Abstract: Supporting faculty in their use of instructional technologies can be a significant challenge at any level. Seasoned educational technologies from three distinctly different universities come together to share their faculty development experiences. They identify and group common success factors into categories or **The Four C’s of Faculty Support**.

**Collaboration**
- Seek “buy-in” from senior leadership
- Ask potential participants to review training curriculum
- Create a culture that promotes faculty mentoring
- Publicize results of training and support initiatives
- Follow-up with past participants and solicit feedback

**Convenience**
- Repeat events at a variety of times that are typically good for instructors
- Record events whenever reasonable
- Provide one-on-one training options and make them easy to schedule
- Make support and training resources available just-in-time, around the clock
- Continuously promote a clear path to training and support resources

**Credibility**
- Align training outcomes with institutional measures of teaching effectiveness
- Provide sharable evidence of training completion
- Let innovative faculty teach colleagues as often as possible
- Work with departments to identify, recognize, and mobilize mentor faculty
- Seek a “feel-good” factor that encourages word-of-mouth marketing

**Crossover**
- Develop support staff with expertise in multiple instructional systems
- Highlight how different systems and technology complement one another
- Provide training that focuses on more than one system or technology
- Demonstrate application to teaching and learning
- Encourage teamwork between academic programs and departments

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