Evaluation Assessment

Cindy Royal, Professor and Director, Media Innovation Lab
May 30, 2018

The PhDigital Bootcamp was held at Texas State University in the Media Innovation Lab in the School of Journalism and Mass Communication May 14-20. The program was established to provide digital training to mass communication doctoral students to better prepare them for open faculty positions, drive curriculum innovation and influence university strategic planning.

Objectives:
- Provide a digital certification for doctoral students to demonstrate digital proficiency and the ability to craft courses and curriculum and participate in strategic planning for their academic unit
- Instruct students in the strategic direction of the digital media environment and to encourage innovative scholarship
- Provide digital skills training that can be introduced in curriculum

For ten weeks leading up to the Bootcamp, participants completed online modules in preparation for the in-person portion. The program was funded by a $75,000 grant from Knight Foundation.

The following report provides analyses of overall and individual session evaluations of the PhDigital Bootcamp.

Logistics and Planning

Leading up to the in-person segment, participants were recruited and selected, a website was created to host online modules, a Slack team was established for module discussions and introductory Skypes were initiated for participants to meet and get to know faculty and each other.

Logistics included assisting with travel arrangements, setting up hotel accommodations, planning meals, arranging for field trip to Texas Tribune, organizing guest speakers and planning for the opening reception.

Participants were awarded with a certificate at a graduation ceremony during the final session of the program.

PhDigital Bootcamp attendees will participate on a panel at AEJMC in August 2018 in Washington, D.C. to discuss the program.

Faculty and Staff

Several members of the Digital Media Innovation sequence taught modules in the Bootcamp:

Cindy Royal, Director, Product Management, Front-End Development and led research and pedagogy discussions

Dale Blasingame, Social Media & Analytics, Drone Journalism

Jon Zmikly, Social Media & Analytics, 360 Video/VR/AR

Daniel Carter, Computational Data Analysis, Data Journalism

Kelly Kaufhold, Data Journalism

Lisa Westerbeck, pre- and post-award assistance, C3 Center

Sean Smith, Graduate assistant

Many thanks to the various professionals who spoke to the group in person or on Skype:

Anna Tauzin, Texas Restaurant Association

Jessica Pucci, Arizona State University

Ben Kreimer, professional drone and VR expert

Aron Pilhofer, Temple University

Carrie Brown, City University of New York

Jake Batsell, Southern Methodist University

Talia Stroud, University of Texas

Amy Schmitz Weiss, San Diego State University

Daniel Kreiss, University of North Carolina

Sandra Gonzalez, SPJ and Google News Lab

Matt Waite, University of Nebraska

Tony Elkins, Gatehouse Media

Texas Tribune Personnel

Evan Smith

Rodney Gibbs

Becca Aaronson

Amanda Zamora

Corrie MacLaggan

Darla Cameron

Emily Yount

TXST Alumni

Taylor Shanklin, Pursuant

Carly Hohl, Mighty Citizen

Mairin Heard, HomeAway

Andrew Waldrup, Spredfast

JC Hernandez, Umbel

Jordan Cooper, Umbel

Thomas Hodge, McGarrah Jessee

Ashley Hebler, Cox Media Group

Website: phdigitalbootcamp.com; website and logo creation by Cindy Royal

Slack: phdigitalbootcamp.slack.com (private discussion for participants and faculty)

Hashtag Instagram and Twitter: #phdigitalbootcamp

Participants

In recruiting applicants, the program received **85 applications for 20 seats**. This reflects a high demand for a program of this nature. Research in the form of surveys of doctoral students and analyses of tenure-track position descriptions in advance of applying for the Knight funding supported this demand.

Nineteen participants attended the in-person segment (one selected participant dropped out due to personal reasons before the in-person segment). The PhDigital Bootcamp attendees represent doctoral programs from top universities across the U.S.

Hyejin Bang, assistant professor, Kansas; PhD, University of Georgia

Amanda Bright, doctoral student, Indiana State University

Sreyoshi Dey, doctoral student, Syracuse University

Megan Duncan, doctoral student, University of Wisconsin

Alyssa Fisher, doctoral student, Bowling Green State University

Gina Gayle, doctoral student, Syracuse University

Marina Hendricks, instructor, South Dakota State University; PhD, University of Missouri

Paula Hunt, assistant professor, Utah State University; PhD, University of Missouri

Taisik Hwang, doctoral student, University of Georgia

Kate Keib, assistant professor, Oglethorpe University; PhD, University of Georgia

Christoph Mergerson, doctoral student, Rutgers University

Meredith Metzler, doctoral student, University of Wisconsin

Maria Molina, doctoral student, Penn State University

April Newton, doctoral student, University of Maryland

Theodora Ruhs, assistant professor, Central Connecticut University; PhD, University of Maine

Chun Shao, doctoral student, Arizona State University

Andrew Shumway, doctoral student, Temple University

Qun Wang, doctoral student, Rutgers University

Anna Young, doctoral student, University of Connecticut

21st Century Communication Curriculum

GOALS: To teach our students the tools they need to create high quality product, and to market that product.

CORE COURSES: History of technology/innovation, foundations of media writing, Digital media law & ethics, information collection & analysis (research methods), coding, capstone (portfolio building)

ELECTIVES: immersive storytelling, social media mgmt & analytics, Data journalism, online marketing, narrative theory, media psychology.

Final Assessment

Participants were given a final assessment at the end of the Bootcamp. This was completed after returning home, with time to reflect upon learning and outcomes. The results of the final assessment are as follows:

Overall, the Bootcamp instructors were knowledgeable and prepared for their sessions	5.0
The content of the Bootcamp was relevant to my needs	5.0
Overall, the online modules helped prepare me for the in-person sessions of the Bootcamp	4.6
The facilities and accommodations for the Bootcamp were	5.0
Overall, the experience of the Bootcamp was	5.0
The amount of material covered was:	Just Right 94%, Too Much 6%

These ratings indicate a high quality, well run event that delivered significant value to participants. In addition to the general ratings, participants were asked to assess their experience/knowledge on several dimensions. These dimensions were also provided as a pre-assessment, before the online modules began. All but one topic showed improvement from pre-assessment to post-assessment, with several dimensions experiencing 20% or more. The overall average of these changes was 13.3%.

