



TEXAS A&M
UNIVERSITY

Invites Applications and Nominations for the Position of:

Director, Learning Experience

The Opportunity

The Office for Academic Innovation at Texas A&M University (TAMU) is excited to invite applications and nominations for the newly created **Director, Learning Experience** position. This is an opportunity to lead the execution of TAMU's commitment to digitally-enhanced teaching and learning. You will do this from the new state-of-the-art [Innovative Learning Classroom Building](#) on Texas A&M's College Station campus.

The **Director, Learning Experience** will work in conjunction with the Assistant Provost to lead the day-to-day operations of the teams that support the digital learning environment at TAMU. This position will have a strong focus on learning analytics to use data to drive change and innovate the Aggie learner experience. TAMU is looking to hire an experienced leader who has a proven record of managing successful teams to champion faculty adoption and use of the digital learning environment to support the teaching and learning mission at a top-tier, R1 institution. The **Director, Learning Experience** will serve as a key member of the leadership team providing strategic direction to the growth trajectory for the Office for Academic Innovation.

Office for Academic Innovation

The Office for Academic Innovation (AIOL) was created in 2019 to support the university's strategic growth of distance education degrees and certificates at TAMU, as well as centrally support digitally-enhanced instruction across all teaching modalities at TAMU. In 2020, AIOL was tasked with supporting remote instruction necessitated by COVID-19. Today, AIOL works in collaborative partnership with the Schools and Colleges, Branch Campuses, and McAllen Higher Education Center to continue to expand the digital reach of the university.

The Office for Academic Innovation is committed to inspiring innovation in line with Texas A&M's strategic focus on transformational teaching and learning. AIOL



TRAINING

- ✓ Host live training sessions
- ✓ Produce on-demand training videos
- ✓ Conduct workshops
- ✓ Partner with vendors



COMMUNICATION

- ✓ Maintain web-based resources
lms.tamu.edu, Keep Teaching & Learning
- ✓ Distribute campus messages
- ✓ Target messaging to leadership groups
AOC, GOC, Academic Liaisons
- ✓ Maintain digital signage across campus



SUPPORT

- ✓ Average approx. **700 tickets** per month
- ✓ Receive approx. **2,000** during peak months
- ✓ Host approx. **100** Office Hour consultations per semester



SHARED GOVERNANCE

- ✓ Convene Academic Liaisons biweekly
- ✓ Provide monthly updates to Faculty Senate
- ✓ Convene LMS Advisory & Executive Committees
Document evidence of shared governance

seeks to impact student learning by creating pathways for improved student retention in an era of digitally native students; pathways for delivery supported by the diverse education technology landscape; and pathways for enrollment that are designed to be accessible to students across the state of Texas, the nation, and world. Our iterative philosophy allows us to learn our way forward while remaining grounded in Texas A&M's traditions of excellence.

Innovative Learning Classroom Building

The Innovative Learning Classroom Building (ILCB) at Texas A&M University is a key component of the institution's goal to build a culture of excellence in teaching and learning. The new 118,000-square-foot building houses 2,200 general purpose classroom seats across 11 classrooms. Located across two levels of the building, instructional spaces range in size from 600-seat in-the-round arenas to 72-seat learning studios. Informal study spaces will support the formal learning environments, creating a learning landscape for students and faculty to interact across the three-story building. The building's top floor is home to three instructional support groups whose location is designed to enhance and promote active learning strategies. The Office of Academic Innovation, the Center for Teaching Excellence, and Instructional Media Services are collocated in the building to enhance and better promote active learning pedagogies at TAMU.

About Texas A&M University

Texas A&M opened its doors in 1876 as the state's first public institution of higher learning. Today, TAMU stands as a research-intensive flagship university dedicated to sending Aggie leaders out into the world prepared to take on the challenges of tomorrow.

