



Program Report:  
Faculty Institute on Teaching & Learning

Faculty Career Development Services  
The Wallace Center

June 27, 2013

Anne Marie Canale  
Cheryl Herdklotz  
Lynn Wild

## History of FITL

For 14 years, RIT faculty celebrated the end of the academic year by attending the Faculty Institute on Teaching and Learning (FITL). Each year about 200 participants joined us for FITL, an event that offered opportunities to network, present, learn and reflect through workshops, seminars and speakers.

Conceptualized and sponsored by then Provost Stanley McKenzie, the inaugural faculty institute began in 1998 after faculty voiced a strong need for support in learning the latest teaching and learning technologies. A committee of more than 40 faculty, administrators and staff were organized to plan and implement the four-day Faculty Institute on Technology following commencement in May of that year. Attendance exceeded expectations when more than 125 faculty attended and participated in workshops on instructional technologies to enhance teaching and learning. The workshops were interwoven with special speakers, technology fairs and social events. Topics included distance learning, the web as an instructional tool, and various software demonstrations.

View the FITL Archives online for more details about past conferences at <http://www2.rit.edu/fitl/>

Most importantly, FITL provided faculty and professional staff with opportunities to network and have some fun. Over the years the conference has grown from a campus-based four-day event, to a one-day conference at the RIT Inn and Conference Center. Attendance throughout the years grew to include the addition of professional staff and an invitation to regional campuses. At Provost Jeremy Haefner's request, the FITL series culminated in 2013 with the Final FITL – "A FITL to End All FITLs."

