

In the midst of a merger:

**A new CTL – how to create innovative and engaging
media at scale**

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Quick History



University merger

The South Australian Government announced the merger of our two biggest Universities.

NOVEMBER 2023



Transition begins

The University of Adelaide and UniSA formally begin the transition to a new university.

JANUARY 2024



2 years to design, develop & create:

- over 584 new degrees
- short courses
- timetabling
- IT systems
- new LMS
- everything ...
- across 7 campuses



The launch of Adelaide University

Adelaide University officially opens its doors to students and staff.

JANUARY 2026



Our curriculum is shaped by the **Adelaide Attainment Model**

The Adelaide Attainment Model is our innovative teaching and learning framework. It is designed to be contemporary, future-focused, and support lifelong learning.



A contemporary curriculum, informed by community and industry, created by bringing together our academic cohorts and drawing upon our deep academic expertise to design and deliver new programs aligned to the needs of society, now and into the future.



Stackable degree structures that enable multiple entry pathways, multiple exit points and incremental qualifications. This structure provides greater flexibility for students, supporting better access to education throughout life.



A digitally rich learning environment that will provide flexibility and choice in how students engage with learning activities. On-campus courses combine face-to-face and online learning, providing adaptable access to study materials, support and resources.



Embedded work-integrated learning will ensure every graduate can build relevant contemporary skills valued by employers. Students will engage with the latest R&D concepts and experience practical learner activities informed by industry insights.



Common Core courses aligned to Graduate Qualities will build relevant and transferable skills through a suite of interdisciplinary courses available to all students, providing a shared learning experience across the University.



The Adelaide Academy will provide high-potential students the opportunity to participate in a range of enhanced learning experiences such as research projects, industry placements, community projects, and specialised advanced-level courses.

How do we deliver a Digitally Rich Curriculum in 18 months?

Combining the CTL multimedia teams from 2 universities



Initial combined CTL: approx 100 staff

Initial combined media team: 13 + 2 team leads and 2 managers = 17.

New we would need to hire more media professionals... what skills & how many?

Empowering Academics to create their own media

- Voiceover studios to be built
- Microphones to be borrowed
- Making Media workshops
- Panopto support and training (working group)



The Cycles – Part 3

Management of AU Course Development

- Standard courses and At Elbow - hours of engagement (40 & 80)
- 120 courses in 10-week development cycles
- Next 120 starting every 5 weeks (240 in development at a time)
- Plus 6 x Common Core

Hiring we Focused on staff with a variety of skillsets and backgrounds

- 3 x Multimedia Designers
- 5 x Media Technicians
- 2 x Animators/Graphic Designers
- 2 x Media Resource Coordinators

