EXECUTIVE SUMMARY

OVERVIEW
The Teaching Online Preparation Toolkit (TOPkit) was developed in support of the State University System (SUS) of Florida Board of Governors 2025 Strategic Plan for Online Education with the goal of fostering a culture of quality for online education across the state of Florida. Efforts from the Florida College System (FCS) and the SUS propels the core components of TOPkit:

- Online Toolkit
- Community of Practice
- Annual TOPkit Workshop

The TOPkit community benefits those who prepare faculty to teach online courses.

HIGHLIGHTS
Since the launch of TOPkit.org on February 1, 2017, an upward trend in activity is evident. The use in sheer numbers of the adoptable, adaptable resources has increased, as reflected in the infographic. Additionally...

- Workshop participation has increased by an avg. of 56% YOY, 110 recent registrants.
- Registration has opened to participants beyond those with SUS and FCS institutions for a nominal, at-cost fee.
- Collaboration efforts increased: Call for Contributions to refresh content, Calendar of Events, and Online CoLAB for speed networking.
- Number of TOPkit followers are 481 on LinkedIn, 242 on Twitter, and 94 on Facebook.
- Traffic to the website continues to increase, across the nation and globe.

Overall, TOPkit has fostered a community focused on quality online education.

GOALS
The goals set for the TOPkit program are as follows:

- Increase brand awareness through social media posts and conference presentations;
- Drive traffic to the TOPkit website through the Digest, Workshop, and social media;
- Increase registered members of the community through targeted promotional campaigns;
- Increase informative, timely engagement with the community through...
  - Calendar of events and interactions in social media
  - Community of Practice
  - Refreshing the TOPkit content pages;
- Maintain the Quality of the TOPkit Workshop with 90% of the attendees reporting satisfaction, experiencing it as helpful, and recommending it to others.

These goals are aimed at enhancing outreach and maintenance success factors.

"I found the TOPkit Model and Decision Guide effective for planning faculty development programs."
Rohan Jowallah, EdD, FHEA, Instructional Designer, University of Central Florida

"TOPkit offers open and free access to experts and practitioners in the field of online learning and teaching. It also links instructors and users to resources that are available just in time."
Arifa Garman, EdD, Executive Director of E-Learning & Testing, Gulf Coast State College

"TOPkit is a proven and trusted source for best practices in university faculty development. This exemplary model represents the future of professional development with its just-in-time format, with robust offerings for teaching online."
Brian K. Marchman, PhD, Assistant Provost and Director Distance & Continuing Education, University of Florida
TOPkit is an interactive community with adoptable, adaptable resources for professionals who prepare faculty to teach online or who ensure high quality faculty development programs. Visit TOPkit.org.

**COMMUNITY OF PRACTICE**

371 Posts from the Community for you to discover

- Ask ADDIE for faculty development advice
- Share an effective practice
- Attend the annual TOPkit Workshop

Join the discussion! Register at TOPkit.org/register

**WEBSITE VISIBILITY**

Visitors access faculty development resources.

- 412 registered users
- 19,019 new visitors (86%)
- 3,183 returning visitors (14%)
- 95,848 pageviews

Analytics/Data from February 1, 2017 to May 14, 2019

- United States 14,785
- Philippines 287
- Brazil 166
- India 473
- China 216
- Australia 164
- Canada 399
- United Kingdom 183
- France 115

**SAMPLE COURSES**

2 Customizable sample courses to download and use now

- Self-paced course
- Fully facilitated online course

Download a course at TOPkit.org/developing/sample-course/

“Well organized and structured, with good topics.”

**DECISION GUIDE**

1 Faculty Development Decision Guide interactive tool. Discover your online faculty development needs and create an action plan.

Engage with the Guide at TOPkit.org/guide

“I appreciate the resources for the faculty development models and decision guide.”

**CALENDAR OF EVENTS**

11 Professional development events to attend

Find an event or add your own at TOPkit.org/events

**DIGEST**

700 Subscribers receive the monthly TOPkit Digest containing tips and community insights.

Sign up for the Digest at TOPkit.org/digest

“Great opportunity to meet faculty development folks from other institutions and share ideas and resources.”

**WORKSHOP**

Annual TOPkit Workshop Participants

<table>
<thead>
<tr>
<th>Year</th>
<th>Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>45</td>
</tr>
<tr>
<td>2018</td>
<td>71</td>
</tr>
<tr>
<td>2019</td>
<td>110</td>
</tr>
</tbody>
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“I gained more from this Workshop than any other conference I have attended.”

“Seeing the sample courses was very helpful. It served as a guide to see if our course was on the right track or covering relevant information.”