

## How Homecare Homebase Found the Ideal Venue to Meet Its Event Needs



*When the software provider began searching for a new place to host its agile planning event sessions, UofL's Event and Conference Services team stepped up to deliver the facility and stellar service the gatherings require.*



Every two months, Homecare Homebase (HCHB) holds a planning meeting to discuss the next update to its medical software solution.

Getting the company's developers, quality assurance professionals, product managers and leaders together in one

place is critical, according to Release Manager Brad Pack, to ensure everyone understands how the product has been enhanced to improve customer service and discuss the coming program implementation plans.

Finding a location to host the event, though, proved difficult in recent years.

HCHB needed space that could comfortably fit roughly 180 people—about half the company—for both general presentations and smaller group conversations.

## A Facility That's a Perfect Fit

A number of the venues Pack looked at didn't offer catering. To provide attendees with meals and mid-meeting snacks, Pack and a colleague had to stop by Costco or a local restaurant and load up their cars with donuts, bagels, sandwiches, and soft drinks—a time-consuming task that Pack had to take care of in addition to the responsibilities associated with his release manager role at HCHB.

Audio turned out to be an issue at one location; reverb from a dated sound system made it difficult for people to hear the opening presentations. Parking proved problematic at another.

In addition, the meeting planning work reached the point where Pack was spending so much time coordinating events that he was only able to perform approximately 30 percent of his full-time release manager job duties.

“We had really struggled with trying to find somebody who could accommodate our audio, space and food selections,” Pack says. “[My coworker and I] were doing most of the work on the backend to be able to provide a good meeting.”

So Pack started looking at other options—and was pleased to find the Conference Center at University of Louisville's ShelbyHurst Campus, which comprises more than 18,000 square feet, is in an easily accessible location and includes a number of services and amenities.

“The room [we use] is very large and has great lighting. The atmosphere is comfortable—the heating and cooling system is comfortable—and by having a lot of open walls, we're able to hang teams' storyboards so people can see them,” he says. “And it's easy in and out. There are several exits to the room. You just don't feel crowded in that space.”

UofL's staff takes care of various event execution details, ranging from confirming the technology that will be used works to taking the garbage out—something Pack had to do at past locations where HCHB held its planning event. UofL's team also connected the company with its preferred catering provider so Pack and his coworker no longer had to cart food and drinks in from the parking lot before each meeting.

Being able to outsource much of the event preparation has helped free up his time considerably, allowing him to focus on his main responsibility—making sure new product releases are ready to be introduced.

“My workload for the planning event is down about 75 percent.”

— *Brad Pack*

Homecare Homebase Release Manager

“One of the key things we were looking for was a facility that offered a catering system,” Pack says. “It's a challenging and time-consuming task; usually on the Wednesday prior to the meeting, it added another two hours onto our day to get all those items ready. My workload for the planning event is down about 75 percent now.”

## A Budgetary Boost

HCHB has also been able to save a considerable amount of money by hosting events at UofL, according to Pack.

“Most were charging us not only a large amount to use the facility, but also a large amount for catering [or to outsource catering to a provider]. That is a high expense,” Pack says. “It honestly saved us 50 percent of the original cost we were paying, which is easily probably \$8,000-\$9,000.”

He was also surprised to see UofL included free Wi-Fi in its room rental package.

“That was a big help for us,” Pack says. “We had to either pay for Wi-Fi at previous places or bring hotspots in. We’ve saved probably close to \$1,000 to \$2,000 on each meeting by receiving complimentary Wi-Fi.”

Working with one facility on a consistent basis can also provide other advantages.

HCHB doesn't have to try to assess a new floor plan, for instance, or figure out where beverage stations should be situated before each event. Pack knows he can trust the staff to be fully prepared and on-site when the first people arrive around 7:30 a.m. and the general audience walks in by 9 a.m. At a previous venue, planning meeting attendees pulled up to find the building was locked and had to line up and wait outside.

“We can focus on the purpose of the planning meeting, and not all the legwork. You actually feel like you’re getting your money’s worth because the staff is very attentive and provides such good service.”

— *Brad Pack*

Homecare Homebase Release Manager

“The UofL team is exceptionally helpful,” Pack says. “It’s really convenient whenever you can walk in and the facility staff is there with the doors open and the place lit. Everything is ready. We can focus on the purpose of the planning meeting, and not all the legwork. You actually feel like you’re getting your money’s worth because the staff is very attentive and provides such good service.”

### Find the Ideal Venue for Your Event

Learn how the facilities and staff at University of Louisville’s ShelbyHurst Campus can help make planning your next event a breeze. [Contact us online](http://louisville.edu/conferenceservices/about/contact?utm_source=ECS&utm_medium=Article&utm_content=HCHB&utm_campaign=ECS+Events) [link: [http://louisville.edu/conferenceservices/about/contact?utm\\_source=ECS&utm\\_medium=Article&utm\\_content=HCHB&utm\\_campaign=ECS+Events](http://louisville.edu/conferenceservices/about/contact?utm_source=ECS&utm_medium=Article&utm_content=HCHB&utm_campaign=ECS+Events)] or call 502.852.0360.

# Make the Most of Your Meeting Dollars: How to Reduce Your Biggest Event Expenses

## Learn how to host more in-person events without breaking the budget.

**When:** May 25, 12-1 p.m. ET

**Where:** Founders Union, UofL's ShelbyHurst Campus

In-person events can increase your membership's value by offering the networking and professional development opportunities members want.

Join us for a free lunch and panel discussion to learn:

- Successful techniques to cut your meeting costs
- How to plan events on a shorter timeframe to fulfill current industry needs
- Ways other state and regional associations are planning and executing effective events

The free **Make the Most of Your Meeting Dollars: How to Reduce Your Biggest Event Expenses** luncheon and panel discussion will feature a diverse group of association and meeting planning experts. You'll also have the opportunity to tour our venue and meet with our event experts.

### Panelists

**Kayla Holzkecht**, Louisville Society for Human Resource Management

**Jamie Keesling**, Kentucky Coalition of Nurse Practitioners & Nurse Midwives

**Angela Q. Porter**, Kentucky Association of Health Care Facilities

**Michelle Romero**, FSA Management Group

[RSVP to Attend In-Person or Online](#)

## Can't attend in person?

Join the discussion online! **RSVP** for details to access the event live stream.

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# Make the Most of Your Meeting Dollars with Advice from the Pros

Meeting planner experts at the “Make the Most of Your Meeting Dollars: How to Reduce Your Biggest Event Expenses” panel discussion offered a number of invaluable tips to save money, locate speakers and sponsors, and host the best possible event.

- **Get help finding someone to present at the event.** Consult a speakers’ bureau, even if your budget is small; they can often identify speakers to fit your budget. Ask committees, your board, companies you have a relationship with, and other individuals if they have recommendations. Using a planning committee to help identify members and other potential speakers can make planning for current and future events easier.
- **Do your speaker due diligence.** Examine videos of speakers performing, attendee reviews, and any other information you can find on potential presenters to ensure they are entertaining and can communicate clearly.
- **Offset speaker costs with sponsors and vendors.** The Louisville Society for Human Resource Management has three to 10 sponsors per meeting and offers different levels of sponsorships with varying price points. Members are given a “passport card” and are entered to win a drawing for a free meeting if they visit all of the event sponsors.

FSA Management Group recommends brainstorming a list of potential sponsors by identifying companies who would like to interact with your audience. Reach out to them by phone and then follow up with an email to establish a connection.

- **Utilize all of your resources.** Trade magazines, networking groups, and peers can provide money-saving tips and helpful event planning recommendations. Venues can also serve as a resource and help you save money. UofL Event and Conference Services provides diagrams of room layouts for clients and offers event management assistance. For associations with a small staff, these additional resources can be valuable time-savers.

- **Ask for free Wi-Fi.** A number of facilities don’t offer complimentary Wi-Fi for guests; when looking at facilities, see if they’ll include it for free or for a discount in your contract. (Complimentary wireless internet is always included with your rental at UofL’s ShelbyHurst Campus!)
- **Confirm quality.** Whether recording sessions or obtaining speaker materials, make sure you’re getting high-resolution files that will reproduce well when printed or viewed.
- **Go paperless to save.** The Kentucky Association of Health Care Facilities posts event handouts online instead of printing them. Additionally, the association provides an app that lists seminar schedules and other event information.

If you’re thinking of creating an app, work with a vendor that specializes in event-based tools or association management items.

If you can’t go fully paperless, make some moves to reduce printing costs. Feature sponsor logos on a projector screen instead of on posters or printed programs. Put conference materials online and have attendees request printed copies.

