Affordable Learning Georgia Textbook Transformation Grants
Proposal Form

Please complete per inline instructions; completed form not to exceed four pages.

Institution Name	Kennesaw State University
Team Members (Name, Title, Department and email address for each)	John Isenhour, Ph.D., Chief Technology Officer, Associate CIO and Associate Professor, Institute for Culinary Sustainability and Hospitality. Email: jisenhou@kennesaw.edu Ophelia Santos, Instructor, Institute for Culinary Sustainability and Hospitality. Email: osantos1@kennesaw.edu Charles Marvil, Instructor, Institute for Culinary Sustainability and Hospitality. Email: cmarvil1@kennesaw.edu
Sponsor, Title, Department	Christian Hardigree, J.D., Director, Chair and Professor: Institute for Culinary Sustainability and Hospitality
Course Name, Course Number and Semester Offered (Spring 2015 Required)	Spirits, Beers and Brews CSH 4630 Spring 2015 and continuing

Average Number of Students in the Course	30	**Number Course sessions per Academic year**	10

Award Category (pick one)	X No-Cost-to-Students Learning Materials ☐ OpenStax Textbooks ☐ Course Pack Pilots

List the original course materials for students (including title, whether optional or required, & cost for each item)	**Distilling Knowledge: A Professional Guide to Spirits & Liqueurs, Wine & Spirit Education Trust (WSET), ASIN #: 1905819005** *Required text*	*$46.25* ***Total Cost***

Projected Per Student Cost	**$46.25**	**Projected Per Student Savings (%)**	100%

1. PROJECT GOALS

- Reduce the textbook cost to "$0" for the students.
- Provide an online resource that is capable of expanding beyond the scope of one course.
- Develop a learning resource that goes beyond moving an academic textbook into electronic format. The new resource we are looking to develop will explore more interactive ways of learning by utilizing technology and rich media, which is needed for the sensory nature of the material.
- Explore technology that can be applied beyond this course in order to support a rapidly growing new program, and also develop a model that could cross academic disciplines.
- Build upon this foundation to generate new online course material as the Culinary Sustainability and Hospitality program continues to grow.

1.1 STATEMENT OF PROBLEM

Required Elements:

- *Describe the problem*
- *Identify stakeholders affected by the problem*
- *Describe the impact of this problem on stakeholders and course success*
- *Indicate the proposed solution and list a few key benefits*

The Culinary Sustainability and Hospitality program at KSU incorporates several classes that require both a strong theoretical and practical foundation. CSH 4630, Spirits, Beers and Brews, provides the students with a complete overview of the spirits industry and exposes the students to the products that they will encounter during their hospitality careers.

The required textbook for this course is comprised of material that is available online through various sources. The students are currently required to purchase a textbook that, while useful, can be developed online by the instructors involved with the program. An added limitation of the current material is the difficulty of ensuring that content is consistent with rapidly-evolving market developments. By creating the new learning resource, instructors can create more dynamic text-based and video elements using their own knowledge and expertise.

The textbook cost is not insignificant and, as already explained, the material in it becomes dated over time and a newer version must be printed and distributed. Our proposed solution is to create an online version of the material that incorporates text, video and interactive activities. This material will be updated regularly and will be expanded to cover material that is covered in several other classes within the department. This will reduce the cost of the textbook to "$0" and allow the instructors to maintain an up to date database of useful course material. This solution also allows instructors to customize the textbook to address current culinary events and trends and local developments in the culinary arts.

1.2 TRANSFORMATION ACTION PLAN

The action plan should include expected activities (e.g., identification, adoption/adaptation, syllabus redesign, course redesign, instructional design, etc.) and quantitative and qualitative measures of impact on student success and experience. The quantitative and qualitative data collected will be utilized in your final report as well as within ALG program communications to demonstrate success. It is

important to identify how the data is to be analyzed for each data source. In specific, the action plan should address the project's quantitative impact on student success (items such as Learning Objective success, Drop, Fail, Withdraw (DFW) delta rate, and any other critical factors) to measure impact on student experience. Qualitative measures can include student feedback through survey or other means.

