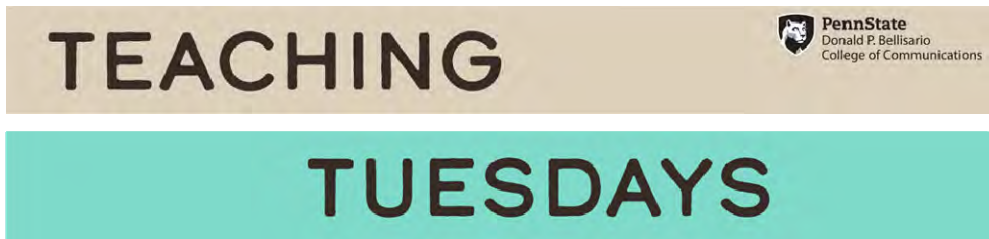


Bortree, Denise Sevick

From: Bortree, Denise Sevick
Sent: Tuesday, September 29, 2020 3:49 PM
To: L-COMM-FACULTY@LISTS.PSU.EDU
Subject: Teaching Tuesdays - Silver Linings by Heather Shoenberger



Welcome to Teaching Tuesdays. Thanks to faculty for your continued support of our students through this unusual time. This week Heather Shoenberger shares some lessons learned from COVID remote teaching that she'll take with her to the classroom. You'll also find info about student awards and an upcoming webinar on engagement. Hope you enjoy!

Mid-Atlantic Emmys

Bellisario College students competing in the Mid-Atlantic Emmy Awards received first-place recognition in the student production division. Read more [here](#). Thanks to the incredible faculty who supported them along the way!

Designing Online Discussions to Promote Engagement

Are you interested in improving the online engagement in your courses? The Keep Teaching Development Group will be presenting a panel on this topic. Consider joining the online forum on Thursday, Oct 1 at 11 am. More info here: <https://keepteaching.psu.edu/webinars/faculty-forum-designing-online-discussions-to-promote-engagement/>

Share your teaching success story

The university is looking for examples of success in the different teaching modes, and I know we have many in the college. Do you have a success story from your teaching this semester? Are you willing to share it? Go here to see the submission form:

<https://forms.office.com/Pages/ResponsePage.aspx?id=RY30fNs9iUOpwcEVUm61LmAfQHNq1kJJq70ENiZ5NUpUMTRQUFVGVDE3MjVDNEtFWFNHS1dUUTNPSSQIQCN0PWcu>

Teaching Tip: Silver Lining in a Pandemic

Earlier this semester, I asked Heather Shoenberger to speak to new faculty about lessons she learned when first joining Bellisario College. During the session, she shared a few new strategies that she adopted for COVID online teaching that were working well and solved problems she typically faced in the classroom. I asked if she would share this in Teaching Tuesdays, and she graciously agreed. I'm curious if others have similar experiences. I would love to hear about them. Thanks. Denise

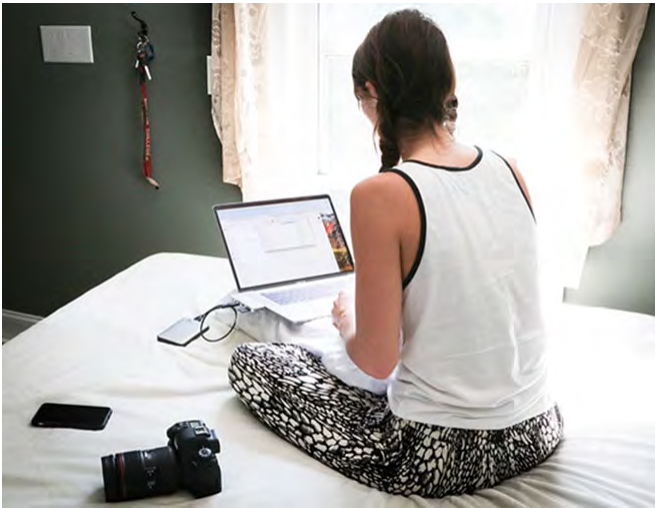
Silver Linings in Pandemic Era Teaching

by Heather Shoenberger, Assistant Professor, Advertising/Public Relations

Teaching during the pandemic has been wrought with anxieties about encouraging meaningful student learning. However, I have gleaned a couple of useful insights from this experience that will continue to inform my pedagogy when we move back to in-person instruction.

International student confidence

In the spring semester, I had my advertising and public relations research methods class make a video presentation of their project instead of in-class presentations. Notably, the international students in my class really stood out as clear, poised, and confident. This was quite a change from the in-person presentations of previous semesters where this portion of the class may have been one of the weak points for international students due to language barriers. I think the ability to re-record served to increase speaking confidence and clarity. I was really impressed by the results. For all of the students in that class, I think the discipline of creating a script, and working together to put together a short video presentation was a positive learning experience. This exercise required preparedness by all members, resulting in a quality final product. I will continue to solicit video submissions after COVID as a way to increase the success of the international students' presentations and a way to make the contribution of each group member more equal.



Engagement via chat

Participation in my large lecture class has dramatically increased due to the chat option in Zoom. This is an interesting byproduct of remote instruction and probably a reflection of our increasingly digital lives. I believe students are less intimidated by typing a response, comment or question than they are by raising their hands in a large lecture hall. The immediate opportunity I see as result of this observation is to use the chat function in Zoom to ask follow-up questions to further engage students verbally online. Once we are back in person, I think this insight will be useful for encouraging verbal discourse. I do not think my students (most of them in advertising) realize how important confident public speaking is as they transition to their careers. Maybe the digital nudge to participate will encourage more engagement. Maybe they will use the confidence they gained speaking in front of a large lecture hall to contribute to their first business meeting.

Hope you enjoyed this edition. Keep an eye out for Teaching Tuesdays every Tuesday this semester.

TEACHING TUESDAYS – Edition #5

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