When going paperless, ease attendees into the new system. The Kentucky Coalition of Nurse Practitioners & Nurse Midwives transitioned members to a digital system by first giving them an option to select printed materials or access conference materials from an app when registering for an event. Digitizing all meeting materials can be a huge timesaver on the back end, according to Jamie Keesling, the coalition’s conference manager, who found it prevented the need to key in registration information and helped attendees submit evaluations.

We make events **easy.**

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 **EVENT AND  
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- **Share a detailed event schedule with the venue.**  
If you need to be in at 7:00 a.m., and the event starts at 8:00 a.m., don't assume the venue will have the doors unlocked. Let them know when you'll need the lights on, when you'll be on site, and other key details.
- **Base catering on the head count you have on your order cutoff date.** Kayla Holzknacht, Louisville Society for Human Resource Management director of hospitality, shared that the number of last minute walk-ins usually cancel out the number of no-shows. By not adding extra meals, you can save on food costs, typically one of the biggest event expenses.
- **Maximize your food and beverage expenses.**  
To get the most out of what you've spent, ask the caterer to serve leftover breakfast pastries on your morning break or leftover luncheon desserts for an afternoon snack.

*The "Make the Most of Your Meeting Dollars: How to Reduce Your Biggest Event Expenses" panel discussion was hosted by UofL Event and Conference Services.*

## We make events easy.

The conference center at ShelbyHurst Campus can host as many as 500 guests for conferences, business meetings, banquets and more. With full-service meeting assistance and free parking, wireless internet, and A/V services, planning an event at ShelbyHurst is easy.

For more information on the facilities or to book an event, visit [louisville.edu/conferenceservices](http://louisville.edu/conferenceservices).

**UL** OF **EVENT AND  
CONFERENCE SERVICES**



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# Letter from the Executive Director

Colleagues:

Significant strides have been made in the past year to advance the University of Louisville's 21st Century University Initiative, a strategic effort to reach its state-mandated goal of becoming a premier, metropolitan research university.

The Delphi Center for Teaching and Learning is committed to advancing the 21st Century University goal of creating excellence in engaged teaching, with the ultimate goal of supporting student success at our institution.

In August 2016, we opened the Teaching Innovation Learning Lab (TILL), designed to help educators explore and test innovative teaching

methods for the 21st century student.

Produced in part through a collaboration between the Faculty Development unit, Instructional Design unit, and Blackboard and Learning Technology team, the lab features a technology-enabled active learning classroom, free instructional consultations for UofL faculty, and other resources that will help prepare faculty to teach in the new academic building set to open in 2018.

The Event and Conference Services unit achieved another year of growth at the ShelbyHurst campus; the Professional Development unit achieved record program enrollments, particularly with

its Project Management certificate program; and the Online Learning team, in partnership with the College of Education and Human Development (CEHD), launched UofL's first competency-based degree in Healthcare Leadership.

In all, 2016 was a phenomenal year for the Delphi Center. At the end of the year, the university was awarded a \$515,000 grant from the Association of Public and Land-grant Universities (APLU) to promote the adoption of adaptive learning at UofL. Delphi will manage this grant and share progress in the coming year.

I invite you to read about our accomplishments in more detail in the

following pages. More enhancements—including developing a new Quality Enhancement Plan to address the challenges second-year undergraduate students face, increasing the amount of online degree programs and enrollment, and continuing to prepare faculty to teach in active learning classrooms—are expected in 2017.

We look forward to providing you with continued support, encouragement and resources in the coming year.

Best Regards,

*Gale Rhodes*

**Gale S. Rhodes**

Associate University Provost  
and Executive Director

Delphi Center for Teaching and Learning



# About Us

With a presence on each of the university's campuses, the Delphi Center for Teaching and Learning provides programming, learning opportunities and other resources to university faculty, staff and community members that encourage excellence in teaching and foster a spirit of learning.

The Delphi Center is made up of the following units, or areas of focus: the Adaptive Learning Grant, Teaching Innovation Learning Lab (TILL), Faculty Development, Instructional Design and Technology, Blackboard and Learning Technology, Online Learning, Quality Enhancement Plan, Professional Development, Event and Conference Services, and Lifelong Learning.

## **Mission Statement**

The Delphi Center's forward-thinking programs serve a diverse audience with one common goal: to promote academic and professional growth through education. Delphi's commitment to excellence in teaching and learning are driven by its mission statement:

The Delphi Center for Teaching and Learning at the University of Louisville provides excellent, responsive and innovative services and programs to enhance teaching and learning for faculty, students, staff and the community. We deliver expertise, leadership and resources to become the first-choice partner for fostering educational excellence.



## 2016-17 ADVISORY BOARD

Representative	College/School
Kathy Baumgartner	Public Health and Information Sciences
Marie Kendall Brown	Delphi Center
Darcy Deloach	School of Music
Gail DePuy	J.B. Speed School of Engineering
Alicia Dunlap	Delphi Center
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Gale Rhodes	Delphi Center
Manish Sharma	College of Education and Human Development
Lars Smith	School of Law
Bill Stout	College of Business
Jeff Sun	College of Education and Human Development

Chaired by the Delphi Center's executive director, the Advisory Board is comprised of invited faculty representatives from several colleges and schools of the university, the assistant/associate directors of the Delphi Center and other members of the university community. Board members assist the Delphi Center in the following important ways:

- Serve as advocates and liaisons with their colleges and schools to further the Delphi Center's mission;
- Work with Delphi staff to identify and help prioritize major teaching and learning initiatives, technology in the classroom, and online learning needs and opportunities across campuses;
- Assist with long-term strategic planning for the Delphi Center and its role with the university; and
- Actively participate in at least one Delphi Center program or event per semester each academic year.

# Adaptive Learning Grant Unit Report

The Accelerating Adoption of Adaptive Courseware at Public Research Universities Grant, funded by a grant from the Association of Public and Land-grant Universities (APLU), was awarded to UofL in August 2016.

The grant's goal is to accelerate and scale the university's adoption of adaptive courseware across multiple disciplines over three years. Up to 20 percent of students enrolled

in general education courses will be positively impacted, resulting in lower rates of students who receive a D, fail, or withdraw from courses.

A total of eight institutions received the grant, including Arizona State University, Colorado State University, Georgia State University, Northern Arizona University, Oregon State University, Portland State University, and University of Mississippi.



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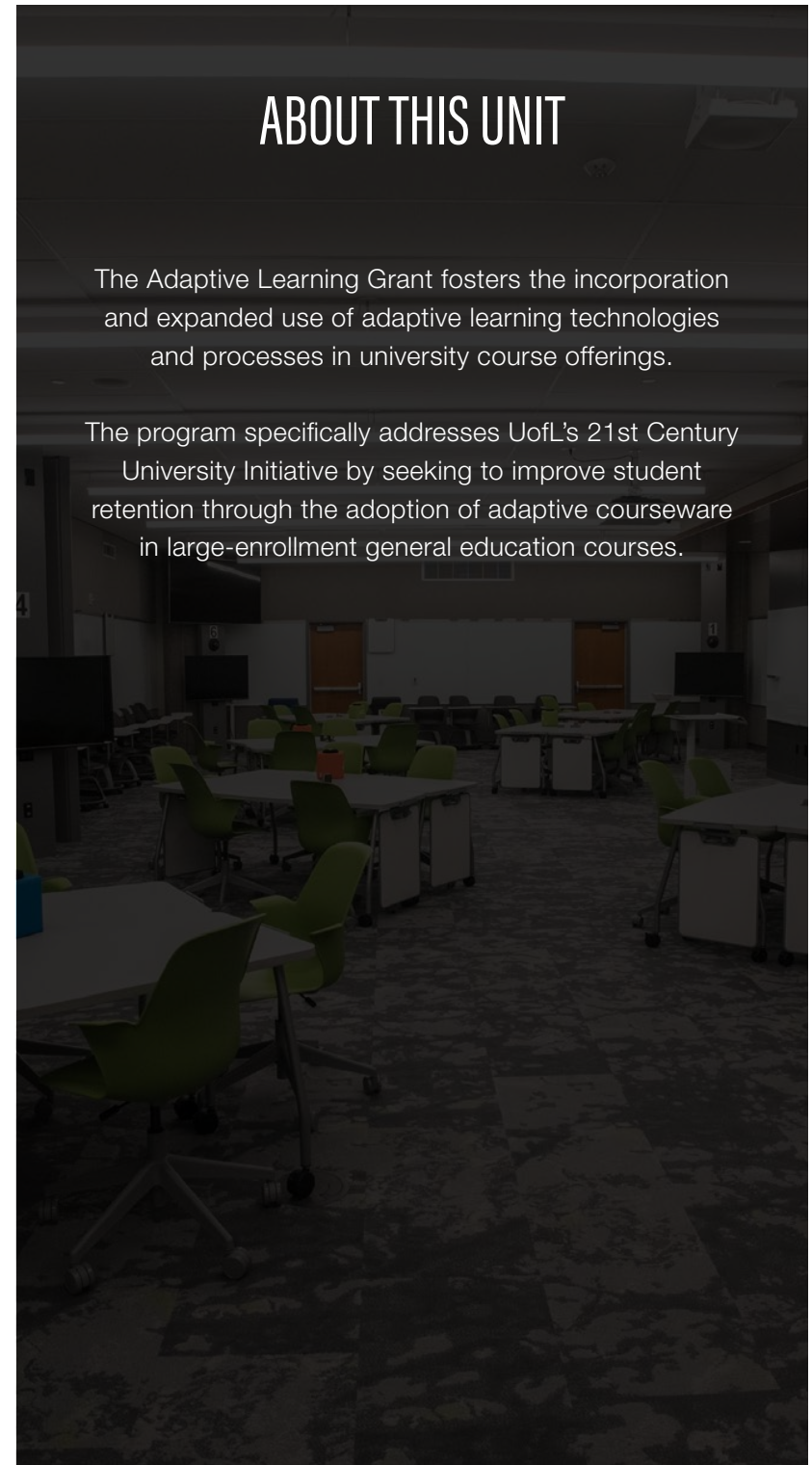


