

Krista M. Rundiks
Instructional Media Specialist Position
Q & A, 2021

1. Tell us a little bit about why you think the University of New Mexico and this position would be a good fit for you.

I've been in the **digital design field for a little over 15 years** with a primary focus in front-end web design, content creation, content updates, and marketing. I **recently graduated from the OILS program in Dec of 2020 with a master's degree in Instructional Design and Technology**. I enjoyed my time as a **graduate student and adult learner at UNM** and I feel it would be a rewarding to utilize my design talents to help subject matter experts and learners alike to have engaging, memorable, and good learning experiences.

2. Please share your process for evaluating effective course design, and an example of when you have applied this process

I feel it's important to **know the different stakeholders to assess effective course design**, such as the subject matter expert/professor as well as learners and other users of the product/system. In evaluating for an effective course design or ISD product I first like to consider **formative assessment to understand where improvements can be made** earlier on in the process or close to real-time to help **identify strengths and weaknesses of a product and make changes to accommodate the learners/users earlier on or in real-time**. An example of when I've used this would be frequent one on one, team, or round robin style or one on one **meetings with stakeholders and users of the product, beginning and mid-way survey questions** sent to both stakeholders and users, **polling users** for preferences, implementing prototypes earlier in the process of building a product by using a **SAM model approach** to gain feedback and make changes quicker, use of **pilot testers and early adopters**. A summative approach is important as well. I've used quizzes, knowledge checks, discussion forums, and final projects to help capture a learner's prior knowledge and later compare artifacts of learning.

3. Please share an example of a time that you were responsible for managing a project. What strategies did you use to ensure the intended outcomes/goals were met?

Whether involved in a graduate school team project or in the workplace spear heading a marketing campaign with multiple stakeholders or embarking on a new web design for a client, when managing a project, I like to **understand the talents and strengths** that other team members bring forth and the **resources and budget** that are available for the project. I want to understand in further detail **who the client and stakeholders are, have a good understanding of the goals and objectives of the project**, and work towards understanding stakeholder needs and project context. After knowing this, I can produce a timeline and scope of work that entails the **major milestones, tasks, and sub-tasks of the project and know who will be responsible for the tasks**. If it is a smaller project, I will still make an agenda list via help ticket or shared documentation that encompasses tasks and an associated ETA. I value **participative management** styles where team members can all provide input as well as I like **rotating leadership** and **team member ownership for aspects of the project** as this can help promote quality and

ethic. I feel that communication is a cornerstone of a successful project and understanding how others prefer to communicate on a project is vital. If it is a new team, **creating a team charter** that everyone agrees to can be helpful. **Understanding working norms** of team and use a **neutral facilitator for larger and more complex projects** can also be helpful.

4. What is **your philosophy of student engagement** in the learning process, and **what challenges do you believe are paramount** to this concept when building strategies for curriculum and instruction?

I feel that student engagement in the learning process is **vital to knowledge transfer**. When students are given the chance **to think about, share** their insights and findings with others, **interact and collaborate** with peers, and **apply their learning** through **situated and real-world examples** they are not only able to better reflect on their own understandings, but also gain new insights and aspects of the learning that they might not otherwise have had the opportunity to do on their own. Challenges can include making **learners feel included, engaged, and comfortable** to share thoughts on their learning as well as **confident to use the technology** in which to share.

5. How do you design online learning **environments that promote success** for a diverse population of adult learners?

I think it's important **to have clear guidelines and instructions that set forth the class expectations**. These can be in the form of **online netiquette, a rubric that has grading guidelines** for different types of assignments, **a course schedule** that addresses important due dates and course format, **a course syllabus** that entails professor/facilitator contact information, course **overview and learning objectives**, resources needed for the course, **a video walk-through of how to navigate the course**, an instructor introduction, it should address **various learner support needs** (such as technical, a place for general questions, mentors or facilitators). There needs to be **consistency in course design** for ease of navigation and familiarly, fast load times, tested to make sure the links, images, and course resources are working, **(optimized well)**, provides **secondary forms of content** such as video, text, downloadable pdfs, etc. I also think adhering to **ada web accessibility and compliance standards** is important to think about (captions and descriptions were applicable, font sizes for readability of content, alt tags on images, appropriate page headings, screen contrast, etc.).

