SEI Studios

REIMAGINING ONLINE EDUCATION WITH EPISODIC ACADEMIC CONTENT

A Story Driven Approach to Learning
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Strategic Education, Inc. (SEI) is dedicated to enabling economic mobility with education. Through a suite of innovative programs and services, we help our working adult students advance their careers and improve their lives.
Ever wondered what would happen if your learners binged course content like they binge content from streaming video services? Strayer University is blending the principles behind binge-watching with research-based instructional design practices to create episodic content that keeps online learners coming back for more!

1. Reimagining Online Education with Episodic Academic Content
   Learning is more effective and organic when we teach through the art of storytelling. At Strayer University, we are blending the principles story-driven learning with research-based instructional design practices to create engaging learning experiences. This session will provide you with strategies to strategically infuse stories into any lesson, course, or curriculum.
   - All April 4 8:45 AM [45 minutes] Cottonwood 2-3

2. It’s Not What You Teach, It’s HOW You Teach: A Story-Driven Approach to Course Design
   Learning is more effective and organic when we teach through the art of storytelling. At Strayer University, we are blending the principles story-driven learning with research-based instructional design practices to create engaging learning experiences. This session will provide you with strategies to strategically infuse stories into any lesson, course, or curriculum.
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OBJECTIVES

• Describe Studios’ *story-driven approach* to course design;
• State *instructional benefits and potential challenges* of creating episodic academic content;
• Identify *opportunities for infusing episodic academic content* into blended and online courses to maximize learning.

The Five Es (Bybee, 1997)
The Story-Driven Experience
A STORY-DRIVEN APPROACH

Studios Origin Story
THE CHALLENGE

• Online enrollments continue to grow; traditional, on-campus enrollments on the decline (Seaman, Allen, & Seaman, 2018)

• Generally, online courses have poorer academic performance and completion rates (Bettinger & Loeb, 2017)

• Curricula and instructional models have not kept pace with the digital space

• Average American watches ~2.7 hours of television per day (US Bureau of Labor Statistics, 2018)
“... how do we grab a student’s attention? We thought a lot about binge-viewing and not being able to wait for the next episode of a show. Why can’t we do that with academic content?”

— BRIAN JONES, President, Strayer University
THE SOLUTION: SEI STUDIOS

https://studios.strayer.edu/
Terminology & Key Concepts
STORY

- a type of narrative structure that creates context and relevance, engages the emotions, enhances memory and meaning-making
- all story is narrative, but not all narrative is story

(Haven, 2007)
ELEMENTS OF STORY

(Campbell, 2008)
EPISODE

“a usually brief unit of action in a dramatic work or literary work”

(Merriam-Webster, 2019)

• **closed**: episodes can stand alone

• **serialized**: episodes build on each other
BINGE-WATCHING

- consuming more than two consecutive episodes of a [video or podcast] series in one sitting
BINGE-WATCHING

Character involvement & Cognitive empathy (Gaines Lewis, 2014)
Episodes
Dopamine production (Page, 2017)

INSTRUCTIONAL DESIGN

Backward Design
Merrill’s Principles of Instruction (2002)
Bloom’s Taxonomy (1956)

STORY-DRIVEN APPROACH
THE SECRET RECIPE: STORY LABS
SOC100: REIMAGINED

Provides a critical survey of contemporary social, political, and economic problems facing American society. Emphasizes the urban crisis, military-industrial complex, racism, and distribution of income.
SOC100: INTRODUCTION TO SOCIOLOGY

WEEK 3
• Role of culture in society
• Components of culture
• Cultural diversity

WEEK 6
• Systems of stratification
• Explanations of stratification
• Class & inequality in the US

WEEK 8
• Religion as a social institution
• Sociological perspectives on religion
• Religious practice & belief in the US
SOC100: INTRODUCTION TO SOCIOLOGY

https://youtu.be/r3kCmEf0CFY
WHAT'S THE ROLE OF RELIGION?

Organized religion is one of the oldest social institutions in the world. No matter what your faith, the institution of religion gives followers a distinct set of beliefs and practices to help find meaning and purpose in life. This means that religion has an enormous influence on the actions and behaviors of huge groups of people around the world. But what does that impact look like on a daily basis? For Pastor Steve Stone and Bashar Shala, religion has led to a unique inter-faith friendship based on values that transcend any differences.

TO-DO LIST

☐ EXPLORE - Watch the Strayer Story (5 pts)

☐ LEARN - Complete the Week 8 course materials (27 pts)

☐ APPLY - Read about Assignment 3

☐ SHARE - Post your response to this week’s discussion question (25 pts)

☐ REFLECT - Reflect on your learning by responding to a few questions (3 pts)
Application
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<th>COURSE DESCRIPTION</th>
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<table>
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<tr>
<th>MAIN IDEAS/ THEMES</th>
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<tr>
<td>TOPICS</td>
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<td>List 3-5 topics associated with theme.</td>
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WHAT WE LEARNED

• Outcomes drive story selection, not vice versa.
• Keep it simple.
• Collaboration is essential.
• Collaboration is also challenging! 😊

• Students and faculty respond positively to story-driven learning.
• Academic content can be binge-worthy!
Wrap Up

Can you:

• Describe Studios’ **story-driven approach** to course design?

• State instructional **benefits** and potential **challenges** of creating episodic academic content?

• Identify **opportunities for infusing episodic academic content** into blended and online courses to maximize learning?
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Evaluate Sessions and Win!

- Download and open OLC Conferences mobile app
- Navigate to specific session to evaluate
- Select “Evaluate Session” on session details screen (located under session type and track)
- Complete session evaluation*

*Each session evaluation completed (limited to one per session) = one contest entry

**Five (5) $25 gift cards** will be awarded to five (5) individuals
Must submit evals using the OLC Conferences mobile app or website
References