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## ABOUT THIS UNIT

The Adaptive Learning Grant fosters the incorporation and expanded use of adaptive learning technologies and processes in university course offerings.

The program specifically addresses UofL's 21st Century University Initiative by seeking to improve student retention through the adoption of adaptive courseware in large-enrollment general education courses.



Under the grant, adaptive learning practices will be implemented in the following general education course sections for the 2017 spring semester, impacting over 500 students:

- Biology 240.1 Unity of Life, affecting 200 students
- Economics 201.8 and 201.12 Principles of Microeconomics, affecting 55 students
- Economics 202.4 and 202.76 Principles of Macroeconomics, which involve 34 students
- Physics 222.75 Fundamentals of Physics II, with 65 students
- Psychology 201.01 and 201.02 Introduction to Psychology, taught to 226 students



## HIGHLIGHTS

- ▶ Faculty participated in a monthly faculty learning community (FLC) to research and share best practices in their implementation of courseware and pedagogical change
- ▶ Seven faculty members involved in five general education courses adopted several different adaptive learning courseware and pedagogical strategies, which are scheduled to be implemented in the 2017 spring semester

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**"The FLC really made me consider my role as an instructor in a new light and helped me begin to grapple with the value and purpose (both for me and for them) of the work my students do in and outside of my classroom."**

**Adaptive Learning FLC Participant**

# Teaching Innovation Learning Lab Unit Report

In fall, the highly anticipated Teaching Innovation Learning Lab (TILL) opened, on schedule, with more than 100 attendees present at the facility's ribbon-cutting ceremony.

The TILL is the result of an extensive benchmarking project that included visits to similar innovation and technology-enhanced learning spaces at Xavier University (Ohio),

Steelcase Industries, Grand Valley State, University of Michigan, and Indiana University (Bloomington).

It was designed and launched as a collaboration between Delphi's Faculty Development, Instructional Design and Technology, and Blackboard and Learning Technology teams.



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## ABOUT THIS UNIT

The TILL, which opened in August 2016, is a space for faculty-driven exploration and testing of innovative teaching methods that will drive success for the 21st century student at the University of Louisville. Located on the third floor of Ekstrom Library, the TILL was developed through ongoing feedback from a provost-appointed steering committee comprised of faculty, staff, and students. It includes a technology-rich active learning classroom, three collaborate rooms, a conference room, and a recording studio. This technology-enabled active learning space will prepare faculty to teach in the new Belknap Academic Classroom Building, which is scheduled to open in 2018.

Faculty members can utilize the TILL to assess the impact of teaching methods on student learning; they can also apply to teach in the TILL or meet with a TILL staff member for a one-on-one instructional consultation.

4

innovation-themed faculty learning communities offered over 16 sessions (40+ contact training hours)

18

applications received to teach in the TILL

24

departmental outreach meetings to introduce more than 300 faculty to the TILL

4,000+

visitors to the TILL in September and October alone



In its first year of operation, the TILL developed a number of policies, procedures, and internal and external communication materials, including a new website. The center also created an application process for teaching in the TILL.

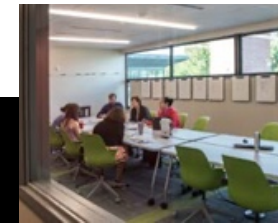
In addition, the TILL exceeded its recruitment goal for its four new innovation-themed faculty learning communities, receiving 60 applications that represented all of UofL's degree-granting units.

By the end of December 2016, the TILL had received 18 applications from faculty members to teach in the space during spring 2017.

"I find the TILL offers new ways to increase student engagement. Instead of watching me work problems at the front of the room, students use the white boards and technology to collaboratively work out those same problems and learn from each other."

**Jeff Hieb, Ph.D.**

Associate Professor  
J.B. Speed School of Engineering



## HIGHLIGHTS

- ▶ Trained 27 faculty and staff members to be faculty learning community facilitators in a two-day workshop led by two national experts
- ▶ Piloted eight courses in the TILL classroom led by five faculty members that reached nearly 300 students
- ▶ Hosted a site visit for 21 educational developers from the U.S. and around the world as part of the annual Professional and Organizational Development (POD) conference held in Louisville

# Faculty Development Unit Report

In 2016, the Faculty Development unit led many workshops for faculty and graduate students. Topics included syllabus design, college teaching skills, assessing teaching effectiveness, creating a supportive teaching culture, and using learning science to inform one's teaching.

The team also continued to work closely with the Office of the Provost to again offer the Seminar on Teaching for New Faculty, a yearlong cohort-based program for new faculty members, and partnered with the Kent School of Social Work to develop and launch the Part-time Faculty Teaching Academy.

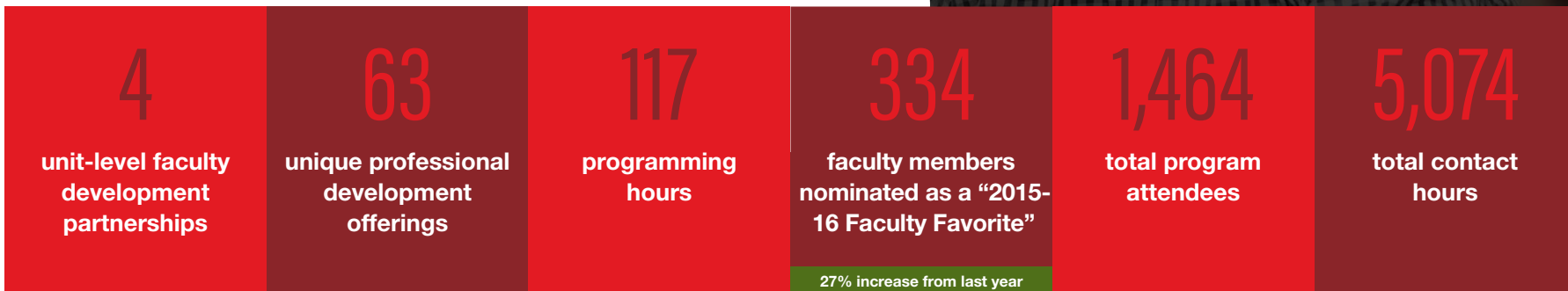


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## ABOUT THIS UNIT

The Faculty Development unit provides pedagogical support and guidance to UofL faculty. Program offerings include the annual Celebration of Teaching and Learning, lunchtime Dine and Discover series, Seminar on Teaching for New Faculty, Part-time Faculty Institute, faculty learning communities, reading circles, and special events offered in collaboration with other university units. The programs are designed to help faculty members learn new pedagogical skills, investigate instructional technologies, and enhance their teaching effectiveness.

The Faculty Development unit also manages the day-to-day operations of the TILL and designs customized workshop sessions for departments.



“It is impressive to me that the conference is provided to UofL faculty free of charge with nationally known speakers and food. Thank you! This demonstrates to me the value that I, as a teacher, [have] in the eyes of the organization.”

Celebration of Teach and Learning attendee



Faculty Development deepened its collaboration with the School of Medicine in 2016 and enjoyed continued success in its partnership with the Health Sciences Center (HSC); two annual HSC-Delphi Faculty Development program

offerings exceeded 140 attendees. The Faculty Development unit also entered its fifth year of robust collaboration with the J.B. Speed School’s Center for Teaching and Learning Engineering (CTLE).