Comparison of Skills Self-Assessment from Pre-Assessment to Post-Assessment Scale of 1 to 5

	Post-Assess	Pre-Assess	% change
Frontend Web Development -- HTML or CSS	3.82	3.35	14.14%
Interactive Web Development -- JavaScript	3.53	3.10	13.85%
Server-side Development -- PHP, Ruby or Python, MySQL/SQL	3.18	3.15	0.84%
Data Analysis Languages -- Python, R or SPSS	3.65	3.75	-2.75%
Responsive Design	3.59	3.35	7.11%
Mobile App Development	3.29	3.05	8.00%
Multimedia Storytelling - photos and video	4.29	4.05	6.03%
Social Media Engagement	4.41	3.75	17.65%
Social Media Certifications	3.88	3.40	14.19%
Data Visualization and Storytelling	4.06	3.75	8.24%
Digital Product Management Concepts	3.88	3.15	**23.25%**
Design Thinking	4.18	3.40	**22.84%**
Virtual Reality/360 Video	4.35	3.40	**28.03%**
Augmented Reality	3.71	3.35	10.62%
Drone Journalism	4.06	3.30	**22.99%**
Bots/Artificial Intelligence/Machine Learning	3.35	3.25	3.17%
Entrepreneurship and Innovation	3.71	3.20	15.81%
Digital Curriculum Trends	4.47	3.50	**27.73%**
Total Average	**3.86**	**3.40**	**13.33%**

Selected Comments From Final Assessment

Describe how you plan to use Bootcamp topics/resources in the future.

- I plan to use the resources on further developing my skills on **data visualizations and computational data analysis**. I also **plan on using the project that we developed the last day.** I want to expand on it and be able to use it for a possible future class.
- I will work to learn more about the topics that I will incorporate into my courses specifically. I am interested particularly in **coding and data journalism, data visualization, as well as 360 video**. The other areas, such as drones journalism I am glad to know about, and can talk to my students about, but I can't be an expert on everything! I already ordered though my university most of the books mentioned in the Bootcamp. I know that I will collaborate with people I met to improve my classes and for research. It's a nice bridge to meet others in the same boat.
- As a teacher each of these topics can be pulled together to teach a variety of courses. For instance, **social media analytics and management, or web development 101** for communicators. I also want to go further into the mobile development module, as that's an incredibly fun section. Teaching for me stems from my own interest in various topics, and each of the topics were so immensely exciting that **I cannot wait to make myself better at the job**.
- I am working on the **new digital journalism curriculum**. This Bootcamp gave me ideas how to make the course I will be teaching more interesting and useful for my students. Also, I am working on a research project right now for which I will use a few tools I learned during this Bootcamp. Hopefully soon enough there will be a publication based on my findings.
- I am going to teach student to **understand design thinking and create simple exercises** for in class to give students a taste of more technologies, even if we don't have time to master the skills.

Do you think that the PhDigital Bootcamp should continue? Why or why not? How might the format be adjusted to meet the needs of different audiences?

- YES!! I was **impressed by how much we covered in a week**. It gave me the skills necessary to have a basic knowledge of many topics, and the resources necessary to expand that knowledge in the areas I am interested in.
- Yes! This was an amazing program. I know there was a lot of desire in cyberspace for a version of this for those well established in their careers, too. Perhaps there could be two versions? It was useful having all of us at about the same point in our lives in this camp, as the pedagogy and research discussions were quite targeted. However, **I'd love to see this for established faculty**, too, as they desperately need to keep up with changing media trends and often do not.
- Yes. It should continue. **There is no other place where we can learn the new skills**, and how to incorporate them into curriculum. Cindy and her team are the leaders in this, and it would be so valuable for more people to learn from them.
- Absolutely! The name itself says it all. **PhD students in most universities do not have the opportunity to hone their digital media skills**, but end up with very incomplete plans of what to do. This Bootcamp

has helped provide us with a roadmap on learning about the emerging trends and also how to work digital media into the curriculum. Given the pace of change taking over the world of communication and technology, newly minted doctorates are considered as a desirable hire only when they know how to work the emerging media trends.

- 100% yes. Because it **introduces just the right people to the new tools and gets them excited about exploring deeper into the topics** covered during the Bootcamp. Targeting PhD students and early career instructors is the best way to make sure that the knowledge gained during the workshops will be spread and utilized.
- Yes. I think it is an extremely useful experience. While it is hard to become an expert in any of these things in this amount of time, it is a **great place to gain confidence to move forward** with these different concepts and tools. This could potentially be a longer format with maybe with a topic per day rather than 2-3 per day.

- The PhDigital Bootcamp should absolutely continue. There are many doctoral students and early professors craving this type of training and it fills a very significant pedagogical need.

Please provide any thoughts on how these topics can/should be integrated into doctoral education in our discipline.

- Maybe by including **1 credit courses or even workshops** that students can take to further these skills. I am sure doctoral students would take advantage of these workshops if they were provided. I think it is also important that these workshops are targeted to our discipline. The success of the Bootcamp was that the **tech skills were applied to communications and journalism.** They were technical enough for us to be able to apply these skills, but **not overwhelming as a coding class or visualization class would be if taken from outside the field.**
- PhD programs in our field need to think about **more than just research**. **They MUST also focus on pedagogy (we need to teach professors how to TEACH), and they must encourage and push students toward emerging technologies,** especially as they will be the newest members of their respective departments. I agree with the premise of this program wholeheartedly: PhD programs (and even many J-Schools) have abdicated their fundamental responsibility to prepare students for what's now and what's next in our field. That must change.
- This Bootcamp makes me realize that **theoretical and practical explorations are both important and inseparable,** especially for researchers who study technologies and digital culture. Researchers need hands-on experiences to better understand how the given technology works and how it might affect society positively and negatively. The direct interaction with technologies that I had at this Bootcamp **makes me a more open-minded person about the possibilities and new affordances of technology,** which will inspire me for new ideas for my future research. The strategic combination of theoretical and practical training could benefit doctoral education. Ideas such as one-credit courses and summer classes should work for doctoral education as well.
- **Web development, knowing html, css, javascript, should be considered as one of the core courses.** I really wish I had learned all this way earlier. These are the basic building blocks of everything online.