6. Describe the types of **educational technologies you have used** in the development and delivery of curriculum in any modality (face-to-face, hybrid, online).

Some examples of the types of technology I've used to deliver ISD and digital products are by using the suite of **Adobe Creative Cloud** products to create performance graphics and content in various formats for print and online viewing. My strongest areas of expertise are with **Photoshop, Dreamweaver, InDesign, Illustrator, Acrobat Pro, and Premier**. I'm very proficient with **html, responsive web design** for adhering to different devices, and **optimizing digital content** for best page load speed, quality and web accessibility standards. I love using a **digital camera** and various lenses and settings with attention to design elements like the rule of thirds, etc. I'm adept with **survey creation** and have mainly used **Survey Monkey and Google Forms**. I like **designing content in PowerPoint** and have made several instructional PP videos with voice overs that were effective. I understand **the underlying principles of content management systems and structures such as WordPress** and have had the chance to design a

few small prototypes in **Blackboard Learn, Canvas, and Moodle Cloud**. I love to find free/paid programs to screen record and record audio. Lately, I've been using **FreeCam 8** and encoding as an mp4 through another program or uploading directly to YouTube. I've also used **Kaltura** in the OILS program. I like finding cool programs to create cognitive learning graphics such as **Concept Maps and Word Clouds**. I also like to **create project management documents in Excel** such as Gantt Charts and budgets.

7. What **strategies have you used to inspire colleagues to explore new, innovative approaches?**

Strategies I've used are **creating presentations that entail latest standards for technical trends or shows how to simplify a process and explains the benefits** and then sharing the presentation with a small group of people via a remote meeting or one on one and obtaining feedback. Being **available for follow-up questions** and **working to enhance prototypes**, templates, and product iterations. After creating something that has been **proven to be effective** through **measurable feedback** either **qualitative or quantitative** and then sharing the success with other stakeholders has helped, especially in regard to marketing campaigns and different types of content.

8. Please explain how you would **design and implement a new faculty development workshop** to help faculty incorporate evidence-based teaching strategies in an online course.

In going about implementing a faculty-based workshop, I would want to **provide some overview on the workshop idea** along with some featured points on how it could be of **benefit to faculty**. I would survey a sampling of members to see what their **preference is for workshop style** (face-to-face, hybrid, or fully online), what types of **prior knowledge they may have with evidence-based strategies**, what their **interest level and commitment** is and obtain any **additional questions or feedback**. I would also like to learn from colleagues if there have been past workshops and how those have been done and if there were any **evaluation results collected** after the workshop was completed that could help create an improved iteration. I feel like **socio-constructivism and the collaborative inquiry cycle** focusing on collaboration and sharing may help create a successful and meaningful workshop. Based on the stakeholder analysis, I would understand how to start designing the workshop.

9. A faculty member has been assigned to teach an online course beginning very shortly and has limited knowledge of the online learning platform. Please **share 2-3 strategies that you might use** to work with this situation/faculty member.

I would ask the faculty member for an **initial meeting session** where they can **explain and show me their current course curriculum and how they currently present it to their students during the semester**. I would like to know what their **current sequence and presentation format consists of** and the **materials they already have available in digital form** for an online medium and **what materials are not accessible via a computer or electronic device**. I would also ask that they send me the content they have such as the syllabus, course schedule, required materials, and formative and summative testing instruments as well as ask for any image preferences they may have. **I would also like to show them a preview of a successful online course that meets UNM's rubric standards**, so they have an idea of what we are striving for. I would then **take the information collected and create a course structure in the**

LMS and try to adhere to the rubric standards as much as possible. Then I would like to have follow-up meetings with the faculty member to show them around the course and how to use the interface as well as teach them basics on how to add content, etc. **I would let them know I'll be available for questions** as they arise and also let them know this is an **ongoing process to continue to improve** the online course.

