

GWU: Instructional Course Design & Educational Technology

N. Salem

RUBRIC

Does your summative website include the following?

Points Earned	Points Possible	Sub-Points	
	5		Is there alignment between all the titles on your website? [5 pts.]
	12		Page 1: Home/Welcome Page [12 pts.]
		2	Brief introduction and welcome message (include a video of yourself [2 pts.]
		2	Logo + Favicon + Built In Welcome Message (on top of all pages) [2 pts.]
		2	Overview of your philosophy and approach to education [2 pts.]
		2	Include a QR code for a poll on Polleverywhere [2 pts.]
		2	Pictures from class activities, field trips, or events [2 pts.]
		2	Visual elements to engage visitors [2 pts.]
	9		Page 2: About Me [9 pts.]
		3	Detailed information about you (edu, quals, and prof. background) [3 pts.]
		3	Personal interests or hobbies to humanize you as the teacher [3 pts.]
		3	Attach Curriculum Vitae or Resume [3 pts.]
	28		Page 3: Course Design at GWU [28 pts.]
		6	What you learned in this course: what resonated with you the most. [6 pts.]
		2	Front-end analysis [2 pts.]
		2	Vision & Goals (include metacognition & EQ) [2 pts.]
		2	Zone of proximal development: how it applies to you [2 pts.]
		2	Subordinate skills and entry behaviors [2 pts.]
		2	Learner & context analyses: how you can do that [2 pts.]
		2	Performance objectives: how to follow Bloom's Taxonomy [2 pts.]
		2	Assessment Instruments [2 pts.]
		2	Teaching methods (favorite) [2 pts.]
		2	Formative & Summative Evaluations [2 pts.]
		4	Chat GPT [4 pts.]
	16		Page 4: Courses/Classes [16 pts.]
		2	Overview of the courses or classes you teach. [2 pts.]
		2	Syllabus and course schedule. [2 pts.]
		2	Information on assignments, projects, and exams. [2 pts.]
		2	Page 4, Subpage 1: Resources: [2 pts.] Reading materials, lecture notes, and additional resources. Links to relevant websites, articles, or videos. Recommended books and materials.
		2	Page 4, Subpage 2: Announcements: [2 pts.] Important updates, announcements, and reminders for students. Changes to the schedule or syllabus.
		2	Page 4, Subpage 3: Grading Policies: [2 pts.] Explanation of the grading system you use in the courses.

Criteria for assessments and evaluations (both Formative & Summative).

		2	Page 4, Subpage 4: Policies and Procedures: [2 pts.] Clear explanation of class policies and procedures. Academic integrity policies.
		2	Page 4, Subpage 5: Office Hours/Appointments: [2 pts.] Information on when and how students can meet with the teacher. Google Form for scheduling appointments (use Calendly).
	8		Page 5: Contact Information [8 pts.]
		2	Office hours and location [2 pts.]
		2	Email address and other relevant contact details [2 pts.]
		2	Business Card (include your website's QR code) [2 pts.]
		2	Contact Me Form (Google Forms) [2 pts.]
	4		Page 6: Social Media Integration [6 pts.]
		2	Links to your prof. social media profiles (LinkedIn, Fb, Insta...?) [4 pts.]
		2	Social media feeds for quick updates [2 pts.]
	4		The website is user-friendly: most pages include a Table of Contents [4 pts.]
	10		Website looks advanced and professional; no typos/grammatical errors [8 pts.]
	4		Website includes a visitor counter [4 pts.]
	100		TOTAL 1

Optional but Highly Recommended:

Points Earned	Points Possible	Sub-Points	
	5		Student Work Showcase [+5 pts.] A section showcasing exceptional student work. Recognition and acknowledgment of student achievements.
	5		Blog/Updates [+5 pts.] Regular blog posts or updates on relevant topics. Reflections on teaching, education, or current events in the field.
	5		Links/Resources for Students [+5 pts.] Useful links for research, study aids, and academic support services. Information on campus resources.
	15		Testimonials [+15 pts. - 3 pts. per testimonial] Students' testimonials Colleagues' testimonials
	30		TOTAL 2
	130		GRAND TOTAL