

FOCUS ON FACULTY



CENTER FOR TEACHING & LEARNING @ UCM

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CHECK THIS TECH! *innovative teaching tools & services*

Learner Engagement Lessons We Can Learn from Super Bowl Ads

This fun article from [eLearning Brothers](#) takes a look at some of this year's famous Super Bowl ads that cost \$5.25 million for 30 seconds of airtime. Wow... maybe besides costing a fortune, they have some valuable strategies in their construction that can be applied to course design as well!



From plot twists and unexpected convergences to emotional elements and humor, the commercials tell their stories. Discover what you might learn from this unconventional collection of product marketing, and how to use some of their strategies yourself!

Log into [Hoonuit](#) (Atomic Learning) with your UCM credentials, search the extensive collection with the term "storytelling" and enjoy several modules on creative digital storytelling for educators.

Did you know?

Mass Expiration of Copyrighted Works - January 1, 2019!

Hundreds of thousands of books, poems, musical compositions, paintings, photographs and films can now be used in your courses or personal work, copyright restriction-free!



"The drought is over," [proclaims Duke Law School's Center for the Public Domain](#), highlighting some of the works which are now available royalty-free, by authors from Edgar Rice Burroughs to Kahlil Gibran, PG Wodehouse to DH Lawrence, Edith Wharton to EE Cummings. [The Guardian](#)

Check the [Internet Archive](#) for access to works created in 1923 that have surpassed their 95-year span of copyright and have come into the public domain with the new year. Find out more detail about access to the exciting list of formerly protected materials [here](#), [here](#) and [here](#)!



Click [here](#) to download the AY 2018-19 Planning Calendar

Faculty Watercooler

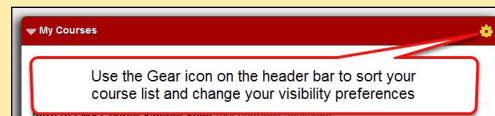
Faculty discussions on subjects that matter to you

Dear Debbie, (Part 2 related to previous issue's question)



Q: Hi again, thank you for your advice to contact CTL to have older courses removed from my cluttered Blackboard course list. If I DON'T want the courses actually removed from Blackboard (as I might need some content from them periodically) is there a way to just "hide" them from my day-to-day working course list?? ~ Hide N Seek?

A: Dear Hide N Seek, good question! There IS a way to turn off the visibility of courses in the Blackboard module **My Courses** on your Welcome page. The module Courses: Quick View does not allow this control. When you click on the gear on the **My Courses** module header bar you enter a **Personalize: My Courses** screen with an Edit Course List area. You'll see all courses available to you here, and using



the check boxes you can set whether or not the course names are visible, and what detail you wish to be displayed for each. You'll also see the re-ordering feature (up/down arrows) to the far left of each course line that's used to change their order in your list. You may like having current courses at the top for easy access! Remember, you can always go back into these settings with the gear icon and fine-tune your choices, including visibility to any hidden course content.

Keeping Up

The latest in Teaching and Learning

Adding Video Resources to Your Courses in Blackboard

CTL instructional designer Carol Knight created [this step-by-step video tutorial](#) (2min.) to help you make the most of this important teaching tool!

To learn more about the value of video in your courses:

- [Why Videos are Important in Education](#)
- [Creating Effective Instructional Videos for Online Courses](#)
- [Why and How to Use Video in eLearning](#)
- [Quality Matters](#) weighs in with [this resource page](#) addressing video length, student engagement and increased student learning.