= 29 including me

> **CYCLE 1: STANDARD 5th August – 11th October 2024**

55 Course names / 39 Subitems

> **Cycle 1: AT ELBOW 5th August – 11th October 2024**

7 Course names / 45 Subitems

> **Cycle 2: STANDARD 9th September – 15th November 2024**

46 Course names / 24 Subitems

> **Cycle 2: AT ELBOW 9th September – 15th November 2024**

8 Course names / 27 Subitems

> **Cycle 3: STANDARD 14th October – 20th December 2024**

95 Course names / 45 Subitems

> **Cycle 3: AT ELBOW 14th October – 20th December 2024**

8 Course names / 29 Subitems

> **Cycle 4: STANDARD 18th November – 7th February 2025**

65 Course names / 25 Subitems

> **Cycle 4: AT ELBOW 18th November – 7th February 2025**

16 Course names / 39 Subitems

> **Cycle 5: STANDARD 6th January – 14th March 2025**

66 Course names / 24 Subitems

> **Cycle 5: AT ELBOW 6th January – 14th March 2025**

17 Course names / 54 Subitems

> **Cycle 6: STANDARD 10th February – 18th April 2025**

67 Course names / 41 Subitems

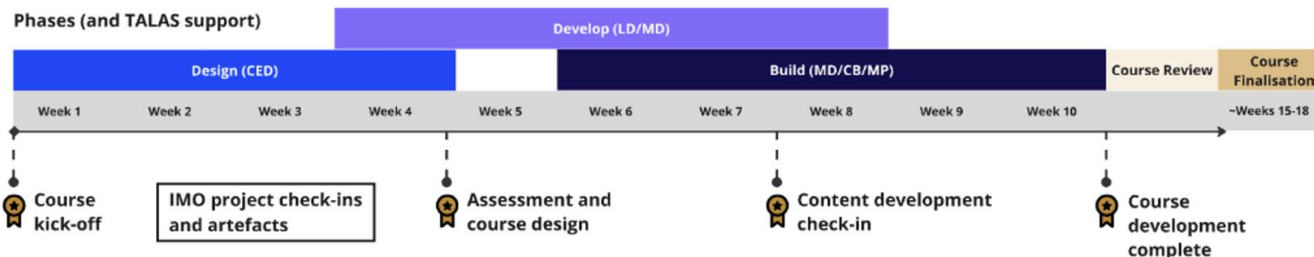
Overview of the Course Development Process

Familiarisation period

4 weeks

- Meet co-developers
- Review Course Development Essentials site
- Review Part 1 and Part 2 content
- Source existing UoA/UniSA materials
- Engage in design thinking

Phases (and TALAS support)



