

Subject Matter Expert Description

The Subject Matter Expert (SME) in this case is Mr. Christopher A. Covington. Mr. Covington is a pre-college advisor for the University of Wisconsin-Madison and holds two Master's degrees in Telecommunication Information Studies & Media and Educational Technology/ His teaching experiences have been with PESG educational placement services, and LADT as an Adjunct Instructor. Additionally, he has worked as a substitute teacher. His experiences as a blogger have provided him with numerous opportunities to use WordPress in addition to holding several social media specialist positions. This has provided him with an in-depth understanding of blogging and the effects it has on individuals. I submitted my plan to Mr. Covington online on April 19. We met via Google Hangouts on April 25 to discuss his feedback on this ID report.

Part 4c. SME Evaluation Survey

Below is the list of questions asked of the SME:

1. Based on your experience with teaching and using WordPress, do you feel that the objectives are enough to obtain the planned goal of creating a blog post? Would you add any objectives?
2. Does the timeframe of 3 hours seem realistic for this training? Does it need any adjustments?
3. Do you believe the objectives and sub-objectives in the plan are appropriate for the learners?
4. Do you believe the analogy that "creating a blog is like creating a public diary" is appropriate? Is there any other type of analogy you would use to introduce the concept of why they should blog?
5. What do you think of the examples that were given to the learners for blogging? Do you think that there need to be more visual examples? Please make any suggestions for improvements.
6. Are there any other changes you would suggest for the learning materials?
7. What change(s), if any, would you make to the instructor guide and why would you make them?
8. Are there any questions that you feel should have been asked and/or left out on the survey?
9. Do you have any suggestions regarding the final assessment rubric?
10. Are the technology tools proposed for this plan sufficient? Are there any other tools that you feel should be used?
11. Do you have any other suggestions or comments regarding this plan?

Part 4d. Report of Expert Review

In general, Mr. Covington gave positive feedback and felt that the report was well written. He asked pertinent questions - one in particular regarded whether this training would be for this particular set of learners or if it would be used in the future for other learners. Mr. Covington said that the pre-survey questions were adequate and should be given to each set of learners prior to taking the course so as to determine whether the instructor needs to adjust the course's required time based upon pre-established learner comfort levels with blogging. Mr. Covington also suggested expanding the information provided on creative commons, providing more visual examples, and ending the course with a list of different blogging platforms. Here is some additional feedback from the SME:

- **Instructor's Guide:**

The SME thought the guide was nicely put together and that based on the survey results, the three hour time frame for this training was sufficient for learners. He thought that the survey questions were especially beneficial to the design process, to the degree that future instructors should use the same survey to gauge the learners' comfort levels with using technology as this information gives insight regarding the appropriate pace of instruction. The SME also expressed that more visual examples of blog posts should be added.

- **Learning Materials:**

The SME felt that all materials needed to conduct the training were present. However, he also pointed out that not all learners will use their personal device(s) in this course, and that adding a USB drive to the learning materials would be helpful because the learners could transport their written content and/or their images between their home and the classroom.

Part 4e Comments on Suggestions

The feedback that was given by the SME was extremely helpful and made me comfortable and confident in my ability to create a training on blogging using WordPress. The fact that Mr. Covington has a Master's degree in Educational Technology and understands the importance of integrating technology into the classroom and one's professional life, reassured me that this was a "solid" training instruction and that it will benefit the learners for whom it was created, in addition to future learners. I also appreciated having an SME because I was provided with "fresh eyes," who could objectively assess the design, in addition to identifying items that might have been overlooked. For example, the suggestion that the survey should be given at the beginning of the course so as to give the instructor insight into the learners' knowledge and comfort levels with using technology. This type of information will provide the instructor with advanced

knowledge about how to deliver the information and if the training should be extended by an additional hour. Additionally, Mr. Covington advised that inserting images into a blog post be made a part of the learning goals and objectives and not optional.. I will also end the training by providing a list of other blogging platforms for the learners to research, as recommended by Mr. Covington. This recommendation is great because it provides the learners with other blogging outlets in the event that they are not comfortable with using WordPress or feel that there are other platforms that meet their blogging needs.