

Using Vision Statements to Enhance Course Design

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Four Keys to Using a Course Vision to Design Your Classes

- Good course design
- Proper alignment
- Effective Implementation
- Supportive Classroom culture

How Challenges in Course Design Can Benefit from Vision Statements

Challenges in Course Design	Alignment to Organizational Benefits from Vision Statements (Lipton, 1996)	Potential Benefits to Course Designed by Using a Vision
<ul style="list-style-type: none"> • Purpose - Why Course is Important to Overall Learning? • Engagement - How to motivate students intrinsically versus extrinsically? • Alignment - How to align course elements into a cohesive whole? 	<ul style="list-style-type: none"> • Promotes change by serving as a roadmap. • Enhances Performance • Intrinsically motivates individuals by connecting them to the purpose of the organization. • Provides focus and direction by helping to keep decision making in context. 	<ul style="list-style-type: none"> • Allows students to engage in far transfer, applying knowledge across courses and situations. • Directs students towards becoming deep learners instead of strategic learners. • Provides direction and focus for course elements to reinforce and support each other.

Reference for more information: Lipton, M. (1996). Demystifying the development of an organizational vision. *Sloan Management Review*, 37(4), 83-92.

<https://sloanreview.mit.edu/article/demystifying-the-development-of-an-organizational-vision/>

Other Resources to Use in Designing your Course:

Fink, L. D. (2013). *Creating significant learning experiences: an integrated approach to designing college courses*. San Francisco, CA: John Wiley & Sons, Inc.

Wiggins, G. & McTighe, J. (2005). *Understanding by design, 2nd Ed.* Alexandria, Va.: Association for Supervision and Curriculum Development.

- UbD is also known as Backwards Course Design

Bain, K. (2004). *What The Best Teachers Do*. Cambridge, MA: Harvard University Press