ATP = Academic Transition Panel, CED = Curriculum & Education Developer, LD = Learning Designer, MD = Media Design, CB = Course Builder, MP = Media Production, IMO = Integration Management Office

Kick off Week 1	Milestone #1 Week 4	Milestone #2 Week 7	Milestone #3 Week 10
Introduction to course development process • Course development process overview • Overview of Essentials site • Overview of support available • Presentation of required templates • Overview design phase	Assessment and Course Design • Completed Course Details Form • Draft learning content • Commenced media & build planning • Scripts for learning activities and media	Content Development Check-in • Canvas built out with relevant modules and topics • Learning content complete and semi-populated in Canvas • Built assessments • Recorded videos • Visual assets	Course Development Complete • Canvas course with relevant modules and topics • Finalised all learning content • Built assessments • Activities and media embedded • CurV record populated and exported to PDF

Team Structure & Role Responsibilities

Media 'Pods' structure – **DID NOT WORK**

- * Decided early in 2024 to create 5 x 'pods' with a mix of staff and skillset from both foundation universities
- Skillsets needed varied across cycles and disciplines

Restructuring + impact of new roles

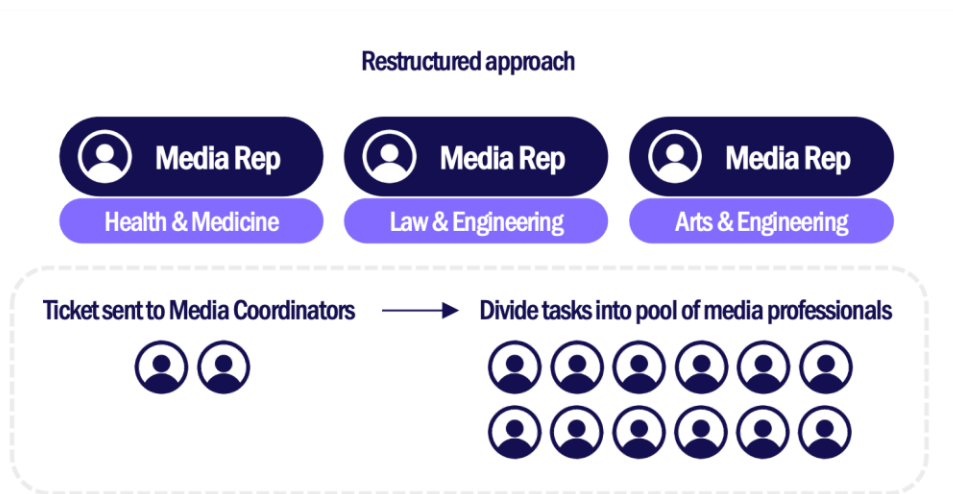
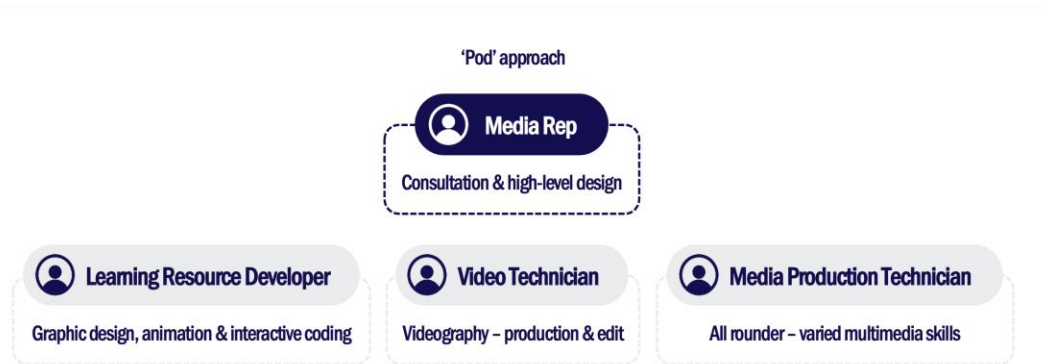
Media Designer/Rep role



