

# OLC/SUNY INSTRUCTIONAL DESIGNER CERTIFICATE PROGRAM

**"Robust and well designed, the content and activities I experienced in the OLC/SUNY Instructional Designer Certificate Program continue to benefit me in practical ways every day on the job."**

*Flower Darby, Senior Instructional Designer and Adjunct Faculty, Northern Arizona University*



**"This is the single best professional development opportunity I have had in my ID role."**

## Increasing Confidence and Experience for the ID Role

**Why did you choose the OLC/SUNY Instructional Designer Certificate Program?** There are two main reasons I completed the OLC ID Certificate program:

1. I crave interactions with other ID's at other institutions. We all face similar challenges, yet many of us feel isolated on our own campus. Frequent and sustained conversation with ID's from all over the country proved to be highly impactful. Because I continually seek to better define and become more effective in my role at NAU, working with others in various contexts gave me a depth and breadth of knowledge that I lacked prior to completing this program.
2. I wanted a certificate to add to my credibility and I am more than satisfied that this program met that goal. *OLC Note: Participants should have at least one year of experience working as an ID or in an ID capacity in order to be successful in this program.*

### How did the program help you in your position/career?

During my participation in the OLC/SUNY ID Certificate Program, I was promoted to Senior ID from the title of Instructional Designer. The promotion process began independently from the certificate enrollment, but I have no doubt that the knowledge, experience and confidence I gained from the certificate program assisted me in obtaining the promotion. Apart from the tangible job title, I would say increased confidence in my role—the sense that I do know what I am talking about—has been the most important intangible takeaway from my experience in the program.

### To whom and why you would recommend the program?

Anyone in an instructional designer or similar role can significantly benefit from the OLC/SUNY ID Certificate Program. Whether new to the position or more experienced, there is something for everyone in these workshops. The content and activities are highly relevant. The structure of the course provides the right mix of independent learning and constructivist engagement. And the timing of the workshops, including the breaks in between, really helps to facilitate meaningful learning and success. I would recommend this certificate to anyone looking to enter or already in the field of instructional design.



## TOP PROGRAM BENEFITS

- Established a robust professional learning community with colleagues across the nation
- Gained increased expertise on the issues and challenges facing ID's
- Expanded my knowledge on processes and resources to improve my ability to do my day-to-day job
- Improved my confidence with faculty and ID colleagues
- Sustained relationships and conversations with other ID's in my cohort

**About Flower** As a Senior Instructional Designer, I support faculty in crafting powerful learning experiences in their in-person, blended and online course offerings. Implementing the right technology tools to solve the challenges we all face is one rewarding element of my role.

Goals include seeing our diverse learners succeed at NAU through highly engaging courses and faculty who care deeply about our students. I also strive to listen with open ear and open mind to each instructor I consult with, in an effort to design the best possible solution in each individual case.

Like many ID's today, I am challenged by communicating my role and how I can help our faculty more broadly. There is ongoing confusion about what I do and how I can benefit our instructors.

Getting the word out is a significant challenge. Once I'm interacting with a faculty member, the trust-building process to establish a productive working relationship falls naturally into place.



For over ten years, the OLC has offered certificates for online teaching. The Instructional Designer Certificate Program is for experienced online instructional designers, librarians, and multimedia specialists who work with online faculty and other online learning support professionals.

[onlinelearning-c.org/learn/teaching-certificates](https://onlinelearning-c.org/learn/teaching-certificates)