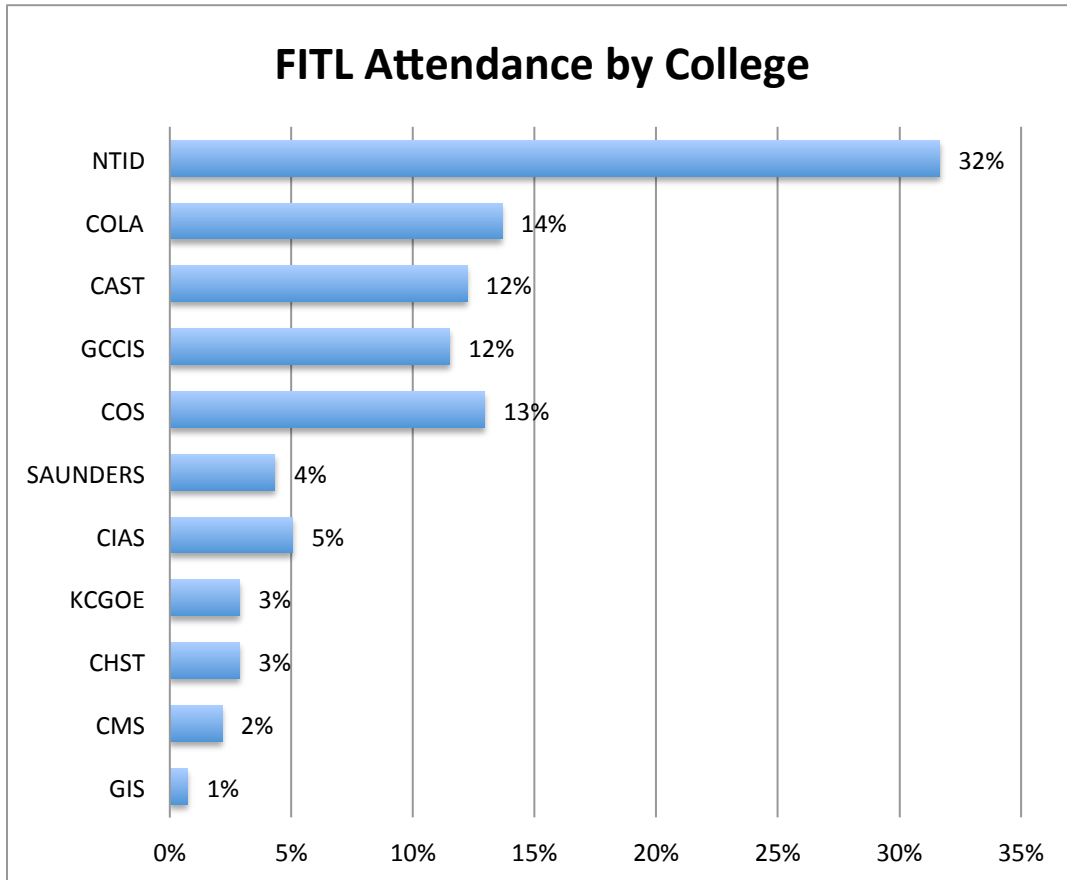
## FITL 2013

Wednesday, May 22, 2013, marked an end and a beginning. The final FITL was held with attendance of 200 RIT faculty and staff and guests from regional campuses. Four invited speakers were selected to share their expertise on "unlearning," polarity management, and work-life balance. In addition, instead of the traditional call for proposals select RIT faculty and staff were invited to join the one-day conference on topics of interest to a broad audience such as Digital Humanities, Sustainability, and Networking. See Appendix A for the FITL 2013 program.)

As part of TWC's ability to build partnerships internal and external to The Wallace Center, staff collaborated with the NSF ADVANCE team and offered a panel discussion, an interactive

workshop on *Connectivity@RIT*, and an information booth at the new Expo. The Digital Humanities panel and the new MAGIC center were both collaborative efforts to showcase timely topics. Faculty attendees totaled over 70% of the audience. For an idea of who attended the final FITL by RIT College, see Figure 1 below.

Figure 1: FITL Attendance by College



## Post-FITL 2013 Feedback

Post-FITL 2013 feedback was very positive. Below is an excerpt of responses to the question:  
*What did you like BEST about FITL 2103?*

- I love the mix of outsiders and insiders. Outsiders ... a chance to step back and think about how my current and future work can take shape. Insider ... a chance to learn more about my colleagues. I also love the chance to network with my colleagues in this relaxed but stimulating space!
- Welcoming environment - relaxing with colleagues - having a chance to listen to a variety of thoughtful speakers
- The opportunity to learn about colleagues' work, such as the Digital Humanities and sustainability coursework.
- I appreciated the opportunity to share comments with my colleagues.
- Interacting with people and the RIT-centric break out sessions. The speakers were phenomenal. I always enjoy the networking/debriefing time at this point of the academic year. I WILL MISS FITL!  
Lynn Wild and her team are magnificent.
- The speakers, the excitement, the networking, the organization, the passion, and the content.
- Made me think about a lot of new things in regards to teaching. I thought it was a top rate conference. Everyone involved did a fantastic job. Very professional.
- I am sad that this is the last FITL. I have attended FITL for the last ten years and have always found the sessions very useful.
- The synergy and energy among attendees. I always learn something new, connect or reconnect with others, and generally find that it renews me.
- Very well organized, very well publicized, very well managed. The event program was clear and visually appealing; activities took place when they were supposed to and attendees could easily plan their day's activities.
- Well organized and interesting.
- The presenters and the professional way the conference was put together were just fantastic! I was really impressed! This was my first FITL, and I'm sorry it will be my last as well!
- Speakers, food, up-beat attitude of everyone who was working and organizing the event.
- The opportunity to network with other faculty. I wish this opportunity were available on a regular basis -- faculty dining room?!

Out of those respondents who answered the question *What did you like least about FITL?*, 90% expressed their disappointment that it was the last FITL.

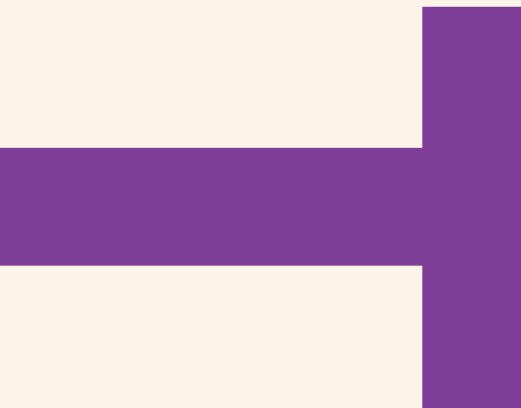
- . . . knowing this is the last one.
- . . . really thought it was great this year....I will miss it in the future.
- That it was the last one! (And no clear explanation was given. I do like the idea of something in intersession though.)
- That it was the last one!
- The fact that this is the last FITL. I still cannot understand why an event as successful as this one, continuing to grow, would be cancelled. I will miss it very much. If possible, please consider keeping it going!
- That it is the last one.
- That this is the last FITL. Please keep it going in any form possible.
- It was the last

