

INCREASING MASTER OF PUBLIC HEALTH FACULTY COMMUNICATION, COLLABORATION AND CONSISTENCY THROUGH FLIPGRID

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Public health is a profession that focuses on disease prevention and health promotion of communities. Prevention is the cornerstone of public health (Goldsteen, Goldsteen, & Dwelle, 2016). Technology is used within the field of public health to transform information allowing for the application of knowledge through visual and auditory processing. With that in mind, in February of 2019, two full-time faculty (FTF) identified a need for a space for all faculty (FTF and adjunct) to interact, learn, and ask questions. FTF can interact with peers and ask questions daily; however, this is not the case for adjunct faculty. As the new Master of Public Health (MPH) curriculum has been implemented, it is imperative to improve standardization of courses while addressing consistency amongst all faculty. The impact of consistency enhances student learning and engagement while maintaining quality work in the MPH program. Therefore, connecting all non-traditional graduate faculty that live and work throughout the United States for the MPH program in a viable space is essential.

An MPH faculty FlipGrid was created in May of 2019 to connect FTF and adjunct faculty. FlipGrid was chosen as a platform because of its accessibility on various devices and the ability to share information easily and quickly via video. Four topics were chosen to start the FlipGrid. The purpose of starting with a small space was to not overwhelm faculty or let the size of the FlipGrid influence participation. The topics included:

1. Faculty Introductions—A topic where all MPH FTF posted an introductory video before the FlipGrid was launched. Adjuncts are encouraged to post a video introducing themselves.
2. “How do I use FlipGrid?”—A topic that houses a FlipGrid video tutorial and instructional sheet.
3. Announcements—A topic where faculty receive important MPH program specific announcements from FTF.
4. HELP—A topic for faculty to ask questions and receive feedback from others.

University protocols were followed, and appropriate approvals were received to launch the FlipGrid. Once approved, all MPH faculty teaching within the new curriculum were sent an email communication in June of 2019 through Faculty Training and Development (FTD). The email discussed the goal of the FlipGrid, what FlipGrid is, and how to access it. Once the FlipGrid was live, FTF began posting weekly. Examples of video topics included welcome calls, student’s requesting extensions, participation grading, and end-of-course surveys.

Initially, FTF introductory videos received views, but no additional video submissions were made by adjunct faculty. Therefore, all MPH faculty were emailed again through FTD. In addition, during FTF interactions with adjunct faculty, reminders about the FlipGrid were communicated. To date, two adjunct video submissions have been received.

Due to the low participation in the FlipGrid, FTF are interested in studying the decision making of adjunct faculty to use the MPH Faculty FlipGrid. Public health utilizes a variety of behavior change theories and models to change events or situations that impact behavior. Theory informs planning, implementing, and evaluating interventions. The Transtheoretical Model (TTM) is a model that addresses the various stages an individual goes through to decide to change a behavior. The

stages include pre-contemplation, contemplation, preparation, action, maintenance, and termination (Glanz, Rimer, & Viswanath, 2015).

FTF next steps involve creating and launching a survey based on TTM constructs to assess how to increase engagement in the MPH Faculty FlipGrid. Topics will include intention to use FlipGrid and the importance of connecting with other faculty, barriers to engagement, how prepared faculty feel to use FlipGrid, a preferred method of communication within FlipGrid, and intention to maintain use of FlipGrid. The survey results will allow FTF to address the needs of MPH faculty, with the long-term goal of improving MPH program collaboration, communication, and consistency.

References

- Glanz, K., Rimer, B., & Viswanath, K. (2015). *Health behavior*. San Francisco, CA: Jossey-Bass.
- Goldstein, R. L., Goldstein, K., & Dwyer, T. L. (2014). *Introduction to public health: Promises and practices* (2nd ed.). New York, NY: Springer.