Secondly, a basic overview course in **data journalism and visualization** should also be a core course. Even if these courses and others are made optional, the doctoral students need to be made aware of such courses and the possibilities that arise on taking them.

- Speaking for myself, I am well versed with social media analytics. But anything beyond that was alien before the Bootcamp. I was petrified of the term ""Big Data"" and the idea of immersive storytelling practices. **Now I feel much more confident. And it took just 10 weeks of online modules and 1 week of intensive Bootcamp**. This is definitely something that all doctoral programs can incorporate into their schedule.

- **Basic and intermediate coding should be in the list of mandatory course for PhD students**. Html, CSS, Python, R these are the tool we are working these days and it is such a shame that except for a Bootcamp like this one, there is hardly a place where we can make sure that we are self-teaching the right thing.

- As far as I know **few doctoral programs offer courses covering the topics discussed** in this Bootcamp. For example, relatively big programs do not necessarily have such courses as computational data analysis, VR/AR/Drone, design thinking in their curriculum. Professional development opportunities like this workshop should **inspire a new generation of scholars** to dive into these crucial yet understaffed areas. More programs should address these topics in their classes while getting students hands-on experience with new technologies.

Please provide any final comments, elements you particularly enjoyed, suggestions for improvement and/or overall impressions.

- I wholeheartedly enjoyed meeting everyone from all over the country and especially from different institutions. The most important part was the team you put together from Texas State! Everyone was **so willing to help and knew their stuff**, which made it easier for me to learn, especially at an accelerated pace. Just keep it going and keep up the great work.

- I **enjoyed all the hands on activities**. I also appreciate that many of the resources are still available to review online. More time would always be nice but probably not practical.

- This hybrid approach (online/in-person) was the perfect way for me to begin what I vow will be regular study of digital journalism scholarship and practice of related pedagogy. **My only regret is that it ended!** I deeply appreciate the opportunity to be part of the Bootcamp, to learn from and be inspired by experts in digital journalism - most notably, Cindy and the Texas State faculty - and to work with an outstanding group of fellows (now friends).

- I loved my week with all of you at TXST and the experience you provided. It was the sort of **experience that lights/rekindles energy and interest**, something I think was true for most of us. As we discussed on several occasions, it can be hard to be the only person, or one of only a few, who feel a certain way about curriculum, purpose, or pedagogy. I'm hardly a ground-breaker but it was energizing to know there are others out there who see the importance, benefit, and potential of conceptualizing new ways of approaching our field's study and teaching

- The coordinators and staff were wonderful and extremely knowledgeable. The whole experience was **meticulously planned and executed**, making it exceptionally enjoyable and valuable. Thank you!

Overall Ratings for Individual Sessions

Evaluations were provided at the end of each in-person module. The results with comments are provided on the next several pages.

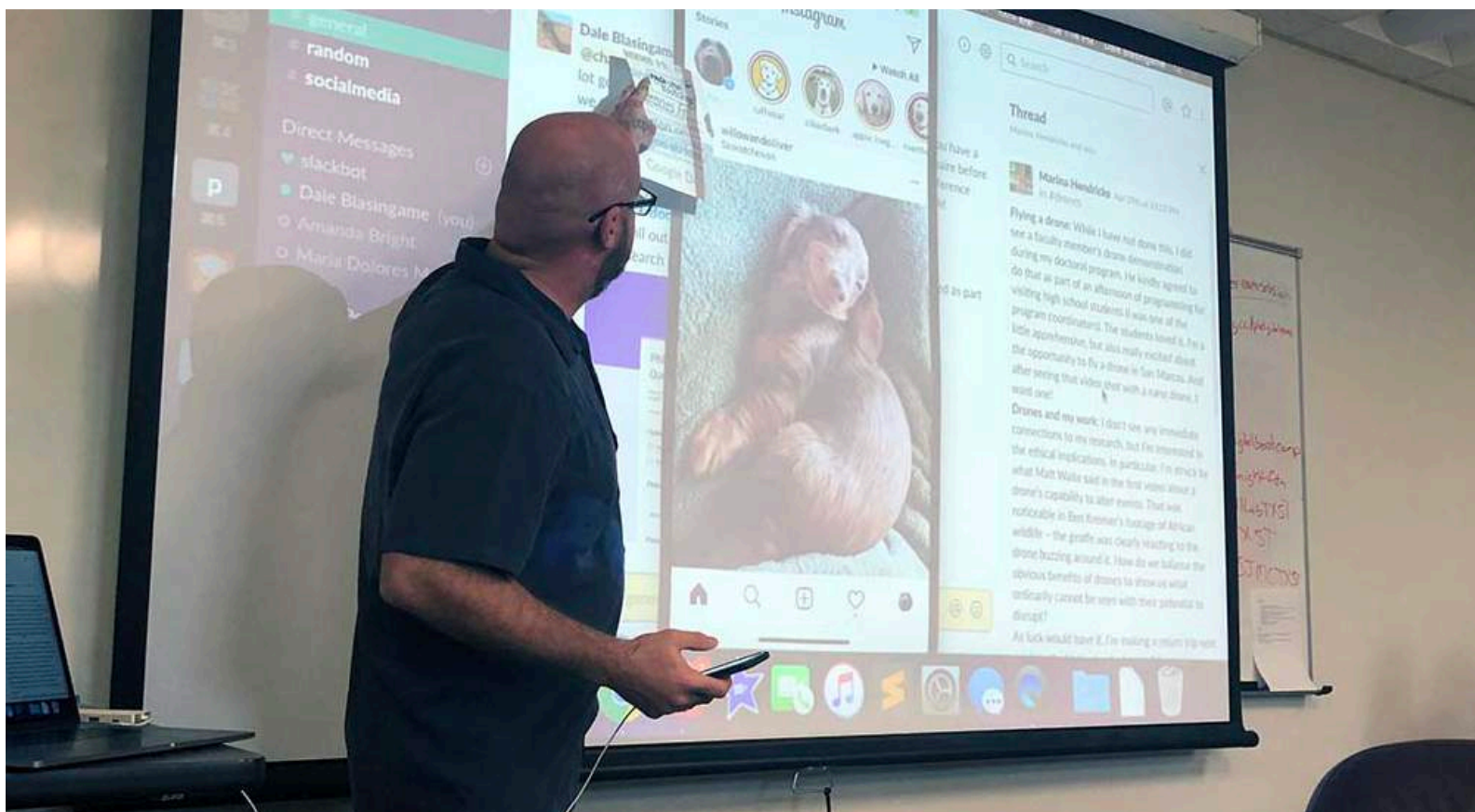|	Instr knowledge	Content relevant	Online module	I plan to use	Overall Rating	Avg Rating
360 Video and VR	4.93	4.93	4.86	5.00	4.93	4.93
Data Analysis	4.89	4.74	4.26	4.74	4.89	4.71
Data Journalism	5.00	5.00	4.63	4.95	4.84	4.88
Drone Journalism	5.00	4.92	4.85	4.62	5.00	4.88
Google News Lab	3.47	3.76	2.64	4.12	3.56	3.51
Prod Mgmt/Platform	5.00	4.58	4.53	4.68	4.63	4.68
Research/Pedagogy	5.00	5.00	5.00	4.89	5.00	4.98
Research Discuss	4.94	4.83	4.44	4.67	4.67	4.71
Social Media	4.89	4.74	4.79	4.89	4.74	4.81
TX Tribune	4.93	4.73	4.29	4.80	4.67	4.68
Web Development	5.00	4.95	4.84	5.00	4.89	4.94
Grand Total	4.82	4.73	4.50	4.76	4.70	4.70