## Conclusion

Having met the goal on “Provost’s Priorities AY 12-13” to plan and offer the final FITL and transition to a new event,” Faculty Career Development Services has been focusing efforts on providing unique opportunities for faculty at Intersession in January 2014, while continuing with our goals and strategy to provide RIT faculty with a continuum of support for their professional and organizational development. *Destination Intersession* has been born and is moving full-speed ahead as we continue to build and foster partnerships internal and external to TWC with faculty success as our priority, inevitably resulting in success for our RIT students. Collaborative efforts are already in place with the NSF ADVANCE team, the Innovative Learning Institute, the Office of Sustainability, and Sponsored Research Services.

FITL archives will remain on the RIT website (<http://www2.rit.edu/fitl/>), eventually being placed in the RIT Archive Collections complete with e-files of our FITL presenter videos, and program material.

# Appendix A: FITL 2013 Program



## FACULTY INSTITUTE ON TEACHING AND LEARNING

**May 22, 2013**  
8:00 am - 5:00 pm  
[www.rit.edu/fitl](http://www.rit.edu/fitl)

Faculty Institute on Teaching and Learning

**UNLEARNING**



# FACULTY INSTITUTE ON TEACHING AND LEARNING

## FITL 2013 SCHEDULE

<b>8:00-8:25</b>	<b>Registration</b> <i>Planter/Pre-Assembly Court</i>	
<b>8:30-8:45</b>	<b>Opening Remarks</b> Lynn Wild <i>Henrietta Ballroom</i>	
<b>8:45-9:50</b>	<b>The Future Requires Unlearning</b> Jack Uldrich <i>Henrietta Ballroom</i>	
<b>10:00-10:50</b>	<b>Achieving Medicine of the Highest Order: Cultural Transformation Based on "Horton Hears a Who"</b> Dr. Bradford Berk <i>Henrietta Ballroom</i>	
<b>11:00-11:50</b>	<b>Expo Opens</b> <i>Seneca</i>	<b>The Art &amp; Science of Unlearning</b> Jack Uldrich <i>Onondaga</i>
<b>12:00-12:50</b>	<b>Luncheon Buffet</b> <i>Henrietta Ballroom</i>	
<b>1:00-1:50</b>	<b>Polarity Thinking:Tapping the Power of "And"</b> Margaret Seidler <i>Henrietta Ballroom</i>	
<b>2:00-2:50</b>	<b>Expo</b> <i>Seneca</i>	<b>Engaging + Empowering = WOW</b> Lauren Dixon <i>Onondaga</i>
<b>3:00-3:50</b>	<b>Expo</b> <i>Seneca</i>	<b>Engaging + Empowering = WOW</b> Lauren Dixon <i>Onondaga</i>
<b>4:00-5:00</b>	<b>Reception &amp; Expo</b> Relax with your colleagues while browsing the Expo <i>Pre-Assembly Court/Seneca</i>	

**Finding Time for Wellness**

Joseph Delgado & Jacques-Luis Nodar  
*Oneida*

**The “New Humanities” Have Gone Digital**

Lisa Hermsen, Panel  
*Mohawk*

**Writing Habits: From 15 Minutes a Day to Peer Writing Groups**

David Martins  
*Cayuga*

**Polarity Thinking: A Look Across RIT**

Margaret Seidler  
*Oneida*

**Toward a Sustainable University: The Campus as a Canvas**

Enid Cardinal, Panel  
*Mohawk*

**Working Together to Succeed – NSF ADVANCE**

Margaret Bailey, Panel  
*Cayuga*

**MAGIC: A One-of-a-Kind Approach**

Andy Phelps  
*Oneida*

**Small Samples of Wellness**

Joseph Delgado & Jacques-Luis Nodar  
*Henrietta Salon B/C*

**Connectivity: It’s Not Just Who You Know, It’s What Your Social Network Knows**

Carol Marchetti & John-Paul Hatala  
*Cayuga*



*The 14th Annual*

## RIT Faculty Institute on Teaching and Learning

***Welcome to a FITL to end all FITLs!***

For fourteen years, faculty have come to FITL to celebrate the end of the academic year by listening to national experts, learning about the most effective teaching and learning strategies, and enjoying time with colleagues. Our theme this year is unlearning, as we are in the midst of unprecedented change.