Located in the heart of the Houston-Dallas-Austin triangle and within a two-hour drive of 26 million of the state's 28 million residents, Texas A&M's main campus in College Station is home to more than 69,000 students. Another 5,200 are at the branch campuses in Galveston and Qatar; and at the School of Law, Higher Education Center at McAllen, and Health Science Center locations across Texas.

- > Total Enrollment (Fall 2021): **73,284**
- > First-Generation Students: **25%**
- > Undergraduates: **53,876**
- > College Station Campus: **67,133**
- > Graduate & Professional: **13,257**
- > Corp of Cadets: about **2,300**
- > Student Organizations: **1,100+**
- > Former Students: about **528,000**

With 133 undergraduate degree programs, 175 master's degree programs, 92 doctoral degree programs, and 5 first professional degrees as options for study, Texas A&M is full of possibilities.

[Learn more about the growing Bryan-College Station area, which has been home to Aggieland since 1876.](#)

The Path Forward

Texas A&M is in the process of a large, ambitious administrative reorganization of the university that will streamline operations to ensure the university makes the best decisions among competing priorities. *The Path Forward* will strengthen student outcomes at Texas A&M and better position the university for long-term success. Consider *The Path Forward* a compass for an institutional realignment that will help the university to continuously improve.

Read more about [The Path Forward](#).

Texas A&M University's Mission

Texas A&M University mission is dedicated to the discovery, development, communication, and application of knowledge in a wide range of academic and professional fields. Its mission of providing the highest quality undergraduate and graduate programs is inseparable from its mission of developing new understandings through research and creativity. It prepares students to assume roles in leadership, responsibility, and service to society. Texas A&M assumes as its historic trust the maintenance of freedom of inquiry and an intellectual environment nurturing the human mind and spirit. It welcomes and seeks to serve persons of all racial, ethnic and geographic groups as it addresses the needs of an increasingly diverse population and a global economy. In the 21st century, Texas A&M University seeks to assume a place of preeminence among public universities while respecting its history and traditions.

Texas A&M University's Core Values

The university's mission carries with it the responsibility, the traditions, and the forward-thinking of Texas A&M exemplified by all who are associated with the university —faculty and staff, and current and former students. This purpose can be defined by six core values:

- > Excellence
- > Integrity
- > Leadership
- > Loyalty
- > Respect
- > Selfless Service

The Role of the Director, Learning Experience

The **Director, Learning Experience** will oversee faculty adoption and use of the digital learning environment to support the teaching and learning mission at TAMU across all modes of instructional delivery. The Director, Learning Experience will support the recent overhaul and substantial investment made in TAMU's digital learning environment, with a focus on improving the end-user experiences through data, training, communication, and outreach. This position will build upon current trends and the cultural transformations that have occurred in teaching and learning as a result of remote instruction necessitated by COVID-19.

The Director will lead with a strong focus on learning analytics to drive change and innovate the Aggie learner experience. The Director will thrive by building close collaborations with the university's community of instructional designers, student success staff, and learning technology teams to provide data-driven insights for initiatives related to student and faculty success, and learning technology adoption. Leadership of AIOL's training, project management, and learning analytics teams will report to the Director of Learning Experience.

Operational Management

The **Director, Learning Experience** leads the day-to-day operations of the units that support the digital learning environment within the Office for Academic Innovation. This includes the oversight of training, data analytics, promotion, and public relations related to the digital learning environment at Texas A&M University. The Director hires, trains, supervises, and evaluates professional staff to align with unit goals and objectives. Success will require oversight of effective workflow and process management across the university IT units that collaboratively support the digital learning environment. The Director manages requests for proposal processes, evaluation, and communication for new learning technologies under consideration; as well as ensures compliance of programs, activities, and services specific to learning technologies at Texas A&M University. The Director provides data-driven input into the budget and fiscal operations of the unit.

Training & Support Oversight

The **Director, Learning Experience** oversees training programs and data services that advance the digital learning environment at Texas A&M University. This includes developing and implementing university-wide training programs and data services that are informed by trends and best practices in online higher education. The Director provides recommendations for new university-wide practices, as well as revisions to existing practices to support continuous improvement.