Product Management, Platforms and Design Thinking – Cindy Royal

The instructors(s)/speaker(s) in this session were knowledgeable on the topic   5.00
The content was relevant to my interests and needs in attending this workshop   4.58
The online module helped prepare me for the in-person session   4.53
I plan to use this information in my career in the future   4.68
Overall rating for this session   4.63
Average for session   **4.68**

Selected Comments
- I like anything interactive and I like the idea of thinking about all of this week's information in terms of where it could/would fit into a curriculum.
- The combination of online and in person modules. This was really helpful. These are very current topics. Also, I was not fully aware of product management, so this topic is essentially one of the building blocks I needed to know.
- The integration of the skills of a project manager and design thinking were very helpful. Also, the guest speaker Aron Pilhofer was excellent.
- Group collaboration was great for thinking outside our silos.
- Enjoyed the guest speaker Aron Pilhofer talking about his experiences in the newsroom and its evolution over time.
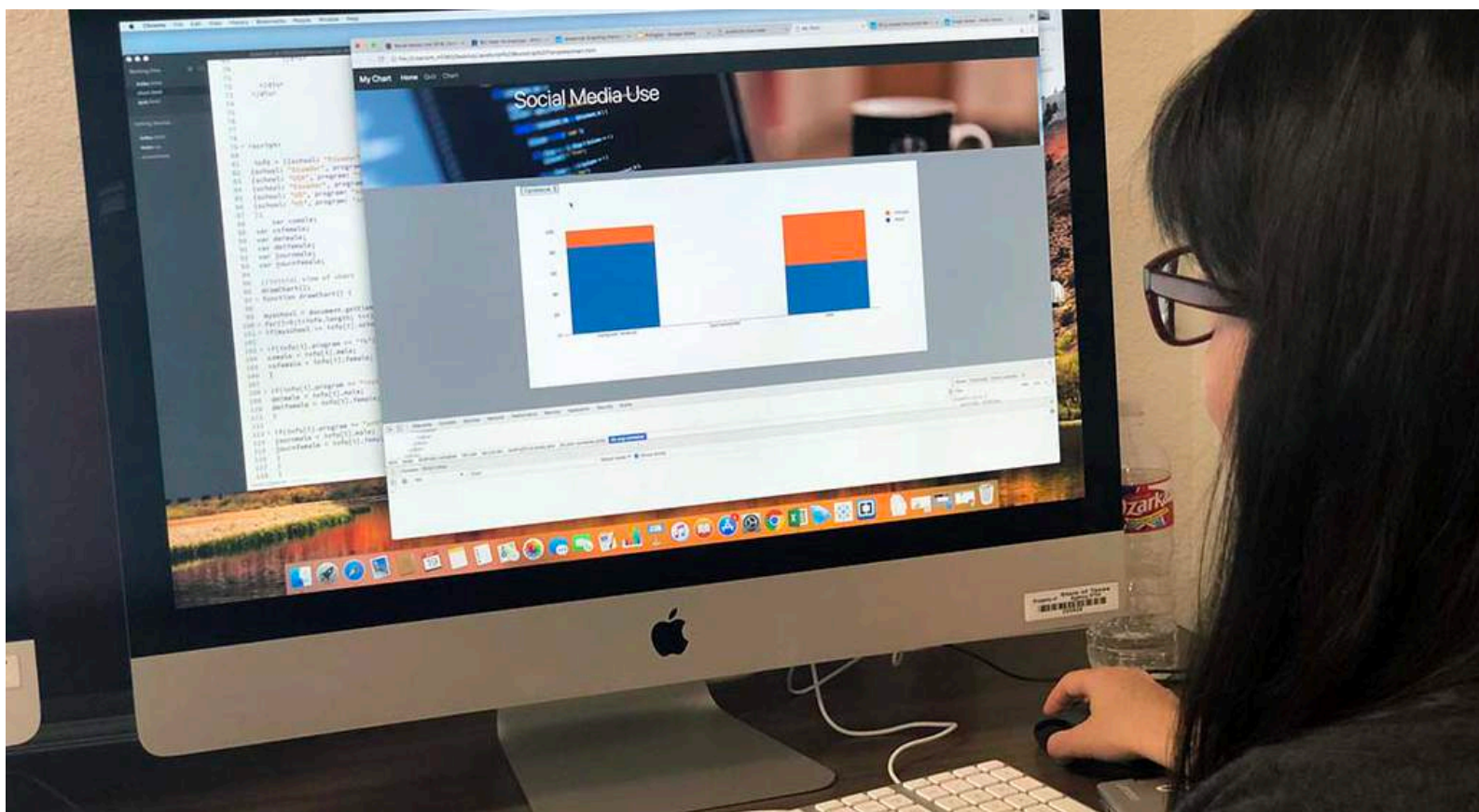
Social Media and Analytics – Dale Blasingame and Jon Zmikly