*“In some sense, our ability to open the future will depend not on how well we learn anymore but on how well we are able to unlearn.” ~Alan Kay*

Author, futurist, and “Chief Unlearning Officer” Jack Uldrich gets things started with insights and observations drawn from his award-winning bestsellers. The unlearning continues with a host of provocative speakers and sessions throughout the day.

For something special this year, visit the Expo Room featuring a myriad of interesting displays, hands-on activities, and discussion.

Enjoy your final FITL and don't despair — **Destination Intersession: Your Ticket to Paradise** is already in the works!

**Lynn Wild**

Associate Provost for Faculty Development and  
The Wallace Center

## INVITED SPEAKERS



### ***The Future Requires Unlearning***

*Jack Uldrich, Renowned Global Futurist*

The pace of change is accelerating. We live in a world where constant change is the only constant. Advances in medicine, nanotechnology, and information technology are bringing forth exciting and unexpected discoveries, while the expansive and growing power of the Internet, social networking, globalization and the open-source movement are

fueling the fires threatening to consume much of today's business landscape. Life-long learning is more essential than ever in this chaotic and churning environment; but often lost in the emerging reality of exponential change is the fact that before we can seize tomorrow's opportunities, we must first unlearn obsolete information, beliefs, and the old ways of doing business. In his informative, entertaining and interactive presentation Uldrich, hailed as "America's Chief Unlearning Officer," will explain why unlearning is a critical skill.

A renowned global futurist and best-selling author, Jack Uldrich is a frequent speaker on technology, change management, and leadership. He has spoken to numerous businesses around the world, including IBM, Cisco, United Healthcare, Verizon, Pfizer, and is a regular guest on CNBC, MSNBC, and CNN. Uldrich, a former naval intelligence officer and Defense Department official, also served as the director of the Minnesota Office of Strategic and Long Range Planning under Governor Jesse Ventura.

His bestselling books include *Higher Unlearning: 39 Post-Requisite Lessons for Achieving a Successful Future* and *Foresight 20/20: A Futurist Explores the Trends Transforming Tomorrow*. Read more on Jack's blog at <http://www.schoolofunlearning.com>.



## ***Achieving Medicine of the Highest Order: Cultural Transformation Based on “Horton Hears a Who”***

*Bradford C. Berk, MD, PhD, CEO,  
University of Rochester Medical Center (URMC)*

Dr. Bradford Berk has a remarkable story, stemming from a life-altering accident in 2009 that left him paralyzed, posing serious challenges to the way he had always done things. This accident also presented Berk with the opportunity to re-evaluate and rethink the possibilities for the professional culture he leads at URMC. See how unlearning—and relearning—approaches to his personal and professional life have transformed Berk into a different CEO and inspiring leader, motivating others to accept challenge, advocate for self, and never give up.

Dr. Berk is the senior vice president for Health Sciences at the University of Rochester and CEO of the University of Rochester Medical Center (URMC). Dr. Berk was recruited to URMC in 1998 as Chief of the Cardiology Division and founded URMC’s Aab Cardiovascular Research Institute (CVRI). One of the world’s preeminent cardiovascular scientists, Dr. Berk has published more than 250 articles, chapters, and books.

Since Dr. Berk’s return from his spinal cord injury in 2010, he has focused on cultural transformation at URMC promoting development of a patient- and family-centered environment, developing capabilities to address the challenges of health care reform and facilitating the translation of fundamental research discoveries into clinical applications.



