy
- Show relevance
- Show interest in learning
- Keep a teaching log
**RIT**

**One FINAL Bit of Advice**

**ENTHUSIASM**

It trumps absolutely everything else, though a cool foreign accent probably helps as well :)

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**RIT**

**Things to AVOID**

- You read the syllabus and let them go early
- You spend an hour reviewing your resume
- You turn up late
- You rush yourself
- You’re overly confident AKA cocky
- You’re unprepared
- You feel like a charlatan
- You tell them you hate teaching

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**RIT**

**Things to REMEMBER**

**RIT Policy D.0050**

- All faculty are required to post course syllabi and student grades to courses in myCourses
- Courses open in myCourses one week prior to the start of classes (your syllabus should be available for students to review at that time)

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**RIT**

**Things to REMEMBER**

- UG pay $5,656 per course ($354/week, $141/hour)
- GR pay $5,940 per course ($371/week, $149/hour)
- 40 UG Students @ 2 hours early = $11,280
Thank you for your time.

For More Information
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