- ▶ Administered two award programs. The Paul Weber Award for Departmental Excellence in Teaching was awarded to the Department of Middle and Secondary Education in the College of Education and Human Development and 624 Students nominated 334 faculty members as “Faculty Favorites”
- ▶ Concluded the inaugural Seminar on Teaching for New Faculty in the spring and launched a second-year cohort in fall
- ▶ Met attendance goals for the department’s regular workshop series and the Celebration of Teaching and Learning



HIGHLIGHTS

# Instructional Design and Technology Unit Report

Over the past two years, the Instructional Design and Technology team played a key role in developing the Bachelor of Science in Organizational Leadership and Learning-Healthcare Leadership program, partnering with College of Education & Human Development faculty to develop courses for the program. Since launching

in fall 2016, UofL's first competency-based education program has had successful enrollment.

During 2016, the unit's annual offerings—including a one-week session of its hallmark faculty-oriented Delphi U program and three online Delphi U sessions—continued to draw solid faculty member attendance.



**Aimee Greene**

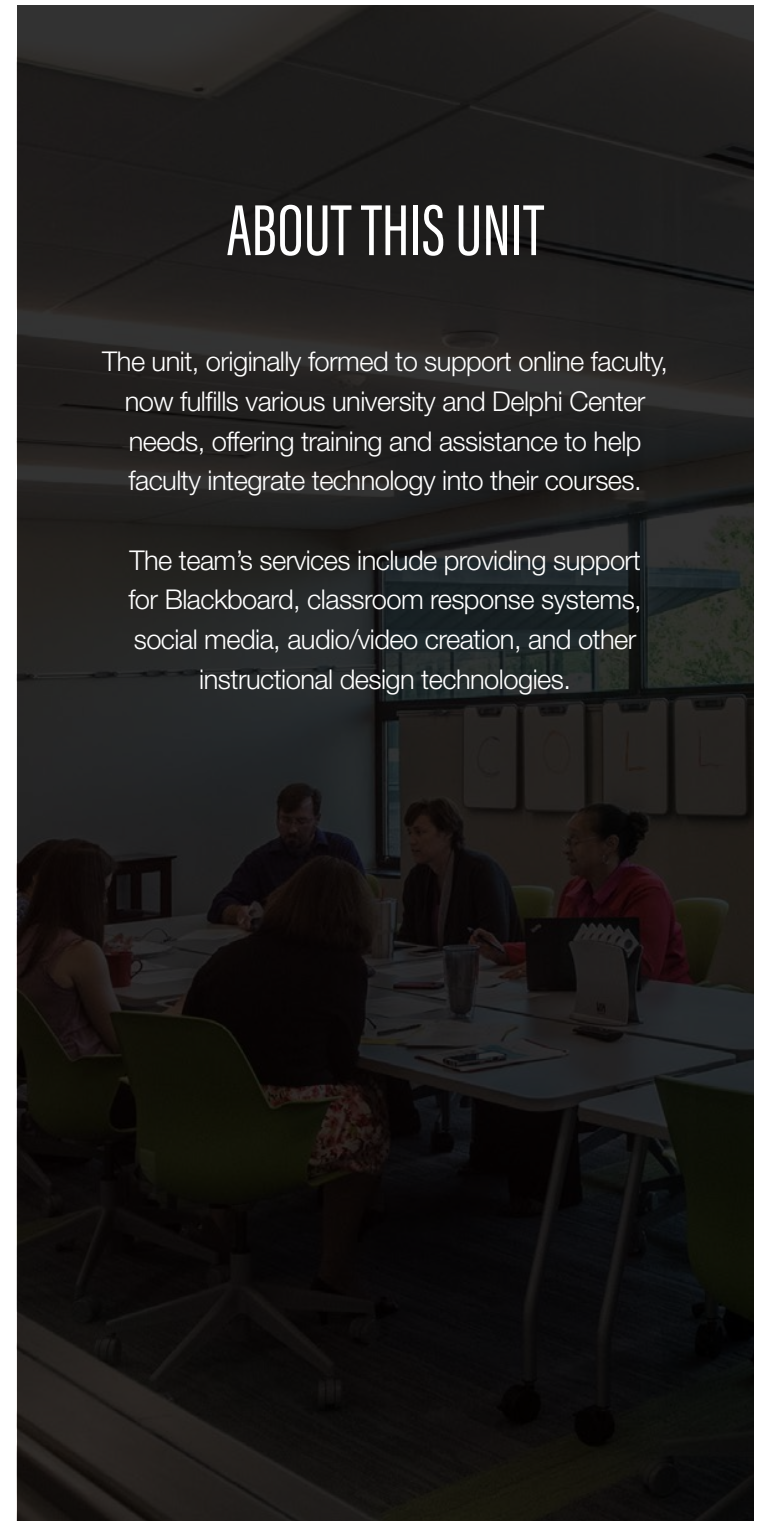
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## ABOUT THIS UNIT

The unit, originally formed to support online faculty, now fulfills various university and Delphi Center needs, offering training and assistance to help faculty integrate technology into their courses.

The team's services include providing support for Blackboard, classroom response systems, social media, audio/video creation, and other instructional design technologies.





This year, the Instructional Design and Technology team took over the primary responsibility for the day-to-day operations of the Digital Media Suite (DMS). The DMS is a dedicated workspace where faculty and students can use the latest technology tools to access, analyze, evaluate,

and create multimedia projects, including videos, digital images and podcasts.

The unit also partnered with a number of organizations and departments in various initiatives—including creating an online version of Math 105, the first

math course available online, produced with the Department of Math; Dine and Discover Tech sessions; and, in tandem with the Disability Resource Center, offered support to help faculty make online materials accessible to students with disabilities.

“The Delphi Center Instructional Technology team has been a critical component of the drive to offer the first competency-based education bachelor’s degree program in Kentucky. The professional, collegial staff members readily and expeditiously support faculty and course developers to achieve quality online learning with course content development, innovative solutions to emergent technology challenges, and continuing guidance and support.”

**Lee W. Bewley, Ph.D., FACHE**

Program Director, B.S. OLL-Healthcare Leadership

HIGHLIGHTS

- ▶ Partnered with Faculty Development and Kent School senior faculty to develop a Seminar on Teaching for New Faculty. The seminar included two face-to-face sessions and four online modules, and was completed by 24 faculty members
- ▶ Collaborated with Department of English creative writing faculty to develop a new set of SoftChalk e-books for English 201
- ▶ Awarded seven faculty members with the Delphi Certified designation, which is applied to online courses that have met the rigor of the Quality Matters (QM) course design process and rubric

# Blackboard and Learning Technology Unit Report

In 2016, the Blackboard and Learning Technology Team, over the course of six months, planned and tested for Blackboard's migration from its University of Louisville IT environment to a managed hosting environment. The migration was successfully completed over a five-day period in December.

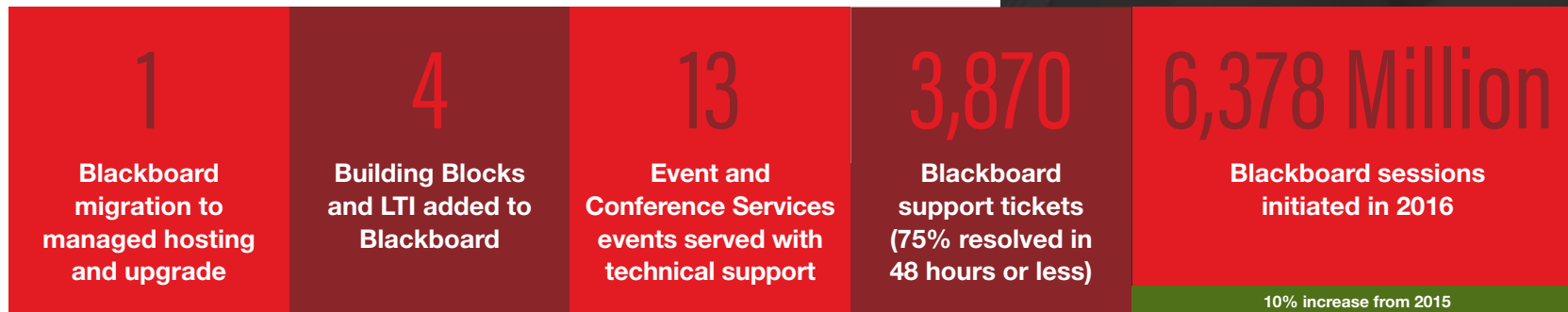
The unit also spearheaded a pilot of three lecture capture applications, ultimately recommending to replace the university's existing application with Panopto, which went live in December.