### ***Polarity Thinking: Tapping the Power of “And”***

*Margaret Seidler, Organization Development Consultant, Master Trainer*

Polarity thinking is an especially useful perspective for change management. The capacity to shift from an either/or to a both/and mindset – interdependent pairs – gives us a way to think and manage challenges more strategically, gaining the best of both viewpoints over time. You will explore ways to navigate these competing interests enabling you to thrive in your professional and personal development, and will be inspired and motivated to advance your effectiveness as an educator. You will learn how to reach a deeper awareness of what it takes to create collaboration, manage complex issues, and improve results.

Margaret is a nationally recognized organization development consultant, master trainer, and author. Her practice focuses on creating higher performance in both organization and community systems. Central to her work is Polarity Thinking®, a set of principles and method to help people see, map, and tap the power of “both/and” thinking for better, more sustainable results. Seidler is one of only 18 certified “Polarity Management Masters” in the world. She has published numerous articles and authored *Power Surge: A Conduit for Enlightened Leadership*.

Margaret holds an MPA from the University of South Carolina and has completed additional graduate courses in Organization Development at the University of St. Thomas. She is also an adjunct faculty for University of Notre Dame’s Executive Education Center.



## ***Engaging + Empowering = WOW!***

*Lauren Dixon, Owner/CEO Dixon Schwabl, Inc.*

When Lauren Dixon and her husband designed the Dixon Schwabl (DS) work place, they engaged and empowered their employees to create the “WOW” that includes a slide that takes you from the second floor to the lobby and a “primal scream room” (a soundproof room available for employees to vent frustrations). At DS, they’re very passionate about giving their employees the creativity and freedom to make things happen. Dixon’s passion for business and company enterprise are both positive and pro-active, integrating a unique culture and approach that has led to their success. Hear about that unique culture, and how passion, determination, and innovation can lead to a rewarding work-life balance.

Lauren Dixon is owner and CEO of Dixon Schwabl, where she oversees a full-service marketing communications firm with 77 employees and capitalized billings over \$193 million. The agency’s culture and leadership have been recognized with national awards including being named one of the “Best Small Companies to Work for in America” for eight consecutive years, including ranking #1 twice. *Inc. Magazine* and *Winning Workplaces* honored Dixon Schwabl with the 2010 “Top Small Company Workplace Award,” and that same year *PR News* named Dixon Schwabl one of the “Top Places to Work in PR” —a national award the agency won again in 2012. The agency is a two-time recipient of the *Rochester Business Journal’s* “Wealth of Health Award,” honoring the agency for its commitment to employee health and wellness.

## CONCURRENT SESSIONS

11:00 - 11:50

### ***The Art & Science of Unlearning*** - Jack Uldrich

Playing off our new knowledge from the opening presentation that we don't hear or see as we often think we do, this session is an opportunity to dig deeper and challenge your current assumptions. Explore where you might take some risks by unlearning in order to stay ahead of the curve—and thrive!

### ***Finding Time for Wellness*** - Joe Delgado, Jacques-Luis Nodar

This workshop will help you make wellness a daily priority. Concepts discussed will include time management and how to customize a wellness program to fit your needs and lifestyle. Incorporating wellness into your life can be done successfully despite the daily challenges!

### ***The "New Humanities" Have Gone Digital*** - Lisa Hermsen, Moderator

*Panelists: Elizabeth Goins, Richard Newman, Shaun Foster, Steven Galbraith, Cecilia (Cissi) Ovesdotter Alm*

The humanities have been digital for quite some time as the acts of retrieving, storing, writing, and presenting information have demanded digital tools. Join us in a demonstration of some of these intriguing possibilities. Faculty will describe their projects and how and why digital works differently—and sometimes better.

### ***Writing Habits: From 15 Minutes a Day to Peer Writing Groups*** - David Martins

Writing the dissertation was hard enough—but becoming a faculty member brings on a whole host of new writing challenges. Identify your writing weaknesses, build productive new habits, and learn writing strategies that can work for you and help make your writing energy contagious.

