OVERVIEW
The Teaching Online Preparation Toolkit (TOPkit) was developed in support of the State University System of Florida Board of Governors 2025 Strategic Plan for Online Education. Its 3 core components are an online toolkit, community of practice, and annual workshop. Although a state-funded program, the online community reaches an international audience.

HIGHLIGHTS
The use of the TOPkit community has increased, as reflected in the infographic. Additionally, . . .

- Workshop registrations have increased by 58% from 2017 with 45 to 2018 to 71 participants.
- This conference has opened to other institutions for a nominal registration fee offered at cost.
- Collaboration efforts increased: Open SUNY webinar and Online CoLAB for speed networking.
- Number of followers of TOPkit profile pages as of 2018 are 162 on Twitter, 62 on Facebook, and 187 on LinkedIn.

TOPkit has provided quality professional development and networking opportunities.

GOALS
The goals set for the TOPkit program are as follows:

- Increase brand awareness through social media posts and conference presentations;
- Drive traffic to the TOPkit website through the Digest, Workshop, and social media promotions;
- Increase registered members of the community by increasing the number of users on the website, Digest subscriptions, and TOPkit Workshop registrations through targeted promotional campaigns;
- Increase informative, timely engagement with the community through a calendar of events and interactions in social media, Community of Practice, as well as refreshing the content TOPkit;
- Maintain the Quality of the TOPkit Workshop with 90% of the attendees reporting satisfaction, experiencing it as helpful, and recommending it to others.

These goals aim to enhance TOPkit outreach and maintenance
Teaching Online Preparation Toolkit (TOPkit) is an interactive community with adoptable, adaptable resources for professionals who prepare faculty to teach online or who ensure high quality faculty development programs. Visit TOPkit.org.

**COMMUNITY OF PRACTICE**

- **230** Posts from the Community for you to discover
- Ask ADDIE for faculty development advice
- Share an effective practice
- Attend the annual TOPkit Workshop

Join the discussion! Register at TOPkit.org/register

“**There is so much great information and lots of collaboration.**”

**SAMPLE COURSES**

- **2** Customizable sample courses to download and use now
  - Self-paced course
  - Fully facilitated online course

Join the discussion! Register at TOPkit.org/register

“**Seeing the sample courses was very helpful. It served as a guide to see if our course was on the right track or covering relevant information.**”

**WEBSITE VISIBILITY**

Since the launch of TOPkit.org, visitors are accessing faculty development resources.

- **334** registered users
- **11,471** new visitors (85%)
- **2,066** returning visitors (15%)
- **69,277** pageviews

Analytics/Data from February 1, 2017 to October 1, 2018

**DECISION GUIDE**

- **1** Faculty Development Decision Guide interactive tool. Discover your online faculty development needs and create an action plan.

Engage with the Guide at TOPkit.org/guide

“I appreciate the resources for the faculty development models and decision guide.”

**DIGEST**

- **670** Subscribers receive the monthly TOPkit Digest containing insights from the community.

Sign up for the Digest at TOPkit.org/digest

“Great opportunity to meet faculty development folks from other institutions and share ideas and resources.”

**WORKSHOP**

- **2nd** Annual TOPkit Workshop 2018
  - **71** Participants

“**I gained more from this Workshop than any other conference I have attended.**”

Scan for the 3rd Annual TOPkit Workshop 2019 information