

THE FIRST SESSION

How to best prepare for your first day of class at RIT, including common “gotchas”, setting and maintaining student expectations, RIT policies and frameworks, and methods to prepare you physically and mentally for your opening session

August 15, 2018

Presented by:

Neil Hair, Ph.D.
Executive Director, ILI
Associate Professor, Marketing, SCB



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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 Saunder'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?



The Philosophical Stuff

- Think about what you want to achieve
- How do you want to be remembered?
- What classroom experience do you want?
- How will you establish your credibility?
- How will you establish open and honest relationships with and between students?
- Are they students? customers? Or apprentices?
- Do you know how much they pay an hour for your time?
- What's more important? Learning from you or liking you?
- What is your teaching philosophy?
- **WHY ARE YOU DOING THIS?**



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 nights 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 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

- **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



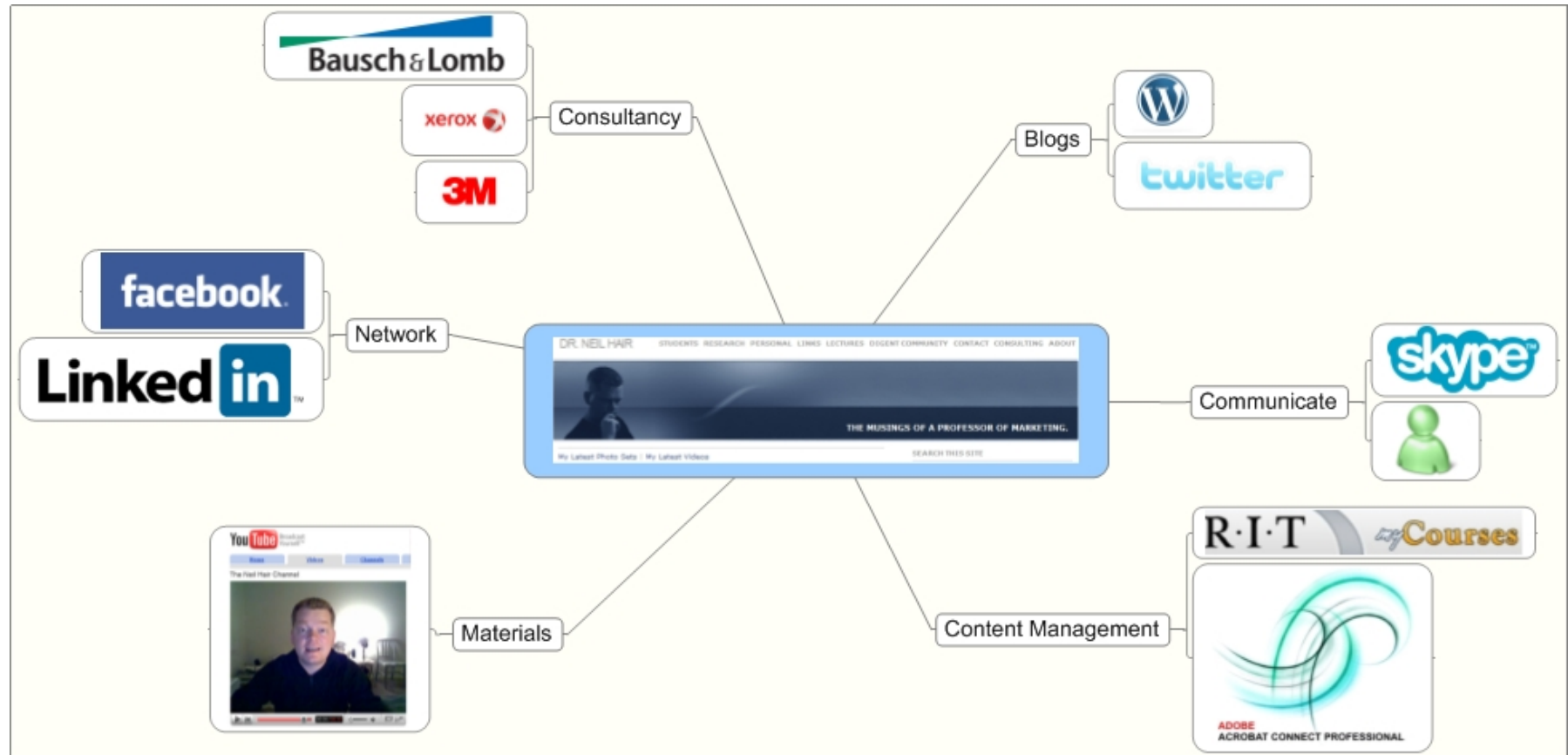


My Secret Weapons

- 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



My Touch Points





My Process Online

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



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 Teaching and Learning Services



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



One FINAL Bit of Advice

ENTHUSIASM

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



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



Things to REMEMBER

- UG pay \$5,443 per course (\$340/week, \$136/hour)
- GR pay \$5,691 per course (\$356/week, \$143/hour)

- 40 UG students @ 2 hours early = \$10,880



Thank you for your time.

**For More Information
Please Contact:**

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