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## ABOUT THIS UNIT

The Blackboard and Learning Technology Team provides ongoing technology support for faculty, students and staff. The department is responsible for continuously improving Blackboard functionality through system upgrades and installing and maintaining third-party applications that add to the university-wide learning management system.



## HIGHLIGHTS

- ▶ Hosted a number of workshops involving education software provider iClicker, including one to introduce a new mobile-optimized student engagement tool to 21 new faculty users
- ▶ Participated in the planning, execution and launch of the Bachelor of Science in Organizational Leadership and Learning - Healthcare Leadership competency-based education program
- ▶ Increased usage totals for Blackboard Collaborate, UofL's web-based conferencing solution, by 31,000—an additional 20%—over the previous year

Additionally, the unit collaborated with the Registrar's Office to put the Family Educational Rights and Privacy Act (FERPA) certification forms and training assessment into a Blackboard organization. University staff who handle student data must complete a training program. All university FERPA information is stored electronically, meeting SACS requirements.

The team also worked with the Controller's Office to successfully test and integrate an outside PCI Training module for faculty and staff use. This helps the university remain PCI security compliant.



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**"I was quite impressed with the iClicker training and believe this will add significantly to my classroom."**

**Joseph P. Gutmann, J.D.**

Adjunct Professor  
University of Louisville, Paralegal Studies

# Online Learning Unit Report

In 2016, the Online Learning team partnered with the College of Education and Human Development (CEHD) to launch UofL's first competency-based education (CBE) degree program.

The campus-wide effort was coordinated and facilitated by the Online Learning team, which built the university application for the program, managed applications, developed and implemented its marketing

and student orientation plan, and helped develop the policies associated with the program. By the end of 2016, the program had 13 enrollments, exceeding its annual enrollment goal after only 3 months.

Online Learning also partnered with the CEHD to launch of the Master of Education in Teacher Leadership and the English as a Second Language endorsement, increasing Online Learning's program portfolio from 18 to 21.

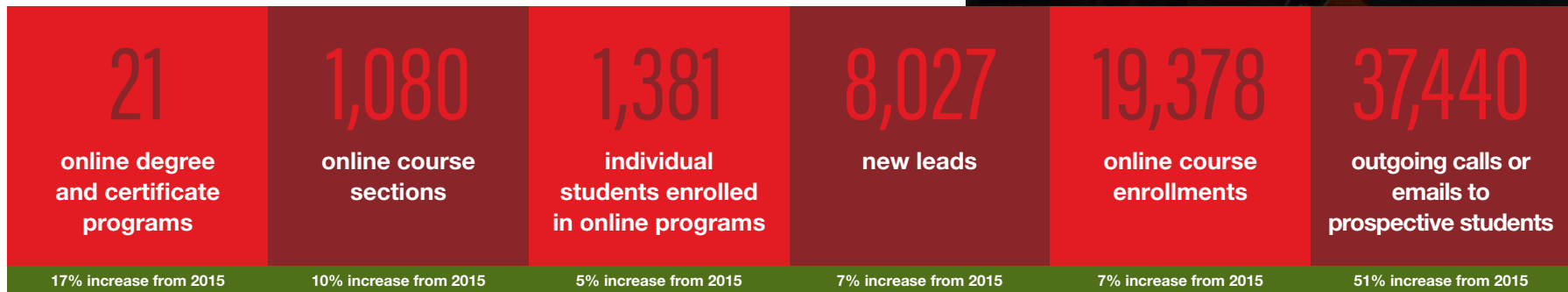
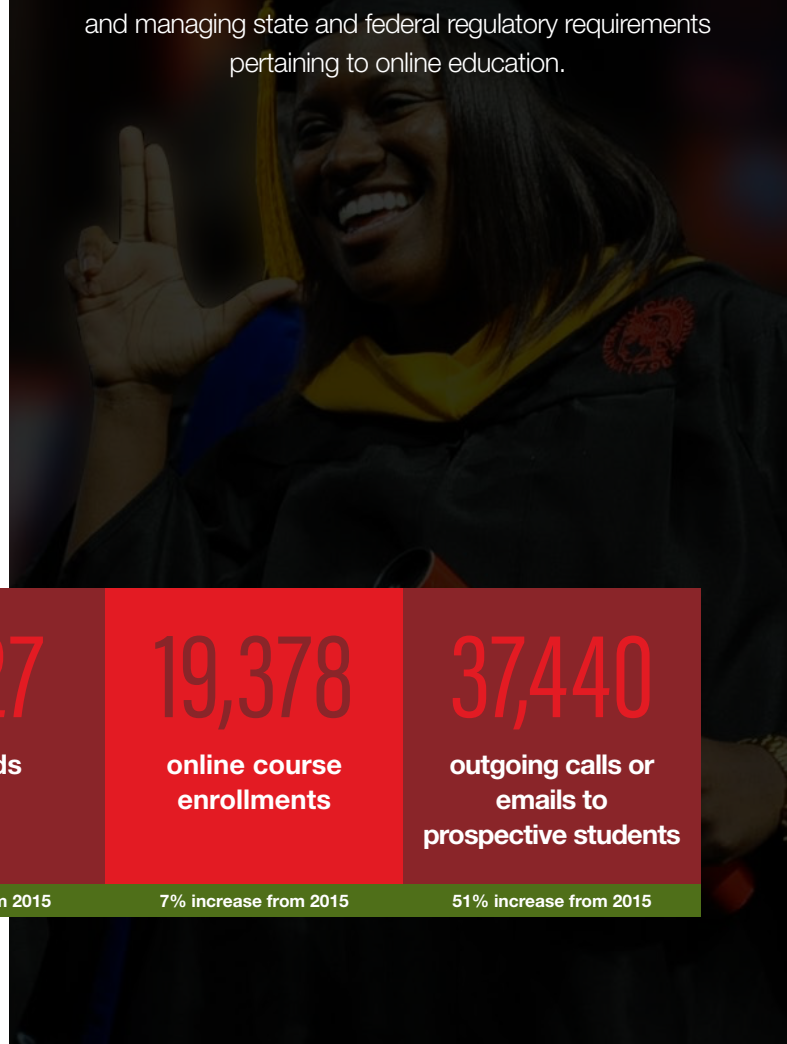


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## ABOUT THIS UNIT

The Online Learning team assists departments with developing online programs, developing marketing and advertising campaigns, answering prospective student inquiries, coordinating support for enrolled online students, and managing state and federal regulatory requirements pertaining to online education.





- ▶ Successfully advocated for Kentucky to join the State Authorization Reciprocity Agreement (SARA), which will allow Kentucky to operate in states outside Kentucky for its online programs and experiential learning sites
- ▶ Became authorized in four additional states for state authorization
- ▶ Developed and implemented strategic marketing plans for 12 online programs and UofL Online Learning
- ▶ Added five programs to the department's enrollment management services
- ▶ Led a presentation that shared online learning best practices with the deans, resulting in several departments adopting the recommendations from the presentation to improve program quality and online program rankings
- ▶ Collaborated with the Department of English to develop and teach English 102 online, which was the last remaining general education course required for online students to complete their entire undergraduate degree online

## HIGHLIGHTS

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**"A few months ago, we had 0 students; now we have 19 enrolled (and growing) ... the future looks bright for making a meaningful difference for students and the quality of healthcare leadership and management in our communities through CBE."**

**Lee W. Bewley, Ph.D., FACHE**

Program Director, B.S. OLL-Healthcare Leadership

In addition to increasing its services in both marketing and enrollment management, adding three programs to its online program portfolio and marketing plans, and adding five programs to its outbound call services, the Online Learning department established a Memorandum of Understanding with each of its department-partners outlining marketing investments, expectations, and lead/application/enrollment and conversion goals.

Online Learning also adopted several new recruitment strategies, including attending events in partnership with academic units, implementing recycled call campaigns, and providing prospective students with a career assessment tool to help guide their decision-making.

# Quality Enhancement Plan (QEP)

## Unit Report

In 2016, the Quality Enhancement Plan (QEP) unit concluded its successful 2014-2016 Ideas to Action (i2a) Assessment Plan, allowing it to assess critical thinking and culminating undergraduate experiences (CUE) course integration in every undergraduate program. The QEP unit offered the final i2a Institute conference in May 2016 with all-new content and a focus on helping units and

faculty sustain their i2a progress to date.

To continue to foster the use of i2a practices, critical thinking instruments are available to every instructor through the university's Blackboard system, as well as a new critical thinking comic book series, and a new set of online modules.



**Patty Payette, Ph.D.**  
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## ABOUT THIS UNIT

Every 10 years, the University of Louisville designs and launches a Quality Enhancement Plan (QEP) as part of the re-accreditation process with the Southern Association of Schools and Colleges (SACS). The QEP must be an innovative, five-year project developed with campus-wide input that centers upon enhancing student learning and/or the environment to support student learning.

