Office of Teaching, Learning & Technology

ICON Direct: A resource to support integrated course design

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Tips For This Training

➢ This training is being recorded.
➢ Adjust the auto-captions to suit your needs.
➢ Please mute yourself when not talking.
➢ Use the chat any time.
➢ Need more help? Contact the ITS Help Desk.
  • Email: its-helpdesk@uiowa.edu
  • Phone: (319)384-HELP(4357)
In this session we will,

• Explain the integrated course design and how resources can support this process.

• Introduce ICON Direct and its potentials to support integrated course planning.

• Discuss how ICON Direct benefits both students and instructors in the context of the course.
Course Materials in an Integrated Course Context
When do you decide on the text for your course?

(Please share in chat)
Backward course design: An integrated framework

Identifying learning goals and objectives

Developing assessment plans

Selecting course learning activities

Course Context
The course texts are:

- Accessible for all students.
- Selected to support learning goals and objectives
- A resource to assess students' learning during and at the end of the semester
- Used in different learning activities (for example, reading, group activities, class discussions, …)
One-minute paper

How do you make course materials more accessible to students?
Debrief

→ In an integrated course context, the materials are selected to support learning goals and objectives.

→ An equitable course context also considers making materials as much accessible as possible for the students.

→ A resource that provides course materials works best when it helps instructors to,
  • Access diverse range of materials
  • Explore students' use of the materials through providing data about students' learning behavior
ICON Direct

Inclusive Access at the University of Iowa
When you select course content, how do you describe your requirements?

- Cost
- Ease of Access
- Quality
- Inclusiveness
What is ICON Direct?

- ICON Direct is the University of Iowa's initiative for ordering digital content from specific publishers and delivering this content to students and faculty through ICON.

- Inclusive Access program made possible by the Unizin Consortium

- Benefits:
  - Access to data about student behavior and learning
  - Textbook cost savings to students
What can I order in ICON Direct?

**Digital content**
- Some publishers offer an additional paper supplement, need to coordinate with UBS-textbooks@uiowa.edu

→ **eTexts**
- Book content only, delivered via Engage eReader

→ **Publisher Platform materials**
- Digital Learning Tools, such as
  - McGraw Hill Connect
  - Pearson MyLab
  - Cengage MindTap
Publishers available

→ Over twenty publishers are part of the Unizin/ICON Direct program
How does ICON Direct work?

→ Required electronic resources are delivered to students’ ICON Course Sites
→ Learning data from content will be part of the Unizin Data Platform

Content is selected in Order Tool – Information displayed in MAUI/MyUI.
Students access content in ICON course site
Students have opportunity to opt-out (not recommended) using Unizin Student Choice.
Charge for content placed on UBill.
How has ICON Direct grown?

ICON Direct Sections/Orders per Academic Term

- Course Sections
- LTI Content Orders
- Engage eText Orders
What are the benefits of ICON Direct?

Students:

• Have the right content they need.
• Savings on their course materials.
• Access is on ICON.
• Have an opportunity to opt-out.
“...because I had my books on the first day of classes, it made the process of starting the semester easier.”

- R. Smock
What are the benefits of ICON Direct?

Instructors:

• Can start teaching right away – no waiting for students to buy their books.
• Integration in ICON for books and publisher platforms makes access easy.
• Student learning behavior data generated is owned by the University of Iowa.
“I also choose ICON Direct because it is more convenient for students. If students are stressed and unable to find the appropriate textbook, it can delay the start of the semester for them. With ICON Direct, I know that my students have the correct book on the first day of class.”

- A. Nica

Get Started!

- ICON Direct Teaching Best Practices offers suggestions and recommended syllabus language to share with students.

- Instructors and Departmental Administrators may place an order for ICON Direct materials for upcoming academic terms.

  [ICON Direct Order Tool](#)

Find the content that’s right for your course

ICON Direct Order Tool offers thousands of discounted textbooks, courseware, and learning tools that can be adopted as part of your course.

Digital Textbooks

Available titles include publisher offerings and Open Educational Resources (OER). Digital textbooks are available on the first day of class with Engage.

Engage is an e-reader application that is launched from the Learning Management System (LMS). Engage supports social annotation features that facilitate instructor-student engagement within the text.

[Browse eTexts](#)
How to order ICON Direct content

→ Log into https://uiowa.ordertool.prod.unizin.org/

→ Search for content that you have chosen.

→ Can’t find the right item? Use the “Submit a Content Request” link.
When you select course content, how do you describe your requirements?

- Cost
- Ease of Access
- Quality
- Inclusiveness
Need Help?

→ **Request a consultation**, with follow-up support as needed, to discuss course structure, communication strategies, course facilitation, and more.

→ Ask a SITA for Technical Consultations
  - SITA@uiowa.edu
  - https://tinyurl.com/bookasita

→ **Contact the ITS Help Desk** for technical troubleshooting or technology issues/questions.