Learning Analytics

The **Director, Learning Experience** serves as a key member of the leadership team providing strategic and data-informed direction for future growth of the Office for Academic Innovation specific to the digital learning environment. The Director maintains current

knowledge of developments in the field of learning analytics, instructional design, online higher education, and technologies that comprise a contemporary digital learning environment. The Director champions student success in the digital learning environment.

Campus-wide Collaboration

The **Director, Learning Experience** provides leadership to foster a collaborative campus-wide culture for adoption of the digital learning environment. The Director contributes to and implements governance processes for reviewing quality, accessibility, best practices, and technologies that comprise the digital learning environment. Service on university and division committees is a central area of responsibility. The Director works cooperatively with colleges, departments, and academic liaisons to promote digital learning best practices among both faculty and students. Under the purview of the Director, data collection, analysis, and visualization are used to inform operational and budgetary decisions, and procurement processes for learning technologies. The Director serves as a liaison among the university community regarding matters relating to the digital learning environment's alignment with the university's teaching and learning mission. Performs other duties as assigned.

Qualifications

Required:

- › A Bachelor's degree
- › Ten years of experience in an education setting managing learning analytics, learning technologies, instructional design, information science, or digital learning pedagogies and practices or equivalent combination of education and experience
- › Knowledge of learning analytics, learning technologies, communication and collaboration software, and database applications that support data analysis and visualization, including Tableau
- › Ability to communicate clearly and effectively to ensure understanding
- › Ability to multi-task and work cooperatively with others

Preferred:

- › Ph.D. degree in Learning Analytics, Information Science, Instructional Design and Technology Curriculum and Instruction, Adult Learning and Literacy, Higher Education, or related field
- › More than ten years of management experience in higher education or academic technology to include learning analytics, instructional design, curriculum and instruction, and faculty development
- › Demonstrated experience in meeting the needs of university faculty and students from diverse backgrounds
- › Experience teaching in a higher education setting across face-to-face, hybrid, and online delivery modes
- › Experience with the following: Project management, cloud-based team collaboration and management, learning technologies in K-12 and higher education settings,

learning consulting, change management, strategic planning and implementation, pedagogical practices for all learners, instructional design, faculty training and development, customizing content, client and customer-service, end-user experience design, request for proposal process oversight, and data collection, analysis, and visualization

Additional Preferred Knowledge, Skills, and Abilities:

- › Excellent project management skills
- › Proficiency in learning analytics
- › Advanced knowledge of pedagogical practices for all learners
- › Understanding of student success key performance indicators
- › Proficiency in Canvas learning management system
- › Excellent customer service skills
- › Knowledge of change management principles, methodologies, and tools
- › Demonstrated strategic thinking abilities
- › Organizational and leadership skills
- › Ability to work with faculty and/or staff in a consulting and/or training capacity

Nomination and Application Process

Salary

Salary will be competitive and commensurate with qualifications and experience.

How to Apply

Greenwood/Asher & Associates, LLC is assisting Texas A&M University in this search. Applications and nominations are now being accepted. Confidential inquiries, nominations, and application materials should be directed to Greenwood/Asher and Associates. For a full application package please provide a cover letter, CV, and list of five references. Submission of application materials as PDF attachments is strongly encouraged. The search will be conducted with a commitment of confidentiality for candidates until finalists are selected. Initial screening of applications will begin immediately and will continue until an appointment is made.

Please direct inquiries, nominations, and application materials to:

Julie Holley, Search Manager & Senior Executive Search Consultant

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Web: greenwoodsearch.com/

Texas A&M University is committed to enriching the learning and working environment for all visitors, students, faculty, and staff by promoting a culture that embraces inclusion, diversity, equity, and accountability. Diverse perspectives, talents and identities are vital to accomplishing our [mission](#) and living our [core values](#).