The team of instructors who are developing this proposal have identified the issue of significant text book cost for the students in the rapidly developing Culinary Sustainability and Hospitality program. Our proposal includes the development of an online resource that will replace the text book for CSH 4630 and then will be expanded (future) to provide complete online resources for several other CSH courses.

The initial proposal will require the team to identify all subject matter to be covered during the course (already completed) and then to design a series of online elements that will allow the instructor to provide the student with the material needed for success. The team has contacted the KSU Affordable Learning Campus Champion as well as CETL (Center for Excellence in Teaching and Learning) and based on their suggestions we will incorporate SoftChalk software as well as Tiki Toki software for component design and content. KSU currently has a license to SoftChalk. With SoftChalk, we can create our affordable course components in the eBook Builder and publish our materials in EPUB 3 format. This format allows for accessibility; is highly adaptable to multiple devices; and allows us to put in a variety of student-content interaction elements such as videos, quizzes, simulations, and other components.

The team will work with an instructional designer in our Center for Excellence in Teaching and Learning, who will help us with methodology of: assessment (qualitative and quantitative); materials creation; and redesign. We anticipate benefits to students to come from several areas: satisfaction with costs are anticipated to increase completion rates; increased satisfaction with the learning experience; as well as grade improvement (Cabrera 2012 & OER Research Hub). Working with our Instructional Designer, we will assess these measures and where appropriate infer changes from prior classes, looking at general satisfaction measures (qualitative) as well as DFW changes (quantitative, which is more amenable to retrospective analysis), these measures can be gathered electronically using existing constructs like Desire 2 Learn, or various online survey tools.

Our initial plan is to create an online resource for CSH 4630; however, we are looking forward and want this rich online resource to expand to include other CSH courses that are lecture and experiential hybrids, and which cross several academic disciplines.

The CSH program is rapidly growing at KSU and initially our data collection for this project will consist of surveys that analyze course objectives success and the impact on student drop, fail withdraw (DFW) rates. The program will continue to support the pre and post test analysis that is currently part of each class being offered. The qualitative aspects of the project will be determined through the end of semester student evaluation forms that are administered by KSU.

1.3 TIMELINE

This is a simple timeline of milestone dates for your transformation project. Your interim report will utilize this timeline to indicate if the project is on schedule.

Mon. Sept 8, 2014-Proposal due

Wed. October 8, 2014-Outline of all course material completed

Wed. November 5, 2014-Course material completed and uploaded to web server. Begin usability testing.

Wed. November 19, 2014-Usability testing complete. Begin revisions and updates.

Wed. December 10, 2014-Final review of material. Link materials to program main page.

Fri. December 19, First Status Report

1.4   BUDGET

Include Personnel & Projected Expenses not to exceed $10,800.

The budget for this project is largely instructor time, as we already have licenses for the web based timeline software Tiki-Toki as well as SoftChalk content development software and server space. Our Center for Excellence in Teaching and Learning have pledged staff support. We anticipate up to $800 to be used for materials, design resources, filming (including time lapse), animation and some travel. The remainder of the grant ($10,000) is to be used for release time for the three instructors who are implementing the structure of the project.

1.5   SUSTAINABILITY PLAN

What is plan for offering the course in the future, including maintenance of course materials?

This project is being designed in a way that it will have an immediate positive impact on the students currently enrolled in CSH 4630. The plan is for the online resource to be modified as needed by the course instructors to suit their particular needs and then to expand the online resource to cover the needs of additional ancillary courses that are being offered and being developed for the future.

1.6   REFERENCES & ATTACHMENTS

This could include any citations, references, your administrative letter of support, etc. Letters of support must be provided from the sponsoring area (unit, office, department, school, library, campus office of the Vice President for Academic Affairs etc.) that will be responsible for receipt and distribution of funding. Letters should reference sustainability.

Please find enclosed letters of support from the Director of the Institute for Culinary Sustainability and Hospitality, as well as from our Executive Director, Center for Excellence in Teaching and Learning.

PROPOSAL SUBMISSION: ALL PROPOSAL DOCUMENTS, REFERENCES, AND ATTACHMENTS SHOULD BE SUBMITTED IN A SINGLE EMAIL TO ALG@GATECH.EDU BY 5:00 PM, EST, SEPTEMBER 8, 2014.