



# Academic Technology

## JACKSONVILLE UNIVERSITY



Spring into learning this March with an exciting lineup of professional development opportunities from Academic Technology and the Center for Teaching and Learning! Whether you're looking to enhance your teaching practices, create engaging course materials, or explore gamification, we have something to spark your innovation. This month's sessions focus on both pedagogical excellence and practical digital tools. Join us in as we continue our commitment to teaching excellence and digital innovation. [Review the full schedule and descriptions.](#) [Register for sessions](#) and receive a calendar invite.



Why use rubrics? Rubrics provide clear expectations for students, ensuring transparency in grading and reducing ambiguity. Rubrics also promote consistency and fairness by standardizing evaluation criteria across different assignments and students. Additionally, they offer valuable feedback that helps students understand their strengths and areas for improvement, ultimately enhancing learning outcomes. Using rubrics can also streamline the grading process, saving you time while maintaining accuracy. Writing an effective rubric can take a lot of time, but Blackboard Ultra's AI features and your instructional design team is here to make that process easier. Consult this guide to learn how to [create a rubric](#). If you have any issues, reach out to the [Instructional Designers](#).



As you submit midterm grades, take a moment to review your gradebook settings in Blackboard, particularly how your system handles missing assignments. Double-check that your gradebook is correctly calculating totals, that assignments are properly weighted, and that any automatic zeros reflect your intended grading policy. A quick audit now can prevent confusion and difficult conversations later. Review the digital guides that can assist you in setting up your gradebook: [Setting Up the Overall Grade](#), [Turning off Automatic Zeros](#), [Contact an instructional designer](#) to review your settings.

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### **The Power of Media in Higher Education**

Incorporating media into higher education coursework can significantly enhance the learning experience. These tools engage students more deeply, making complex concepts more accessible and memorable. For instance, music videos can transform abstract theories into relatable content, fostering a more interactive and stimulating learning environment. Research indicates that social media and multimedia tools in education can improve communication, resource sharing, and active learning, thereby enhancing student engagement and learning outcomes (Li & Wong, 2021). Additionally, the visual and auditory elements of media can help increase the accessibility of your courses, helping students to better retain information and apply it in practical contexts (CAST, 2024).

### **The Role of AI in Creating Educational Media**

Artificial intelligence (AI) is revolutionizing the creation of educational media. Tools like SunoAI enable educators to produce high-quality music videos and other multimedia content with ease. AI can automate complex tasks, such as video editing and music composition, allowing educators to focus on content delivery and student interaction. [According to Crompton and Burke \(2023\), AI in higher education is being used for various purposes, including assessment, intelligent tutoring systems, and managing student learning. The integration of AI in educational media not only enhances the quality of the content but also makes it more personalized and adaptive to individual learning needs \(Hié & Thouary, 2023\).](#)

By leveraging the power of media and AI, educators can create a dynamic and engaging learning environment that not only captures students' attention but also fosters a deeper understanding of the subject matter. As with all AI use, it is important to understand we must verify output for accuracy, for bias, and for applicability. Here are some practical tips:

- Enforce the human-AI-human framework
  - Begin and end any AI process with our own humanity, verifying accuracy, addressing bias, and always adjusting output to accurately reflect our craft as educators
- Understand the ethical implications of AI
  - Understanding that AI is pulling information from a variety of resources, sometimes without permission.
  - Understanding AI use can impact our environment, so using it strategically and purposefully helps prevent misuse (moving away from the more “fun” uses to view it as a strategic tool and resource)
  - Understanding that AI represents our existing biases present in our literature. We must work to counteract that by intentionally incorporating diversity of thought and expression in our prompting
- Understanding AI and industry
  - How do our actions with AI prepare our learners for AI-infused industry?
  - How are we developing our learners AI literacy, something that will be needed in society and in industry post-graduation?

