

DESIGN & COMPLIANCE

INSTRUCTIONAL DESIGN | LICENSURE

CROSSOVER EVENT

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Session Overview

Today's session will:

- Contextualize “crossover events” and their significance for Higher Ed
- Explore 3 logic models and their influence on Higher Ed
- Describe 3 SIUE “crossover events”
- Brainstorm ways to initiate crossover events at your institutions
- Share final thoughts and contact info

Crossover Events: Entertainment & Media



Flintstones + Jetsons

Full House + Family Matters



Crossover Events: “CREATE” Magic

Beloved cast members from popular shows collide:

- Creating memorable, compelling storylines
- Revealing complexity of characters
- Exploring new contexts and dimensions
- Affording innovation
- Transforming consumers & creators
- Elevating issues of significance



Fresh Prince of Bel-Air (Fatherlessness)



Saved by the Bell (Drugs)

Social Institutions that Influence Higher Ed

Brown (2017) highlights seven areas most often siloed in higher education in his article “The Seven Silos of Accountability in Higher Education: Systematizing Multiple Logics and Fields:”

1. Assessment
2. Accreditation
3. Institutional Research
4. Institutional Effectiveness
5. Educational Measurement
6. Educational Evaluation
7. Higher Education Public Policy

“I argue that future accountability efforts must integrate by examining the knowledge domains of other silos in order to successfully navigate the changing environment of higher education.”

(Brown, 2017, p. 42)

Brown's Logic Models

Brown (2017) maps three logic models to the seven silos:

- State Logic (Emphasis on Compliance)
 - Regulatory and governmental agencies
- Profession Logic (Emphasis on Learning)
 - Work organizations
- Market Logic (Emphasis on Performance)
 - Social value of academic programs

Instructional Design (Profession Logic)

- Instructional quality as a social justice issue
- Faculty development & support
- Student success, persistence, & experience

Compliance & Professional Licensure (State Logic)

- Identifying Student Location
 - 34 CFR § 668.43 requires institutions to identify a student's physical location to provide accurate disclosure information
 - This process can be streamlined via the institution's LMS
- Professional Licensure
 - Programs that are designed to meet the requirements for professional licensure are heavily regulated
 - Consumer disclosures
 - Direct
 - General
 - Protecting students as consumers

Consumer Culture for Higher Education (Market Logic)



“Consumer Protections for Students”



21st Century Distance Education Guidelines (2021)



“Student Consumer Protection Policies”



“[S]tudents who attend [unaccredited] schools cannot obtain federal loans or grants to help pay for tuition.”



Requirement for and Regular and Substantive Interaction (RSI) & Enforcement Office



“Protect Students As Consumers”

Higher Education Crossover Events: Higher Education

In our remaining time today, we will focus on the opportunities that cross-collaboration provides to deconstruct the silos at institutions across the nation.

1. Strategic integrations between Student Information Systems and LMSs to issue required disclosure notices (Academic administration)
2. Regular and Substantive Interaction for Distance Education (Instructional Design)
3. Training for faculty teaching distance education courses (Faculty/Professional Development)