2:00 - 2:50

### ***Engaging + Empowering = WOW!*** - Lauren Dixon

When Lauren Dixon designed the Dixon Schwabl (DS) workspace, she engaged and empowered employees to create the “WOW” in the workplace that included a slide

that takes you from the second floor to the lobby and a “primal scream room” available for employees to vent frustrations. At DS, they’re very passionate about giving their employees the creativity and freedom to make things happen. Dixon’s passion for business and company enterprise are both positive and pro-active, integrating a unique culture and approach that has led to their success and a rewarding work-life balance.

## ***Polarity Thinking: A Look Across RIT*** - Margaret Seidler

Armed with knowledge about polarity thinking from her earlier presentation, this session will delve into how flexibility and adaptability are vital components in a changing environment. Examine how your success comes from people AND systems in this interactive and enlightening session.

## ***Toward a Sustainable University: The Campus as a Canvas***

*Enid Cardinal, Moderator*

*Panelists: Kelly Norris Martin, Dominique Lepoutre, Tom Trabold, David Royka, Richard Stein, Kurt Ingerick*

Interest in sustainability has grown both on and off campus. Because it spans disciplines, there are many ways to weave sustainability into a class or research. This panel, made up of RIT faculty members from several colleges, will share how they have incorporated sustainability into their courses.

## ***Working Together to Succeed: How Will RIT Change as a Result of the Connect@RIT Project?*** NSF ADVANCE - Connect@RIT Team

*Margaret Bailey, Moderator*

*Panelists: Kijana Crawford, Wendy Dannels, Susan Foster, John-Paul Hatala, Carol Marchetti, Maureen Valentine*

Join the team for a panel discussion on the Connect@RIT project, a 5 year university-wide effort supported by a \$3.2 million award from the NSF ADVANCE program. While building on some existing RIT elements, new initiatives will address faculty work-life balance, a faculty life-cycle advisor program, triennial faculty climate surveys, and a “connectivity” series to improve faculty social networking behaviors. The success of the project will depend heavily on our collective willingness as a community to change and to discuss the value of those changes.

3:00 - 3:50

**Engaging + Empowering = WOW!** - Lauren Dixon (repeated session)

**MAGIC: A One-of-a-Kind Approach** - Andy Phelps

In February, RIT President Destler announced the new Center for Media, Arts, Games, Interaction & Creativity (MAGIC). This unit, comprised of a university-wide research laboratory together with MAGIC Studios (a corporate media production facility) is a conscious and deliberate effort to blur the lines between the arts and the sciences, between technology and expression. MAGIC represents a one-of-a-kind approach to the study of digital media. Come hear how MAGIC will transform the campus.

**Connectivity: It's Not Just Who You Know, It's What Your Social Network Knows** - Carol Marchetti, John-Paul Hatala

Do you know how to explore your network for resources to help reach your career goals? It requires the ability to access the right contacts who can provide the right input at the right time. It goes beyond simply knowing a lot of people to knowing how you can develop a relationship that will be mutually beneficial. In this session, you will be introduced to a framework for increasing the utility of social networks for career growth and learn about an easy-to-follow process that turns your social capital into career success.

**Small Samples of Change** - Joseph Delgado, Jacques-Luis Nodar

Tired of sitting? This workshop gets you off your seat by sampling activities such as yoga, tai chi, soul line dancing, circuit training, hoop dancing, and kettle bells, among others. All fitness levels are welcome! Come as you are!

**FITL 2013 Expo**

1. Milestones in Innovative Education at RIT and NTID
2. The "New Humanities" Have Gone Digital
3. RIT Press and Scholarly Publishing Studio (SPS)
4. Tablet-to-Tablet: Research and Teaching at the Cary Graphic Arts Collection
5. Paint Chip Poetry
6. Massage Your Way to "Better Me" Health
7. Get Connected! NSF ADVANCE Connect@RIT and You
8. Toward a Sustainable University: The Campus as a Canvas



Thanks to everyone who helped to inspire and create  
our final FITL 2013. The years have been wonderful . . .  
and it all began with YOU!

See you in January for  
**Destination Intersession: Your Ticket to Paradise!**

The FITL 2013 Team  
Faculty Career Development Services  
The Wallace Center  
Rochester Institute of Technology  
[www.rit.edu/facultydevelopment](http://www.rit.edu/facultydevelopment)

R·I·T