The Ideas to Action initiative, launched in 2007, was the university's QEP to promote the infusion of critical thinking and culminating undergraduate experiences (CUE) into the undergraduate curriculum.

UofL's second QEP, Find Your Fit, is set to launch in 2017 and is centered upon the design and implementation of a new seminar for undecided or pre-unit second-year students that offers innovative academic and advising practices to strengthen and align students' academic goals, personal interests and career direction.

3

critical thinking grant projects funded, which will impact 1,200 students annually

9

new critical thinking modules

132

i2a Institute attendees

166

approved CUE courses by the end of 2016

13% increase from 2015

3000+

new students introduced to i2a during orientation

---

“Not all students are lucky enough to receive the opportunities that some have, so deciding on a career/job path so early is quite the daunting path for many. I believe this future course will provide more students with the opportunity to learn the tools they need to decide on, and to focus, their college goals and future careers.”



Quality Enhancement Plan (QEP)

**An undergraduate student's feedback on the new QEP plan**

Last year marked an important transition between the completion of the first Quality Enhancement Plan, i2a, and the next QEP, Find Your Fit. Visit [uofl.me/QEP2017](http://uofl.me/QEP2017) to learn more about the Find Your Fit QEP.

The unit's most successful 2016 program involved offering more than 30 sessions and presentations across the campus to share Find Your Fit program and marketing concepts and garner feedback from campus constituents.

- ▶ Launched a new QEP website with information, resources and feedback surveys
- ▶ Provided leadership for the QEP Development Committee and launched a new Faculty Work Group and Student Advisory Team to ensure faculty and students are intimately involved with every aspect of QEP development
- ▶ Conducted focus groups and a survey with undergraduate students to add dimensions to the unit's planning efforts
- ▶ Partnered with the Office of Admissions to integrate i2a concepts into training for student orientation staff, share critical thinking and faculty expectations with parents and incoming students, and introduce the i2a project to transfer students

HIGHLIGHTS



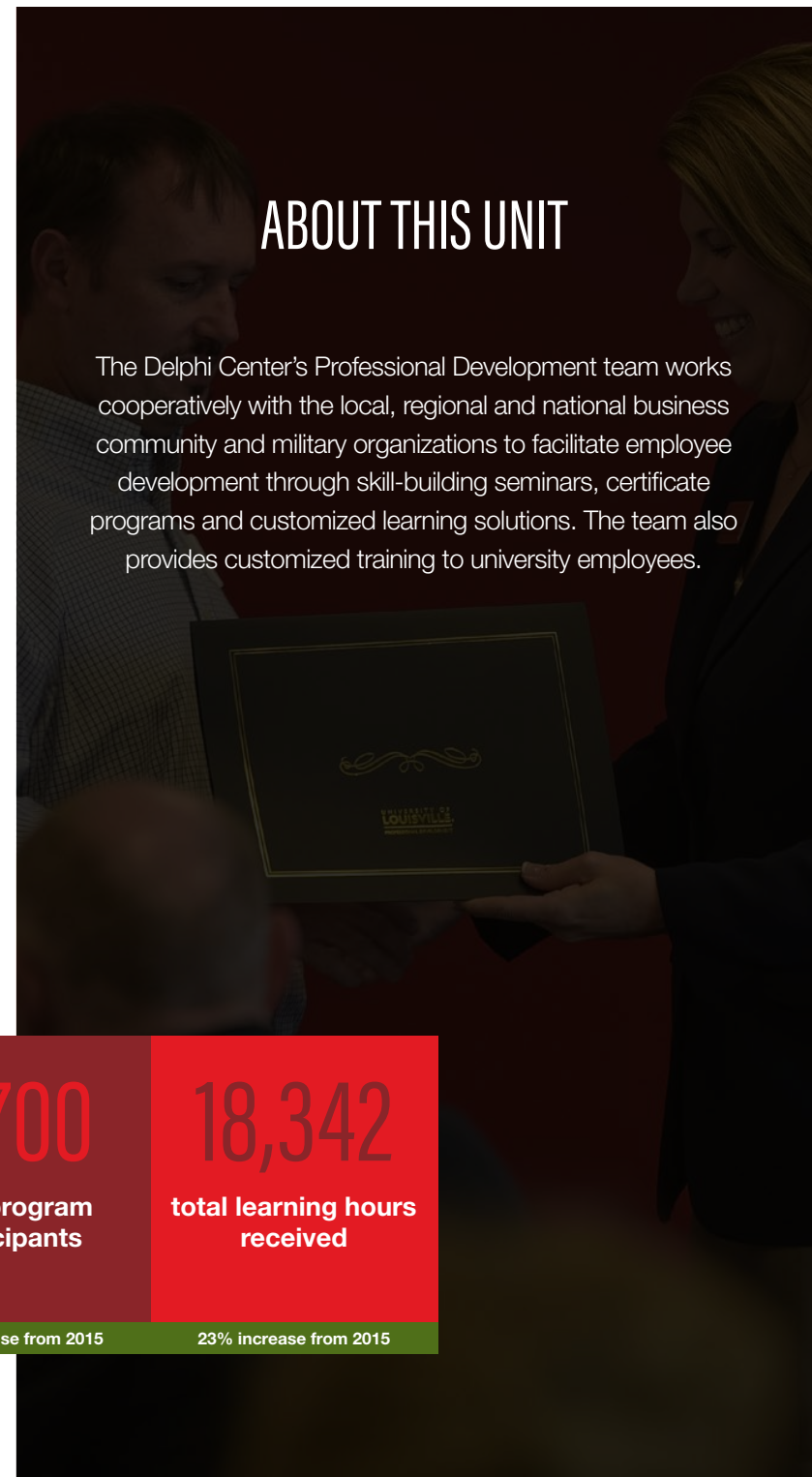
# Professional Development Unit Report

In 2016, the Delphi Center's Professional Development unit achieved record program enrollments, delivered more learning hours than in 2015, and expanded the programs and services it offers to both legacy and new clients.

New programs the department successfully launched during the year include a performance management training seminar for over 500 university employees, developed in partnership with Human Resources, new open-enrollment seminars, and a grant writing certificate program.



**Robbie Chitwood**  
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## ABOUT THIS UNIT

The Delphi Center's Professional Development team works cooperatively with the local, regional and national business community and military organizations to facilitate employee development through skill-building seminars, certificate programs and customized learning solutions. The team also provides customized training to university employees.



The Professional Development unit made several operational changes in 2016 to increase efficiency and to make its program model more flexible. This included making an investment in a program content library to expand its seminar offerings without the substantial development costs generally associated with new programming.

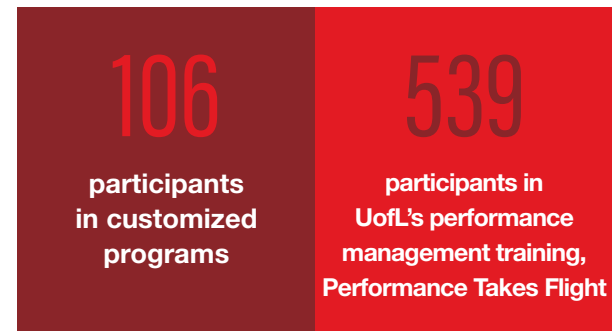
The unit worked with the Delphi Marketing team in 2016 to utilize paid advertising and an increased social media presence to promote its offerings, foster brand awareness and deepen reach into the community. Growth in customer inquiries and renewed focus on sales conversion resulted in record-setting enrollments

in the department's project management program. The team also piloted paperless seminar environments to reduce waste, increase efficiencies and leverage technology.

"This program has helped me to develop personally and also built my confidence to help others to develop. Now I feel like I can coach my team and other teams in my area on several of the subjects we studied to help develop my region to be stronger and more productive."

Leadership course participant

### University Community



## HIGHLIGHTS

- ▶ Expanded the department's client portfolio. New partnerships included an eight-seminar Management Development Certificate for Monument Chemical employees and a six-seminar Professional Communication Certificate for Flavorman employees.
- ▶ Grew business relationships with key training and development executives within the military sector. Added a third command, USACC (United States Army Cadet Command), to a previous collaboration with two commands and continued delivery of a five-year contract to provide a customized management development program for the Joint Special Operations Command (JSOC)
- ▶ Increased the unit's resource pool with the addition of several new instructors
- ▶ Provided 419 Customized Learning Solutions hours, 221 open-enrollment seminar hours, 69.5 internal program hours, and 168 project management learning hours

# Event and Conference Services Unit Report

The Event and Conference Services unit achieved another year of growth in 2016. Overall revenue rose by 13%.