10. In this in role, you will be responsible for collaborating and communicating with diverse colleagues across the campus and among multiple teams. **Describe how you would develop relationships within your first 90 days.**

For starters, I would like to **follow CDL's introduction process if applicable**. I would appreciate **meeting the colleagues I will be working with** within the CDL as well as **introducing myself via the best format such as, face-to-face, phone, remote meeting session, email**, and/or a profile summary on CDL's About Us website page. I look forward to building relationships with those who I will be serving as a UNM Instructional Designer over time through a **dedicated and friendly work ethic** and **understanding the leadership and departmental long-term goals**. Because this will be a **new culture in academia I will want to observe and try to understand and respect the working norms of colleagues and clients**. I also appreciate the fact that this is a new role in a new culture and will strive to **take notes or record learning sessions when possible**, for future reference. I will also try to learn on my own and utilize available departmental resources.

11. Tell us about a time when you encountered **challenges while working on a team project**. Describe **one strategy that was successful** and one that was not successful in addressing the challenge and what you learned in the process.

I've faced challenges over the years on team projects whether in school or at work. An example at school that I learned in my team development class is to create a **team charter at the beginning of the project to address mutual agreements** regarding purpose, meeting and working norms, goals, deliverables, communication styles and preferences and how to manage conflict should it arise. The most common team issue I ran into in school has been **social loafing and expectations of deliverables**. I learned that rotating leadership roles can help decrease this attribute and **establishing interests and talents during team creation** so that members can work on parts of a project that are of greater interest. Also having a **summative method of team evaluation** is helpful. In the work environment I've experienced forms of high-power distance, **downward communication, and semi-authoritative management styles** which I feel can limit productivity, innovation, and cause needless re-work.

12. What professional programs and **activities are you engaged in or would like to be engaged in that you are most passionate about?**

I'm passionate about **art, music, design, film, swimming, parenting, and more**. During my graduate program at UNM and while working full-time over the past two years I've created over 30 mosaic art pieces after taking a class at UNM continuing education with **Mira Flores**. Over these 2 years, I've spent a good deal of time researching drought tolerant plants and the **best plants for New Mexico** while

working on creating colorful **urban garden boxes** in my front and back yard. I love music and have been steadily **learning the violin, clarinet, and flute** over the years. I enjoy my **DSLR Canon T7i camera** and would love to start creating some short New Mexican documentaries. A while back I had started a blog called <https://www.newmexicojourney.com> and I would like to **continue photographing and writing about places in New Mexico**. I also enjoy watching many of the courses on www.MasterClass.com. Eventually, in the future **I would like to further my adult learning through UNM** if given the opportunity. You will also find me lap swimming at the Highland Pool on evenings and weekends, working out in the ChuzeFitness Cinema, walking my dogs in the neighborhood, or hanging out with my son on a golf course.

13. This position requires a demonstrated ability to work collaboratively with others in a fast-paced, dynamic environment. Please describe **specific examples of how you have served others successfully in a changing work environment.**

For the past 10 years, I've been the primary **front-end web and print designer and web marketing specialist** for a mid-size electronics distribution company. I've been an instrumental part of creating 30 e-commerce websites for different electronic distribution companies nationwide and internationally. I **work closely with various product managers who serve 5 different business units** and I **collaborate weekly with a small team of software engineers**, as well as meet with other marketing professionals at Google and various high-tech marketing channels. I've worked remotely for the past 2 in a half years, primarily using **MS Teams and Skype** to meet often with internal stakeholders. **We review bi-weekly** marketing goals and objectives, stats, and answer questions that can help them market their products better. I'm comfortable with Zoom, WebEx, and Blackboard's Collaborate meeting tool. At work, I use **Atlassian's JIRA/Confluence** to help manage my **daily workflow, project communications, and create how to articles for our growing knowledge base**. Due to an organizational change, I'm now a part of LogisticsFlow a new software company providing ERP software and web commerce solutions for the electronic industry. **Friendly, open, and inclusive communication as well as detailed documentation have aided in my success over the years.** I also like to **align my working goals** with those of my manager and the company's leadership team.

14. Do you have any questions for us?

- Where is the position located? (Example on campus, remote, or both).
- What is or are some of the most fundamental technical skills needed to excel in this position?
- What traits do you value most in a new colleague?
- Can you share insights into any larger projects currently set forth or soon?
- How many clients does the instructional designer typically serve?
- What are some examples of a typical project completed by an instructional designer role at your company/organization?