Strategic Integrations

SIS + LMS → Disclosures



RSI for Distance Education

Instructional Design + Compliance → Defensible stance



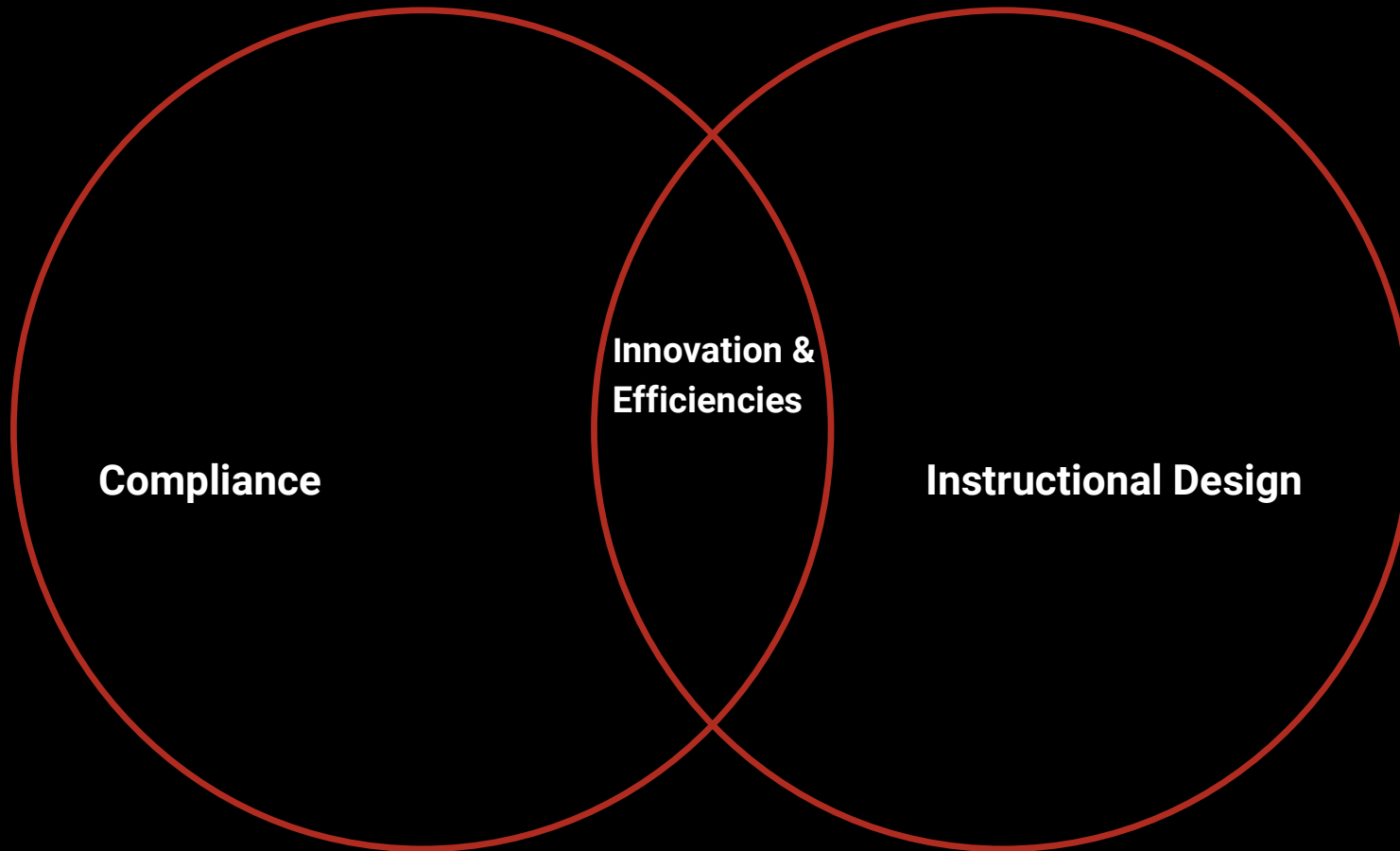
SIUE uses the SUNY OSCQR Rubric - [Image Credit](#)

Faculty Development

Instruction + Effectiveness → Better outcomes for students (Market)



Crossovers Reduce Redundancy & Increase Innovation



Now it's your turn!
What examples of cross-collaboration can you envision at your institution?

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Resources

Brown, J. T. (2017). The Seven Silos of Accountability in Higher Education: Systematizing Multiple Logics and Fields. *Research & Practice in Assessment, 11*, 41-58.

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Connecting the
 Social Institutions to
 Higher Ed's
 Accountability
 Fields:
 Opportunities for
 Cross-Collaboration

	State Logic (Compliance)	Profession Logic (Learning)	Market Logic (Performance)
Assessment		✓	
Accreditation	✓	✓	
Institutional Research	✓		✓
Institutional Effectiveness	✓	✓	✓
Educational Measurement		✓	
Educational Evaluation		✓	✓
Higher Education Public Policy	✓		✓

Characteristics of the Social Institutions

Key Characteristics	Market	State	Profession
Root metaphor	Performance	Compliance	Learning
Basis of norms*	Self interest	Citizenship in nation	Membership in guild
Basis of strategy*	Increase efficiency of transactions	Increase community good	Increase reputation and quality of craft
Organizational form*	Marketplace	Legal bureaucracy	Network organization
Data focus	Data that illustrates outputs, growth, or return on investment	Data that illustrates adherence to policies and standards	Data that illustrates student learning or development
Data treatment	Analysis of efficiency or causality	Presentation of frequency data or narrative argument	Examination of pre/post change or formative/summative

*Denotes a categorical element adapted from *Markets from culture: Institutional logics and organizational decisions in higher education publishing* by P.H. Thornton, p.44–45. Copyright 2004 by Stanford, CA: Stanford University Press.