The instructors(s)/speaker(s) in this session were knowledgeable on the topic   4.89
The content was relevant to my interests and needs in attending this workshop   4.74
The online module helped prepare me for the in-person session   4.79
I plan to use this information in my career in the future   4.89
Overall rating for this session   4.74
Average for session   **4.71**

Selected Comments
- The hands-on time outside with Instagram was great
- Liked the xamples of assignments
- Social media analytics is a hot topic right now. Being able to use free tools and know how to build a report is relevant.
- Again, I appreciate the interactive exercise and, in this case, I think doing the Instagram project was a good way to highlight what we don't know and that this is a lifelong process of learning and training.
- So many takeaways and ideas!
- The examples of assignments and info about the course syllabus was helpful.
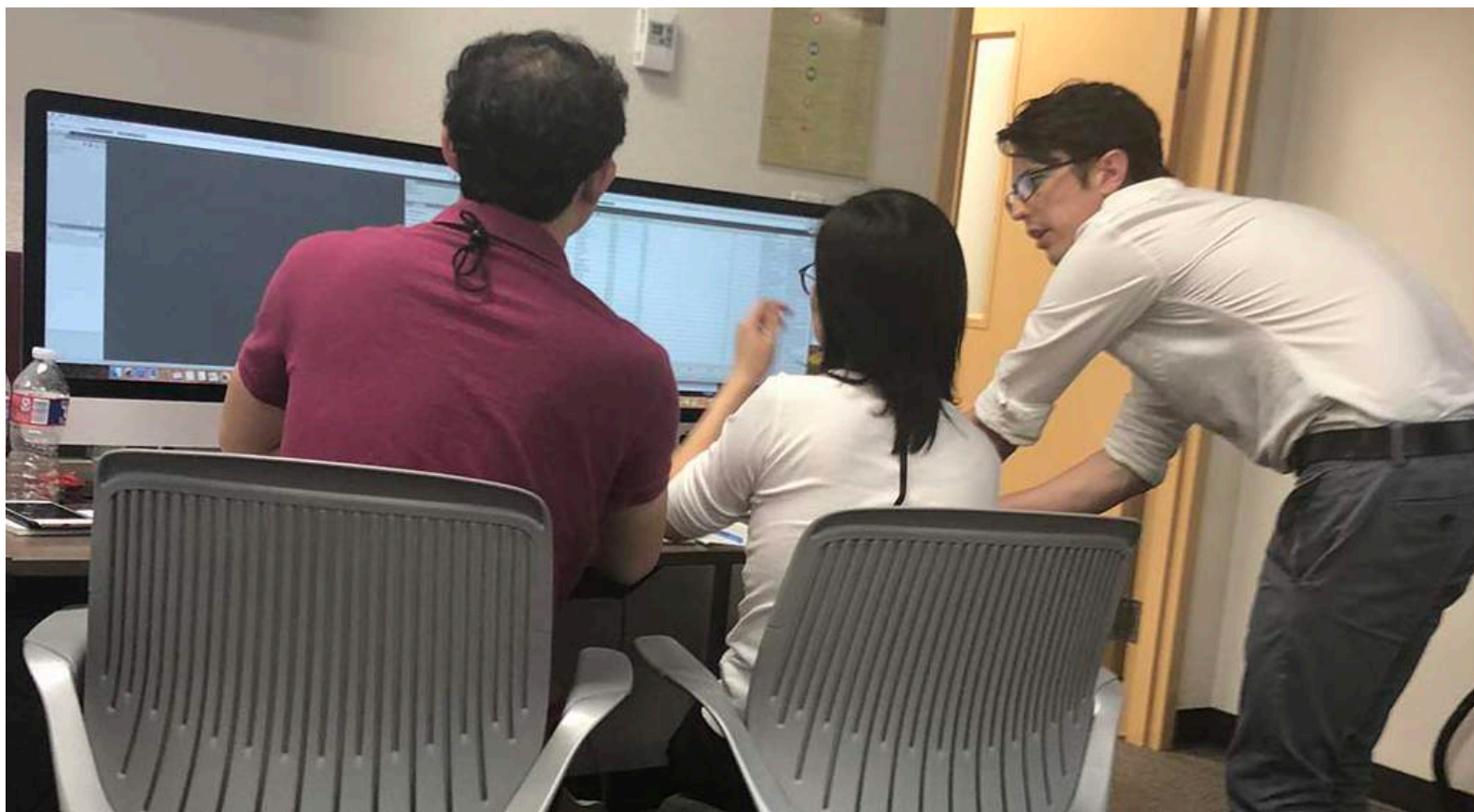
Web Development – Cindy Royal

The instructors(s)/speaker(s) in this session were knowledgeable on the topic   5.00
The content was relevant to my interests and needs in attending this workshop   4.95
The online module helped prepare me for the in-person session   4.84
I plan to use this information in my career in the future   5.00
Overall rating for this session   4.89
Average for session   **4.94**