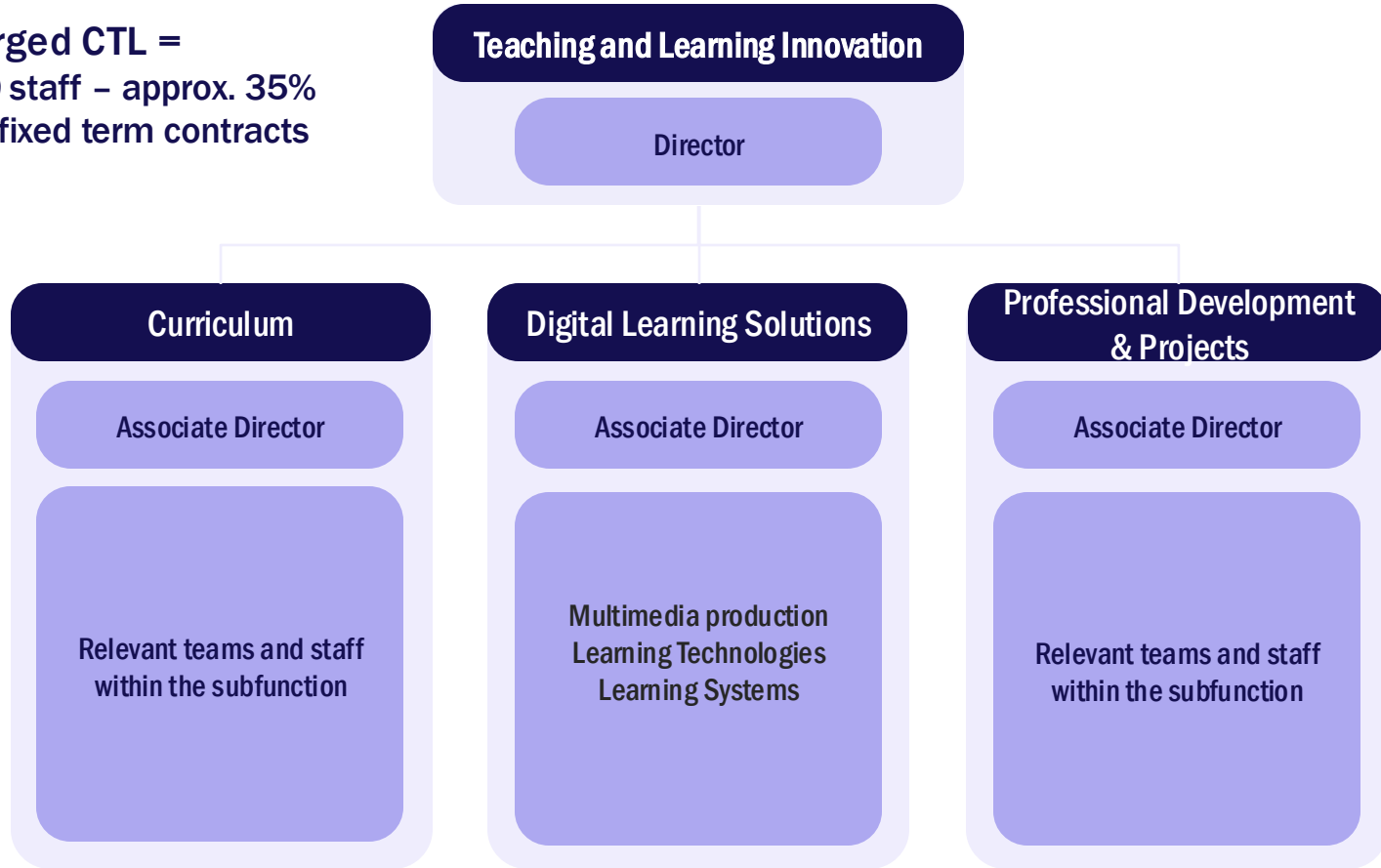
Media Coordinator role



** negotiating QA timeframe to allow extra time



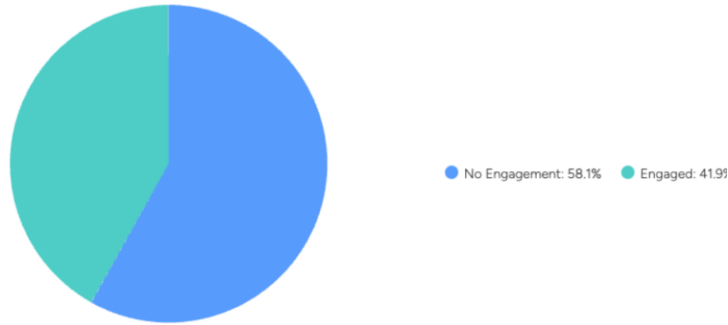
**Merged CTL =
160 staff – approx. 35%
are fixed term contracts**



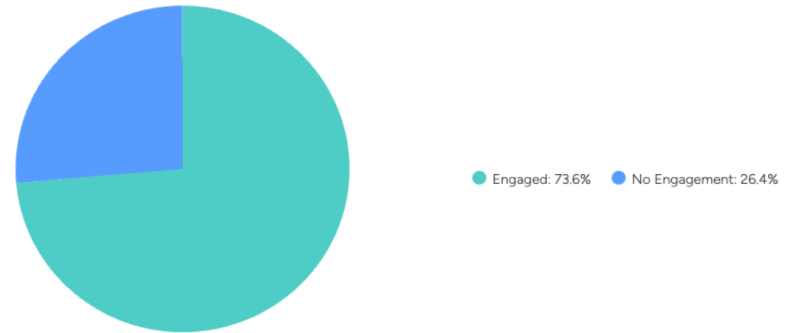
Courses supported by the CTL and the Media team...

