# Development of a Personalized Faculty Development Platform: Using Essential Attributes to Match Faculty to Opportunities

Presenter: Michelle A Robinson DMD,MA; Collaborators: Scott Phillips PhD., Janice B. Ward MA ; Mentor: Suzanne Austin PhD
University of Alabama at Birmingham
Presented at the 2020 ELAM® Leaders Forum

## Background

A systemic review of faculty development interventions concluded that faculty development activities are valued by participants and associated with positive outcomes. Most colleges and universities have a variety of venues for delivery of faculty development. More choices for development, however, results in new pursuits for the university and the faculty member as each tries to pinpoint which resources are best matched to the needs of a particular subset of faculty. The Association of American Colleges and Universities (AAMU) asserts that the challenge for faculty development moving forward is to combine strategic organization, creativity, resources, and customization for what they call a " changing paradigm of teaching, learning, and scholarly pursuits". For the university, this means taking additional steps past the mere availability of faculty development and using targeted, multifaceted, and coordinated approaches to tracking, marketing, and presenting its opportunities to faculty.
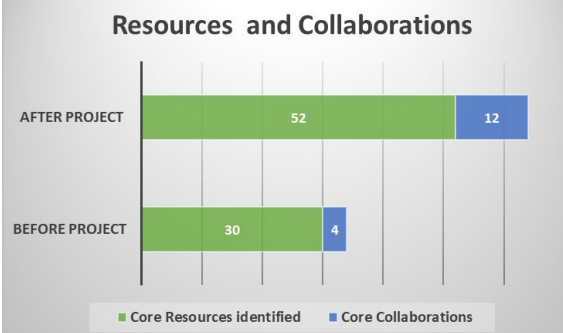
## Purpose of Study

**Development of a tool to centrally organize and track faculty development offerings, allowing them to be better analyzed, publicized and matched to specific faculty attributes during each stage of the faculty life cycle**
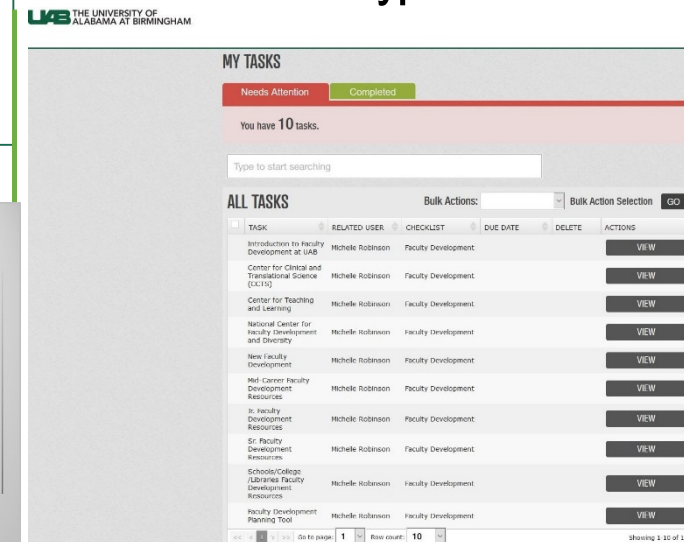
## Methods/Approach

- Review of faculty development web sites at multiple universities
- Review of relevant literature
- Survey units across campus regarding faculty development offerings
- Compile a list of offerings and analyze with key stakeholders to look for gaps, opportunities, unintended duplications and best practices
- Partner with stakeholders to plan new programs to fill major gap areas
- Use faculty development data and basic faculty attributes to create a framework for the matching tool that allows faculty to easily access development resources that apply to their specific needs

## Outcome/Results



Resources and Collaborations

| | Core Resources identified | Core Collaborations |
|---|---|---|
| AFTER PROJECT | 52 | 12 |
| BEFORE PROJECT | 30 | 4 |

- ✓ Faculty development inventory revealed more offerings than previously designated centrally
- ✓ Increase in collaboration potential within central campus and across units
- ✓ Gaps in programming identified
- ✓ Prototype for electronic matching tool that brings targeted opportunities to faculty based on specific attributes

## Prototype



## Discussion

Faculty and leadership across units are supportive of a central mechanism to help track and distribute faculty development. Software tools readily available on campus can reduce costs for the complex task of matching faculty to resources. Future work will focus on completion of the tool and facilitating collaboration among units to optimize resources.

## Conclusion and Impact

**The project identified opportunities to expand and better utilize existing faculty development resources. This will have a positive impact, starting from the onboarding process and continuing through to the development of senior faculty and leadership. The automatic matching of faculty to tailored development offerings will save time and improve utilization.**