Creating Faculty Presence in Your Online Course

1. Create a two-minute video introduction of the course to show in the first module.

2. Post an announcement once a week introducing the week's module topic and summarizing assignments that are due. Once you create these, you can reuse most of the content each time you teach the class.

3. Whether in a classroom or online, one of the most important things you provide to your students are the anecdotes and examples from your own experience that illustrate course concepts. Find places to include examples in your online course: the weekly announcements, the discussion board, a side bar on a page of content, or a narrated PowerPoint presentation.

4. You could also create a special discussion board or blog where you post comments on timely events and take optional responses from students.

5. Give students the opportunity to hear your voice. Find ways to include some audio recordings in your course. These could be narrated PowerPoint presentations, podcasts, or even audio feedback on assignment submissions.

6. When appropriate, create short video recordings of presentations (less than 15 minutes). Students like these because they get to see the instructor's face. Use them for short presentations, make good eye contact, and make sure they are high quality.

7. Keep virtual office hours by setting a time when you will be available to take phone calls, Skype, or chat. Because many students work full-time and may be in different time zones, you might want to alternate weeks in which you schedule one session around noon and one around 7 pm. You certainly can do this from home if you like.

8. Create a Q&A Discussion Board where students can post questions they have about assignments, course policies, and technology. Encourage all students to read the board and respond if they can. However, make it your policy to read the board regularly and respond as soon as possible. Remember to address students by name in your response.

9. Post a turn-around time on which students can expect to get feedback from you on emails and assignments. For example, you might say that you will respond to emails within 24-48 hours and grade assignments within 7 to 10 days. Establish times that work for you and stick to them. Research has shown that the time duration itself is not as important as simply addressing the issue and managing student expectations.

10. For the material you post on the Faculty Info page, speak in the first person and keep an informal tone.