Selected Comments:
- Hands on work with coaching.
- The chance at success and lots of time for hands-on work were the highlights. Also, time was managed well within the session overall.
- The step-by-step instructions at the beginning so we can see where different elements go on the page.
- Getting the instructions on the website so that I could revisit it .
- I know nothing about coding. This session definitely makes me want to learn more and practice more. It has made coding less of the beast that computer scientists make it out to be sometimes.
- I really love this workshop, learned a totally different "language."
- The "now do it yourself" assignment.
- This was a great step-by-step way to teach this material which can be intimidating. If teaching this, I would follow your model because it was so effective.
- 1. I really liked hands-on work on coding, exercise, and troubleshooting. 2. I appreciate the fact that Cindy described and demonstrated how to teach a coding course.
- This was really, really fun!
- Lots of fun and a great exercise example to take into my own teaching.
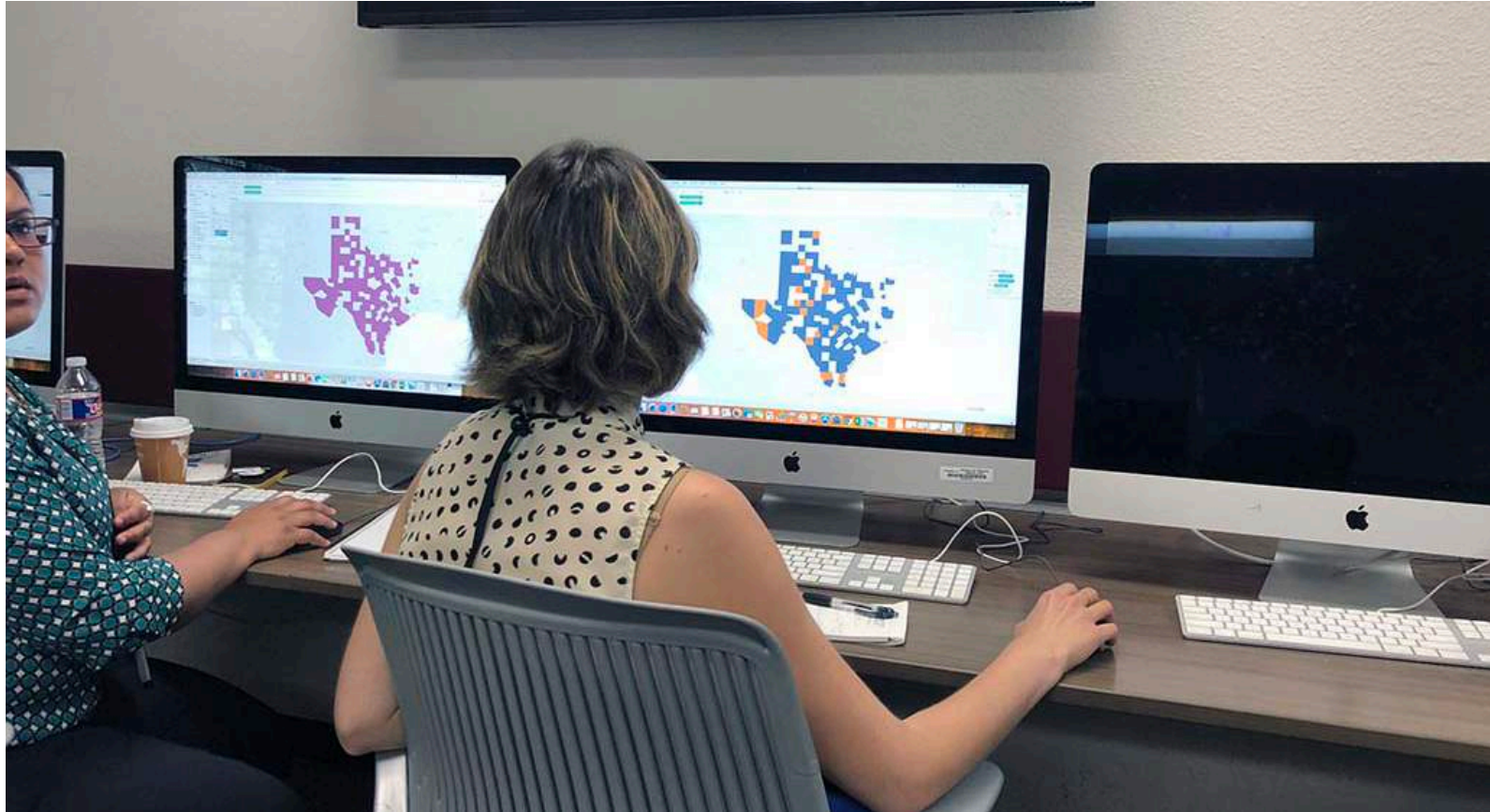
Computational Data Analysis – Daniel Carter

The instructors(s)/speaker(s) in this session were knowledgeable on the topic   4.89
The content was relevant to my interests and needs in attending this workshop   4.74
The online module helped prepare me for the in-person session   4.26
I plan to use this information in my career in the future   4.74
Overall rating for this session   4.89
Average for session   **4.71**

Selected Comments
- Excellent instructor. Communicated difficult concepts in a way that was relatively easy to understand. And the hands-on experience was well-conceived, well-run, and enjoyable.
- That we can use the provided tools again later, because the software demonstrated was free and instructions are embedded.
- Researchers need to know how to work with data if her interest lies in leveraging social data, algorithm, and computational methods. This module was a nice introduction to some of the tools that are free and available for them.
- Introduced me to new method for my research -- very applicable
- A great introduction to an area with which I have no experience. Daniel's exercises were very helpful.
- I liked that we got to do hands-on exercises and visualize our results. It's great that that we have all the materials to take home and practice with.
- Daniel was very knowledgeable and patient which helped me to relax and let the learning happen.
- A patient instructor and the helpful colleagues on either side of me.