The department made a number of improvements to its conference center space in 2016, including adding a welcome center where guests can be greeted and clients can host event registration.

Long-term rentals provided a steady income stream throughout the year for Conference Services—particularly rentals by Ford and GE; leased space also contributed to the department’s income stream in 2016.



**Terry Thompson**  
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## ABOUT THIS UNIT

The Event and Conference Services unit coordinates short- and long-term space rental at the 16,000-square-foot Conference Center at ShelbyHurst Campus, which features 14 fully equipped rooms and can host groups of up to 500 for single- or multiple-day conferences, trainings, corporate retreats, and other events. The Conference Center also offers event management services, including attendee and vendor registration services via an online booking engine, and registration staffing and materials.

In addition, the Event and Conference Services unit is responsible for leasing office space, often with inclusive janitorial and maintenance services, in Burhans Hall to a variety of business, university and government entities.



“The facility met our needs and exceeded my expectations. Finding a good training location with reliable technology and comfortable seating for participants has often been a challenge, but this site had it all. The food was great and the servers were gracious and very helpful.”

**Joanna Neubert**

Human Resource Administrator  
Kentucky Board of Nursing



By creating a number of new metrics and reports, including a detailed occupancy report and data on average booking windows and cancellations, the unit significantly improved its decision-making capabilities. Analyzing data helped Conference Services determine the profitability of its various lines of business.

HIGHLIGHTS

- ▶ Established a partnership with a new critical service provider, Masterson's Catering
- ▶ Hosted the ShelbyHurst Summer Bash open house and community fair for approximately 200 people from area businesses and the local community
- ▶ Phased out the center's wedding event work to focus business on community-related revenue generation, which provides greater profitability; business event revenue increased 86% over 2015
- ▶ Received a good or excellent facility rating in 98% of all post-event survey responses and an overall 4.76 rating out of 5.0



# Lifelong Learning Unit Report

## ABOUT THIS UNIT

The university's Lifelong Learning program began in 1977 with a total of four offerings. These offerings have been expanded to include over 300 non-credit online courses. In-person classes are offered in topics ranging from GRE and GMAT test preparation to photography and classic films. Online courses are offered in more than 10 categories.



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## PRESENTATIONS

### **The Teaching Innovation Learning Lab**

**Kendall Brown, M., & Fulmer, S. (2016, November).** Building a Teaching Innovation Center from the Ground Up. The Professional and Organizational Development (POD) Network in Higher Education Annual Meeting, Louisville, KY.

*This presentation described how the Teaching Innovation Learning Lab (TILL) was created at UofL and shared helpful information about how similar efforts could be launched at other institutions.*

**Rhodes, G., & Kendall Brown, M. (2016, November).** Art and Science of Learning. The Professional and Organizational Development (POD) Network in Higher Education, Louisville, KY.

*As part of the annual conference of the Professional and Organizational Development (POD) Network, UofL hosted a group of more than 20 educational developers from across the country and world and provided them with an overview and introduction to the newly-opened TILL.*

### **Instructional Design and Technology**

**Greene, A & Michalczyk, L. (2016, April).**

Beyond PowerPoint: Moving Your Course From the Chalkboard to SoftChalk. Social Work Distance Education Conference, Indianapolis, IN.

*This presentation told the story of one faculty member's journey moving his course content to SoftChalk.*

**Hatfield, D. & Leake, L. (2016, November).** Keeping It Simple: Instructional Design & Quality Matters Practices at UofL. Kentucky Convergence Conference, Bowling Green, KY.

*This presentation described how UofL developed a standardized course template to guide faculty in structure and layout, as well as pre-populating their online course with content, such as university resources and policies.*

**Case, B. (2016, November).** Captioning Basics: Using YouTube Effectively. Kentucky Convergence Conference, Bowling Green, KY.

*This presentation demonstrated how to use YouTube to appropriately caption videos.*

**Case, B. & Zahrndt, J. (2016, November).** Free and Easy Multimedia Creation. Kentucky Convergence Conference, Bowling Green, KY.

*Presenters demonstrated how to use Adobe Spark to create free and easy multimedia content for courses.*

**Case, B. & Zahrndt, J. (2016, November).** Don't Worry, Be Appy. Kentucky Convergence Conference, Bowling Green, KY.

*Presenters facilitated app sharing in an "open mic" format, where participants shared their favorite educational apps with each other.*

**Greene, A. & Miller, S. (2016, November).** Creating Connections: Using Social Media to Form Classroom Communities. Kentucky Convergence Conference, Bowling Green, KY.

*This session explored the concept of using social media to build community outside of the classroom, reviewed best practices for building community, and explored available technology tools.*

#### **Blackboard and Learning Technology**

**Lawton, B. (2016).** Don't Get Left Behind: Get on the Data-Driven Bus! BBWorld Conference, Las Vegas, NV.

*This presentation shared information about how the presenter had gone from guesswork to a data-driven solution to make better choices in deciding which LMS tools to retain and which to discontinue.*

**Homan, M. (2016).** Conversations in the Cloud. Kentucky Convergence Conference, Bowling Green, KY.

*This presentation explored five unique UofL faculty approaches to facilitating discussion in their online classes.*

#### **Quality Enhancement Plan**

**Barrow, I. (2016).** Building Bridges: Implementing and Integrating QEP Assessments on Your Campus. Assessment Institute, Indianapolis, IN.

*This session focused on how to establish and execute a university-wide assessment plan with diverse groups of colleagues.*

**Barrow, I. (2016).** Building Bridges: Implementing and Integrating QEP Assessments on Your Campus. SACS Annual Meeting, Atlanta, GA.

*This session also focused on how to establish and execute a university-wide assessment plan with diverse groups of colleagues.*

**Payette, P. (2016).** Demystifying the QEP Impact Report: Theory and Practice. SACS-COC Annual Meeting, Atlanta, GA.

*This preconference workshop led individuals through the process of unpacking SACS' expectations for the Fifth Year Impact Report and offered tips on organizing and achieving those goals.*

**Payette, P. & Hale, E. (2016).** Cultivating Critical Partnerships Across Campus: Notes from the Field. POD Network Annual Conference, Louisville, KY.

*This session used the Paul-Elder framework as a lens for creating strong partnerships across a campus.*

**Ross, E., Gupta, N. & Losavio, M.** Problems, Messy Problems, Wicked Problems: Issues of Intercultural Communicating in Community Engagement and Community-Based Learning.

Telepresentation at Perm State National Research University Conference on Education, Language and Intercultural Communication

*In this presentation, the speakers discussed a course that examined options relating to community engagement through university teaching to secure the benefits against the security threats in the information world.*

#### **Professional Development**

**Denny, V. (2016).** Walk & Talk; Exploring the Work of Professional Development Plenary Session – The Next 90 Days. CMED Conference, St. Pete Beach, FL.

*This closing session led attendees through an exercise to put what they learned into action when they returned home.*

**Chitwood, R. (2016).** Let's Make A Deal!  
CMED Conference, St. Pete Beach, FL.

*This presentation covered negotiation and deal-making strategies.*

## PUBLICATIONS

### **Quality Enhancement Plan**

**Payette, P. & Ross, E. (2016).** Making a Campus-Wide Commitment to Critical Thinking: Insights and Promising Practices Utilizing the Paul-Elder Approach at the University of Louisville. *Inquiry: Critical Thinking Across the Disciplines*, 31 (1), 98-115

## Staff

The Event and Conference Services team provides outstanding service to its customers. We understand what it takes to conduct a successful event and are committed to providing you with an exceptional, stress-free experience.



### Terry Thompson

Director

502.852.0365

About Terry

### Tell us about your job.

I manage the team, and I'm responsible for coordinating with our marketing department and working with our sales manager to set our strategy and direction.

### When did you first begin working in the event field?

It's been my full-time job for 17 years, but I've been involved in event planning my entire career. Every job I've had has included an aspect of event management. Even in graduate school, when I worked in Career Services, I was responsible for organizing a their annual internship fair.

### What type of events have you worked on?

I've managed an annual barbecue association conference, which included a big barbecue festival for the public; a cheese competition with more than 1,200 artisan cheeses. Here, we do everything from retirement seminars for 20 people to big, multi-day conferences and training events for 300. We have events for schools, churches and religious groups, companies, university departments—it really runs the gamut.

### How has event planning changed over the years?

The food at meetings and conferences has changed a lot - so much has happened with special dietary needs. [People want] healthy options, gluten-free and vegan, and allergies are more common. We're fortunate to have caterers who can accommodate those needs.