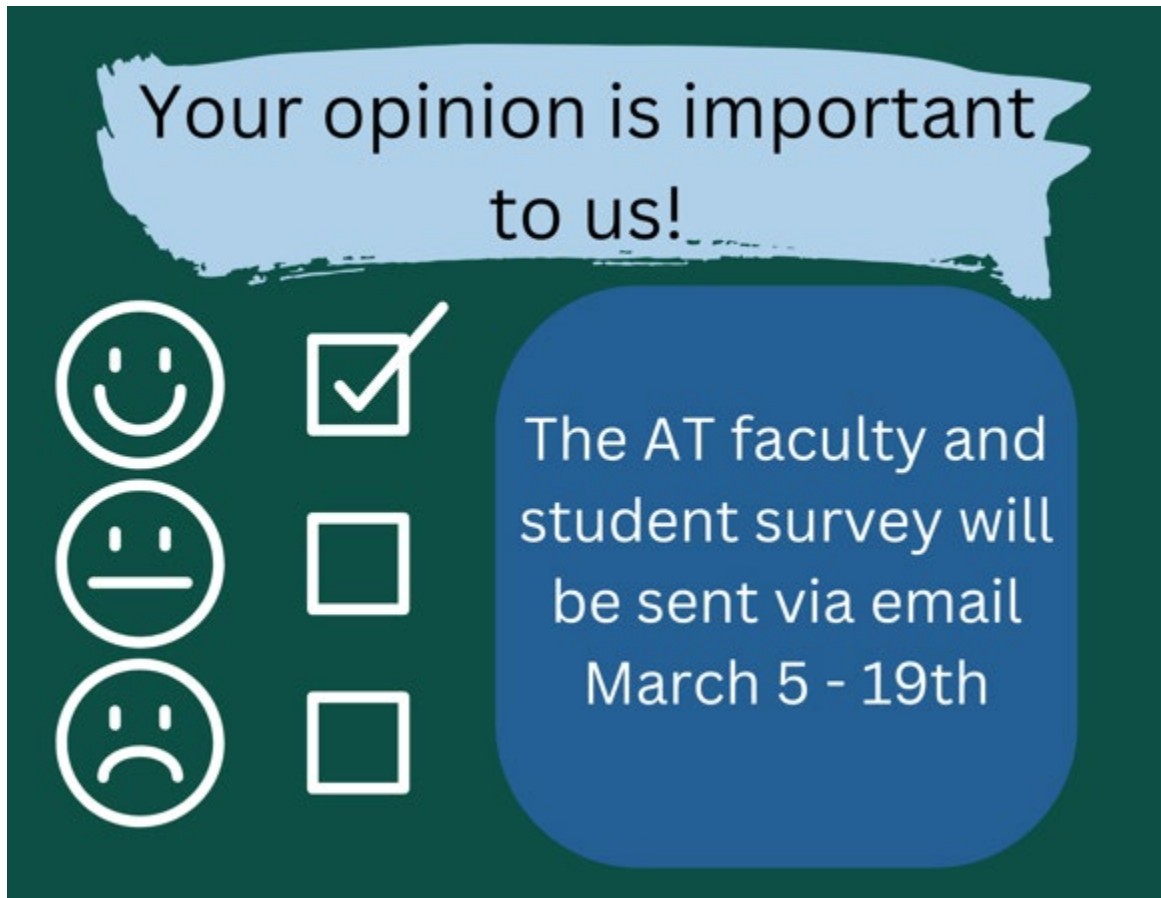
So how could this be used? Check out this sample video below created for a JU DCOBT course tackling the concept of budgeting. While this would need more work before implementation, this artifact took minutes to put together compared to the days' worth of work it previously would have taken to develop a comparable product. ***How can we leverage this emerging technology to make more relatable, relevant, engaging instructional content to support our learners?***



These questions, and much more, are currently being discussed in our inaugural *AI Explorers* program here at Jacksonville University. For more information on AI or learning

experience enhancements, be sure [to reach out to our department for assistance!](#) We can't wait to work with you!

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The graphic features a dark green background with a light blue brushstroke banner at the top containing the text "Your opinion is important to us!". Below the banner are three rows of icons: a smiley face, a neutral face, and a frowny face, each paired with a square checkbox. The top checkbox is checked. To the right of these icons is a blue rounded rectangle containing the text "The AT faculty and student survey will be sent via email March 5 - 19th".

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#### References

- Li, K. C., & Wong, B. T. M. (2021). The opportunities and challenges of social media in higher education: A literature review. *SN Computer Science*, 2(455). <https://doi.org/10.1007/s42979-021-00857-5>
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- Crompton, H., & Burke, D. (2023). Artificial intelligence in higher education: The state of the field. *International Journal of Educational Technology in Higher Education*, 20(22). <https://doi.org/10.1186/s41239-023-00392-8>
- Hié, A., & Thouary, C. (2023). How AI is reshaping higher education. *AACSB Insights*. Retrieved from <https://www.aacsb.edu/insights/articles/2023/10/how-ai-is-reshaping-higher-education>

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