Data Journalism – Kelly Kaufhold and Daniel Carter

The instructors(s)/speaker(s) in this session were knowledgeable on the topic	5.00
The content was relevant to my interests and needs in attending this workshop	5.00
The online module helped prepare me for the in-person session	4.63
I plan to use this information in my career in the future	4.95
Overall rating for this session	4.84
Average for session	**4.88**

Selected Comments

- A good mix of theory and instruction with hands-on interaction.
- This was great and really helped in reducing the fear of data journalism. No longer do they look like big scary numbers. Great resources and training provided, which is amazing!
- Instructor explains things very well.
- Another great session. Very valuable for me as a researcher but I appreciated the way Kelly and Daniel gave us tips for teaching these concepts as well.
- I learned so much that is relevant to me, that I did not know, but excites me to learn more.
- Using Tableau and sources for finding data.
- I appreciate sharing of a range of tools for data collection, cleaning, and visualization. Also, I liked doing hands-on work on data cleaning and visualization.

Research Discussion/Skype – Cindy with Amy Schmitz Weiss, Talia Stroud, Daniel Kreiss

The instructors(s)/speaker(s) in this session were knowledgeable on the topic   4.94
The content was relevant to my interests and needs in attending this workshop   4.83
The online module helped prepare me for the in-person session   4.44
I plan to use this information in my career in the future   4.67
Overall rating for this session   4.67
Average for session   **4.71**

Selected Comments
- It was really a great discussion about research, writing, and most importantly how to balance our writing in different formats and tapping all forms of audiences for their work.
- Very relevant and applicable to doctoral students and early professors navigating research on emerging topics with good strategies.
- Interesting to hear different perspectives, get examples on research guests were working on and get advice.
- I liked that we talked about how to combine research and communication with a larger audience. I also appreciated that we specifically talked about the obstacles between emerging journalism research and getting published/getting tenure.
- Learning different perspectives about how to approach emerging technologies and related topics for research purposes. I especially enjoyed learning about publication processes associated with this topic.
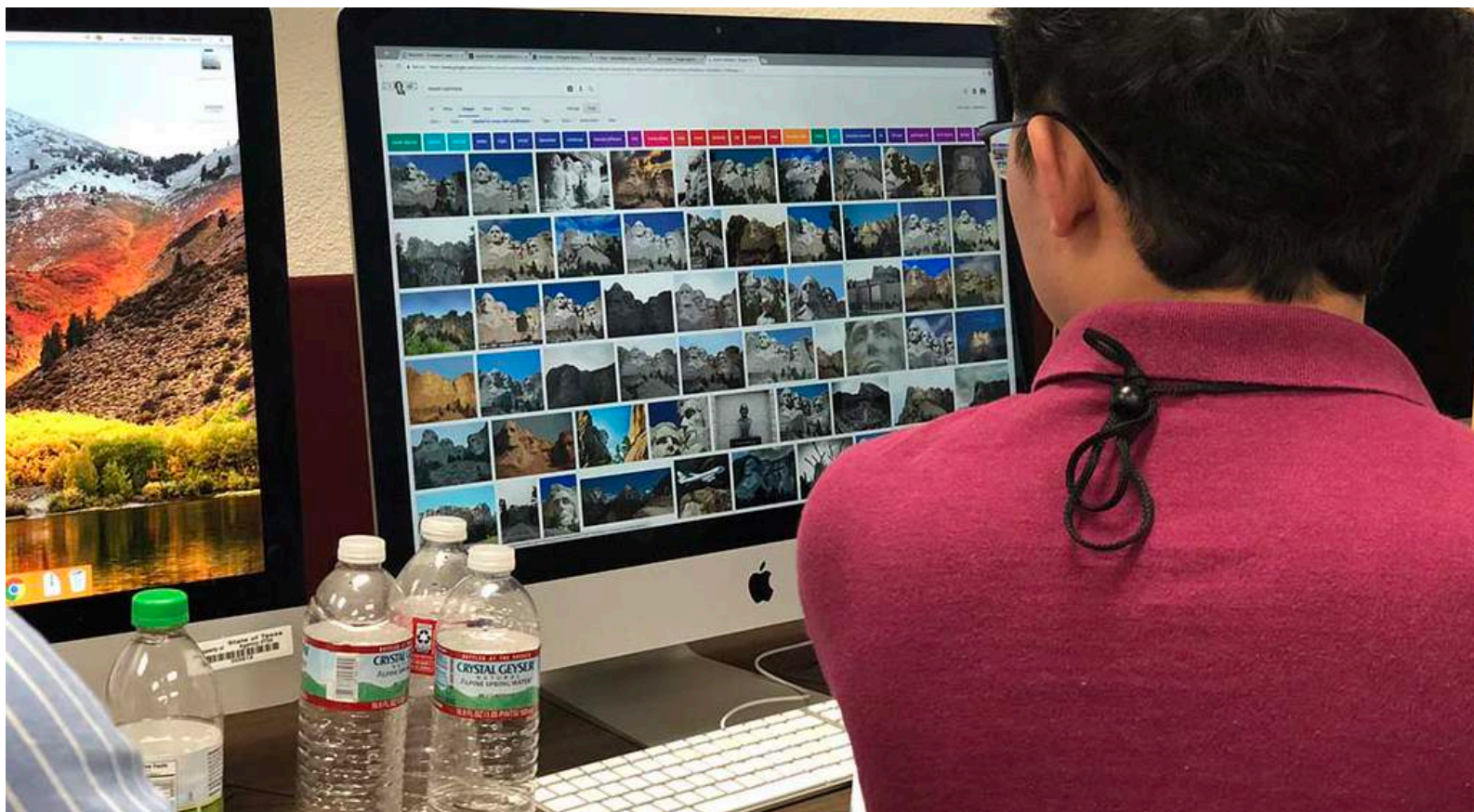
Google News Lab – Sandra Gonzalez, SPJ

The instructors(s)/speaker(s) in this session were knowledgeable on the topic   3.47
The content was relevant to my interests and needs in attending this workshop   3.76
The online module helped prepare me for the in-person session   2.64*
I plan to use this information in my career in the future   4.12
Overall rating for this session   3.56
Average for session   **3.51**
*This session did not have a dedicated online module associated with it.