### What do you think are the best selling points of your venue?

At a lot of venues, you rent the room and then have to rent tables and chairs, and [you] either put them up

yourself or pay the venue to do it. An event planner needs to get an AV company to bring in a microphone and projector and find a caterer. We do all that for you. My team works hand-in-hand with event planners from the day an event is booked until it's over, and we give them a single point of contact. We don't charge people for AV, Wi-Fi or event set up. Those are big expenses customers don't have when they come here.

## What's the most exciting part of your job?

Watching my team in action—we get incredibly outstanding marks for customer service. We have really strong, experienced, talented people. When I see how easily my team handles everything, and that they're great at it and provide incredible customer service, that's the best part for me.



### Donna Berger

Program Coordinator

502.852.7878

About Donna

## Tell us about your job.

I book meeting space for clients, place catering orders and design room schematics for their events.

## How long have you worked with the Event and Conference Services department?

I've been part of the University of Louisville Event and Conference Services team since 2008 and have also been the program coordinator for the Lifelong Learning program at the university.

## When did you first begin working in the event field?

I have been involved with corporate entertaining since about 1976. It really was just part of the job when I worked in various positions at Brown & Williamson Tobacco Corporation from 1970 to 2004. I worked for different vice presidents within the company, and they were in charge of corporate entertaining during the Kentucky Derby and the PGA, when it came to the Valhalla Golf Club in Kentucky.

## What is the most exciting part of your job?

I love hearing that the client is happy with their event outcome.

## What unique advantages do you feel UofL's Event and Conference Center offers, compared to other venues?

We offer great customer service. We are very affordable, and we provide many of the amenities at no extra charge—Wi-Fi access, parking, AV, set-up for your event and clean-up after the event, just to name a few things.



## Kimberly Blair

Program Coordinator

502.852.0690

### About Kimberly

## Tell us about your job.

If you're planning an event, I'm your go-to person for everything from setup to catering. We take pride in our designation as a "one stop shop." There's a lot of one-on-one communication with clients—ironing out the logistics and details of every event, large and small.

## When did you first begin working in the event field?

I have been planning events since 1984. I started in the travel business planning conferences both in and out of town for corporate clients. After selling my agency, I went to the Kentucky Exposition Center for 15 years and coordinated events such as UofL, UK, ESPN, and SEC Basketball games and tournaments; concerts; consumer shows; trade shows; conferences; livestock shows; and of course, the Kentucky State Fair.

## What type of events have you worked on?

I think I have worked literally every type show, from a heavy metal concert to a pigeon show. There is truly a show or event for every business out there. One of the most unusual events I've coordinated is the "Before I Die Festival"—yes, festival. It is a very unique event that explores different ways to prepare for death and dying.

## What is the most exciting part of your job?

Helping people have a successful event—no matter what it is. Putting all the moving parts together and having it be a success is exciting. You know you've done well when clients say "I love having my events at UofL because everything is so easy."

## Why do you think UofL's space is ideal to host events?

We are in a great location with easy access from just about anywhere in the county, but our campus is also in a beautiful green space that's quiet and calming. As far as our facility, we are continually working on upgrading our technology and AV equipment. We recently upgraded a few meeting rooms that had traditional screens and projectors to HDMI digital screens. We've also been able to help clients live stream their meeting for colleagues unable to attend in person.

We're always trying to come up with new offerings we think our customers will appreciate, and we have some of the lowest room rental rates in town. We include free Wi-Fi throughout the building and complimentary audiovisual equipment; which at other venues would be an additional charge. You get a lot of personal service here; we're hands-on, making sure you have a successful meeting. We don't just open the door and say, 'Here you go'—we're with you every step of the way.



## Lorraine Houghton

Sales Manager

502.852.0360

About Lorraine

### **Tell us about your job.**

I am the Sales Manager for UofL's Event and Conference Center. We have a good, constant renewal business; my primary job is to find new companies that have a need for our services. I get a lot of calls where someone says they just got an event assigned to them and don't know what to do. We walk them through everything to make sure they have a smooth event.

I've found that people appreciate the expertise and guidance we can lend. In most companies, there isn't an actual position that manages events; they usually throw it on an HR or accounting person or an executive assistant who is juggling so many other things. People appreciate the expertise and guidance we can lend.

### **When did you first begin working in event planning sales?**

I worked as a promotion writer and producer for local TV stations for 27 years. People kept saying I should be in sales. A good friend of mine told me the management company he worked for needed a new salesperson—someone fearless—and he wanted me to apply for the job. So I did and realized sales was a good role for me and in turn for the company.

My philosophy is honesty. I like to sleep at night, so I'm going to do what I say and say what I do. Honestly, if something isn't a good fit or is a waste of a client's money, I'm going to let them know.

### **What is the most exciting part of your job?**

Meeting new people every day—I love that. I love listening to people's stories; everyone has one.

### **What does UofL's Event and Conference Center offer that's different from other venues?**

The number one question people have is, "Do you have conference space? I thought it was classrooms for students." Even people who have lived in Louisville their entire lives say they had no idea this space was here. They're amazed. Especially compared to other options in the area, it's very affordable to rent meeting space here.

Our team is exemplary. We hear all the time, 'You took great care of us, so we'll be back.' We have an extreme amount of knowledge—not just from being here, but from past experiences at other employers.

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## Kim Williams

Program Coordinator



502.852.1936

#### About Kim

### **Tell us about your job.**

I wear many different hats. I'm in charge of our set-up crew, our custodial staff and the catering staff. I also help out with the sales department. My day involves constant change.

### **When did you first begin working in the event field?**

I have many years of sales in my background. I was an account coordinator and manager for cosmetic lines, and I've done public speaking at large events. I also had a small catering business with a partner. Coordinating catering here is the same type of event planning I did before. I get to dabble in all the things I love—planning events, working with food, and making people happy.

### **When type of events have you worked on?**

We work with small groups and large groups, but it all focuses on one thing: They want their event to be flawless. It does not matter if they're spending \$50 or \$10,000, it all boils down to the fact it needs to be perfect. We try very hard to accomplish that.

### **What is the most exciting part of your job?**

The constant change is exciting. I get bored very easily, so it's a good fit. We take the stress out of planning an event. You come in and can actually enjoy yourself.

# Professional Development



Frequently Asked Questions

Articles

- Eliminate Communication Clutter
- Get the Most Out of Your Employee Training Budget
- The Masterful Learner Checklist
- Organizational Learning Checklist: Are You Getting the Most Out of Your Learning Investment?
- How to Be More Productive**
- Achieve Greater Success by Developing Your Emotional Intelligence
- Managing Conflict in the Workplace
- Dealing With Personal and Professional Stress

Success Stories

Map/Directions

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502.852.4620

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## How to Be More Productive



In today's office environment, employees face an overwhelming amount of distractions—phone calls, emails, meetings, texts—which can easily derail pending deadlines.

Fortunately, several tools and tactics can help you and your team members stay focused, get things done quickly, and be more efficient at work.

1. **Set Goals:** Annual, monthly, weekly, and especially daily goals can help you manage your time to produce achievable results.



**Quick tip:** To remain on track, come up with a visual reminder for your workspace. For example, if your end goal is to enjoy vacation time and not worry about work, put a photo of your vacation spot or a loved one on your desk. Every time you feel tempted to procrastinate or waste time, look at the picture and remind yourself why you need to stay focused.

2. **Don't Be Afraid to Delegate:** Make a list of things that would be more productive for someone else to do because they're too time-consuming, conflict with other responsibilities, and/or are simple enough others can handle them without much training. Then identify which colleagues have the bandwidth to take those tasks on.



**Quick Tip:** Don't forgo splitting up your work because you feel like it'd be quicker just to do everything yourself. In the short term, delegating redundant and repetitive tasks to others may take some time; but long-term, once everyone is familiar with the process, the investment will be worth it.

3. **Stop Procrastination Before it Begins:** Placing the tasks or projects you typically put off into your schedule or calendar and assigning a time limit can help you be more productive. (Setting an actual timer might help.) Work on those tasks first thing in the morning, and commit to having them done by lunch.



**Quick Tip:** Everyone procrastinates sometimes, but 20 percent of people chronically avoid difficult tasks and deliberately look for distractions, according to the **American Psychological Association**. Schedule accountability or status meetings with your manager or team members to help you focus on project progress.

4. **Avoid Common Distractions.** If you're tempted to browse the Internet or engage in a lengthy conversation with a co-worker about non-related work issues, think about what you may have to sacrifice to do that—such as leaving on time.



**Quick Tip:** Did you know that it takes **more than 23 minutes** to completely re-engage in work after being distracted—even if the original task was only going to take five minutes? When you're working on a project, turn off your phone ringer and email notifications. If possible, only check your emails at certain times during the day.

### Manage Your Time Effectively

Learn more about how to be more productive, manage your time, and maximize your work during a **one-day productivity workshop**.

