ASJMC Call for Leadership

‘What Doesn’t Stay in Vegas’: Recapping the 2022 Winter Workshop

March 30, 2022
Conversation with UNLV President Whitfield

• ‘Come to your president not just with problems but *with solutions*’

• Challenge: how do we prepare students for jobs that don’t yet exist?

• ‘Think like a faculty member... they can’t say you don’t understand’

• ‘Embrace your students’ natural entrepreneurship’

• ‘All our students need to *understand* difference’
By working with faculty as *active* facilitators of accessible & inclusive learning, I have moved the deaf student experience from one of accommodations to *inclusion*.

Importantly, this shifts the conversation.
Universal Design for Learning

Impacts are more broadly focused:

on pedagogical *flexibility* (rather than disability status & accommodations)

with the goal of ↓ cognitive load

and ↑ student learning

Accounting for variation & diversity.
<table>
<thead>
<tr>
<th>Approach &amp; Inclusive Classroom Layout</th>
<th>Course</th>
<th>Pedagogical Challenge, and Solution Strategy</th>
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<tbody>
<tr>
<td></td>
<td>Physics</td>
<td>Challenge: Tables arranged around the podium in the center of the room prevent line-of-sight with students sitting directly behind the instructor.</td>
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<td>Strategies: Monitor student engagement with a laptop live-streaming a camera feed; cues come from the learning assistant sitting in front of the instructor in class.</td>
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<td>Fine Arts</td>
<td>Challenge: Varying communication needs and wants (two sign language interpreters and one speech-to-text captionist) are not satisfied by traditional rows of individual student chair-desk combination seating.</td>
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<td>Strategy: Use a U-shaped seating arrangement to optimize line-of-sight and engagement.</td>
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<td>Accessible Classroom Activities &amp; Assessments</td>
<td>Mathematics</td>
<td>Challenge: Some of the students in the class have weak English skills.</td>
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<td>Strategies: Support learning of the content without heavy reliance on English through Mad Minutes, note/reflection cards, and graphic organizer posters.</td>
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<td>Mechanical Engineering</td>
<td>Challenge: Improve written work and oral presentations while increasing student engagement.</td>
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<td>Strategies: Break written assignments into stages, allowing for peer collaboration and feedback on rough drafts. In lieu of 20-minute presentations, final projects were presented as posters, following a conference format.</td>
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<td>Accessible Tools &amp; Technology</td>
<td>Communication</td>
<td>Challenge: Full engagement in class discussions, and gauging the level of student comprehension during lectures.</td>
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<td>Strategies: Multiple opportunities for engagement and feedback, including student-led class discussions, a mobile polling application, reflection cards, and whole class activities.</td>
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<td>Software Engineering</td>
<td>Challenge: Mixed groups of hearing and DHH students face a communication barrier and do not interact effectively in group project work.</td>
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<td>Strategy: Create a mobile app to facilitate group communication.</td>
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Table 1. Strategies implemented by faculty learning community (FLC) participants: pedagogical changes to increase inclusion and interaction.
Panel on Enrollment Strategies
Main Takeaways

- General decline in university enrollment from Fall 2019 to Fall 2020
- Drop of additional 3% (public univ.) and 1.6% (private) in Fall 2021, on top of previous drops
- Drop of 9.5% on the size of overall freshman class in Fall 2020
- Gain of 0.4% on the freshman class in Fall 2021
Panel on Enrollment Strategies
Main Takeaways

- Waiting for JMC Enrollment Survey results
- Anecdotal info that JMC programs are experiencing losses
Panel on Enrollment Strategies
Main Takeaways

- Strategies to increase enrollment discussed include:
  - New programs (media design, sports comm, business)
  - Online programs (mainly GR, but programs looking into UG)
  - More internal collaboration at universities on new paths, new options, new programs for students
  - More external collaboration with other universities
Panel on Enrollment Strategies
Main Takeaways

- Strategies to increase enrollment discussed include:
- Increased outreach to HS, CC
- More open houses (virtual and in-person), more opportunities to tour schools, get to know students and faculty (FB Live, livestreaming of events)
- Welcoming prospective and accepted students to campus and virtual events
Panel on Enrollment Strategies

Main Takeaways

- Strategies to increase enrollment discussed include:
- Innovative and special programs and activities, such as:
  - Pre-college bootcamps
  - Spanish-language initiatives
  - Film festivals, showcases of student work
  - Student trips
‘What Happens in Vegas’: Randy Snow

- Las Vegas branding campaigns evolved with historical imperatives: 9/11, Great Recession, One October, COVID
- How should we be teaching advertising?
  - ‘It begins with good writing’
Engaging with Younger Alumni

- We tend to focus development efforts on older, more established alumni
- Need to cultivate next generation of donors
- Younger alumni more open to crowd funding and other (‘non-check’) forms of payment
- But still require personal attention