Selected Comments
- It's really a helpful introduction to the tools of Google that will be useful in the classroom.
- Will be able to use this information in teaching.
- Google maps tools were great to learn about.
- Interesting information towards the end with the fusion tables and maps.
- Practical tips and available resources on Google for working journalists could be beneficial for undergraduate students.
- I liked the chance to use Google Earth Pro.
- Needs a stronger sense for the instructor that we are more likely to use this as educators than as journalists.

Texas Tribune and TXST Alumni Session

The instructors(s)/speaker(s) in this session were knowledgeable on the topic   4.93
The content was relevant to my interests and needs in attending this workshop   4.73
The online module helped prepare me for the in-person session   4.29*
I plan to use this information in my career in the future   4.80
Overall rating for this session   4.67
Average for session   **4.68**
*This session did not have a dedicated online module associated with it.

Selected Comments
- Loved hearing from the people at Texas Tribune about their business model, workflow and positions in the newsroom.
- I was inspired to see so many people get jobs. The whole thing was an amazing experience to hear from people who are actively reinventing journalism and taking on new types of jobs.
- It was inspiring and though-provoking to learn about what industry people have to say in terms of skill sets, competencies, and courses that they hope undergraduate students have under their belt before going on the job market. Also, speaking with them over dinner was a great opportunity for networking.
- Going to the Texas Tribune and being onsite was amazing to be able to see a digital entity in progress, live. I especially enjoyed hearing from Evan Smith about their business model and how it is specifically for their product but I can still see how some aspects of it can work. I will stay in touch with him.
- The panelists were valuable to see how you can turn these digital skills into non-traditional communications/journalism jobs."
- This session brought much of what we have discussed about product management to life.
- Another awesome day! So great to get into Austin

360 Video and VR – Jon Zmikly

The instructors(s)/speaker(s) in this session were knowledgeable on the topic	4.93
The content was relevant to my interests and needs in attending this workshop	4.93
The online module helped prepare me for the in-person session	4.86
I plan to use this information in my career in the future	5.00
Overall rating for this session	4.93
Average for session	**4.93**

Selected Comments

- It was a great experience to go through all the steps to create a 360 video product of our own. This short assignment could be integrated with various courses and even with social media analytics/strategy courses.
- A practical overview paired with a great activity that really allowed us to do the work.
- The balance of lecture and practical skills practicing.
- Hands-on chance to use the Samsung Gear 360 and go through the whole process of stitching, editing, and posting is great experience and helpful in guiding students through trouble shooting.
- I really appreciate Jon's willingness to share his course materials and learning experiences and that he spoke specifically about teaching what he brought into the session.

Drone Journalism – Dale Blasingame

The instructors(s)/speaker(s) in this session were knowledgeable on the topic	5.00
The content was relevant to my interests and needs in attending this workshop	4.92
The online module helped prepare me for the in-person session	4.85
I plan to use this information in my career in the future	4.62
Overall rating for this session	5.00
Average for session	**4.88**

Selected Comments
- The casual environment when flying, the brevity of the flying demonstrations with regard to each person's time flying.
- Flying drones is a very specialized field, not available everywhere. It is really helpful to get this strong sense of direction of how to work towards teaching such a course.
- Flying drones!!!
- Ben Kreimer's video was interesting and of course flying !!
- First time flying a drone. Great experience!
- Dale was very generous with sharing his class material and what worked when he taught this. I appreciate all of the Part 107 info and the information about dealing with our universities and municipalities if we attempt something with drones.
- Getting a chance to fly the drone. Additional info about photogrammetry.
- Flying a drone myself was a good starting point for further exploration. Plus, learning about safety issues and regulations was valuable information.
- I really got to fly a drone!

Research and Pedagogy – Cindy with Jake Batsell (Skype) and Carrie Brown

The instructors(s)/speaker(s) in this session were knowledgeable on the topic	5.00
The content was relevant to my interests and needs in attending this workshop	5.00
The online module helped prepare me for the in-person session	5.00
I plan to use this information in my career in the future	4.89
Overall rating for this session	5.00
Average for session	**4.98**

Selected Comments

- I enjoyed learning how difficult it is to implement innovative curriculum, and yet how worthwhile it is to offer students what they really need to prepare for work in ever-evolving digital media environments.
- The discussion of tactics in beginning adaptable changes in pedagogy.
- This really helped me pull together a lot of ideas from the week. Great way to close out the session.
- Great to be able to hear how others are thinking about and dealing with these topics. Good guest speakers.

Themes and Trends in Comments

- Many used the terms "love" and "fun." This is encouraging to hear about technology-based topics. And, many indicated a new-found enthusiasm for this content. Several indicated that the lessons demystified tough technical processes and increased their confidence in using these tools.
- Several mentioned the value of learning how to teach the concept in addition to learning to use it.
- Many commented on the quality of the instructors from the Texas State program.
- Most indicated value in the hands-on exercises.
- Most indicated the value of a connection between scholarship and pedagogy around these topics.
- Many liked having the permanent resource of the website and materials for future review.
- A strong appreciation for the range of guest speakers, both in person and on Skype. And an appreciation for the time at Texas Tribune.

Suggestions for Improvement from Evaluations

While the program received very high ratings from participants, there were a few valuable suggestions to consider in offering this program in the future.

- Adjustments to order of topics on in-person workshop to prevent having full days at computer or afternoons outdoors (it was hot).
- Having two levels for people who are more advanced on some topics than others.
- Overall, there were high marks for accommodations, but the hotel was a little remote. Participants indicated they would have liked to have been closer to stores or restaurants (hard in San Marcos). However, all meals and transportation were provided, and hotel had restaurant opened for breakfast and dinner, as well as room service.
- More time for hands-on and final project work.
- More online work for the data analysis segment, increased emphasis on data collection.
- Increase the emphasis on coding and web development to a full day.
- Spend more time addressing goals of Bootcamp and audience with SPJ/Google News Lab presenter.
- Add more advertising and public relations topics.