* Number of courses supported by the TLI: 1703

Course Engagement - Standard

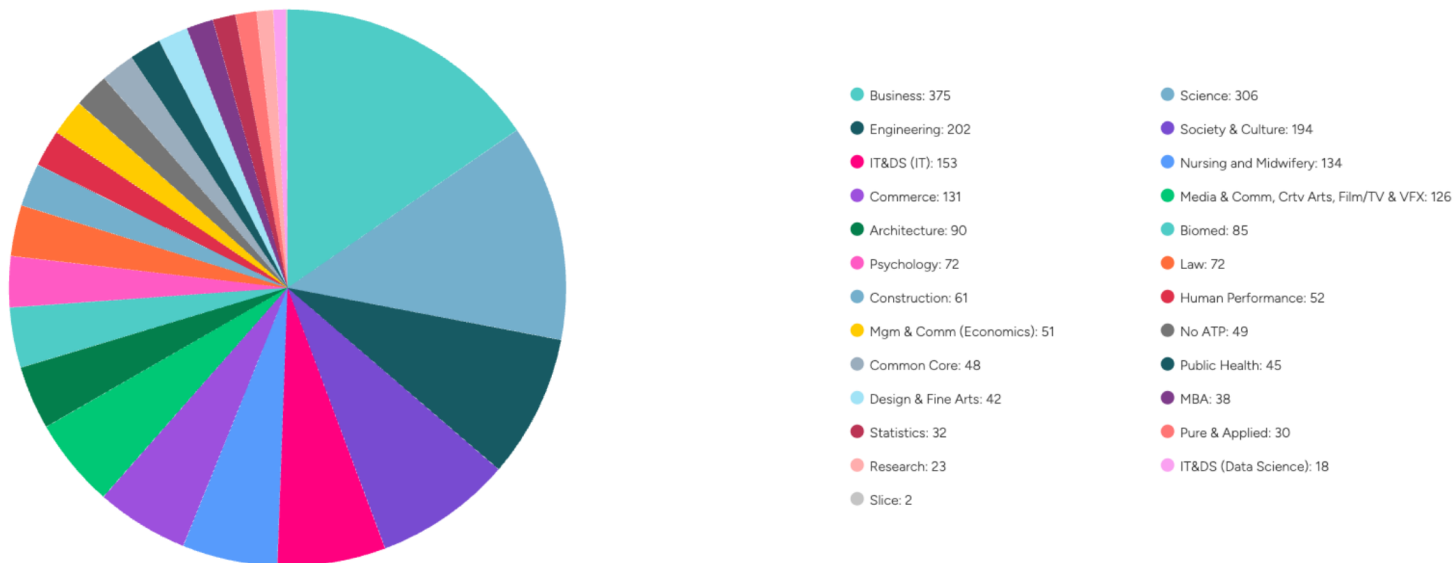


Course Engagement - At Elbow



Engagement across disciplines

Top ATP Disciplines that requested Media support

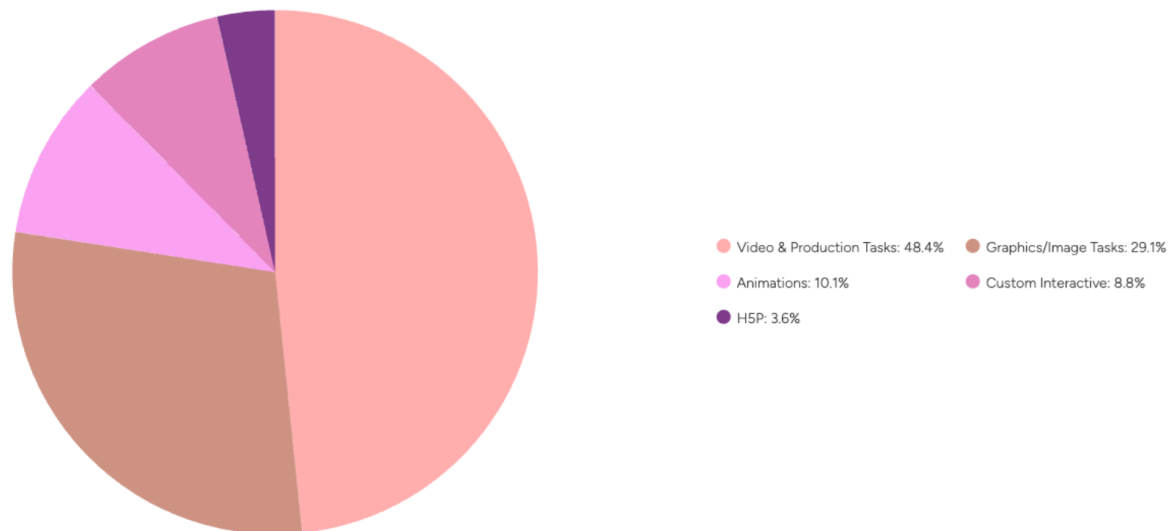


Types of media requested

* Total number of assets created in AU Course Dev: 5654

* Average asset completion time: 22.3 days

Media asset requests



Challenges along the way... and future challenges

Harmonisation

- Bringing two teams together UniSA early design + UoA ticketing system
- Trust and building relationships
- Time

Future

- Higher Education sector
- Stabilisation phase
- AI

Academic Led

- * **Academic Engagement / loss of lectures**
- Academics told 'no more lectures' in traditional long-form format
- Academic concerns & challenging media reporting
- Media team to build trust and understanding re media role in enhancing student experience, not to diminish their identity as lecturers.

Feedback & Successes

“I’m so excited about the interactives...they will uplift student learning and engagement substantially.”

“Thank you so much again for the work your team put into my course development. The resources look fantastic!”

“The course site is looking fantastic. You've truly gone above and beyond to ensure the media and images are of such high quality, and everything is so well organised and thoughtfully structured”

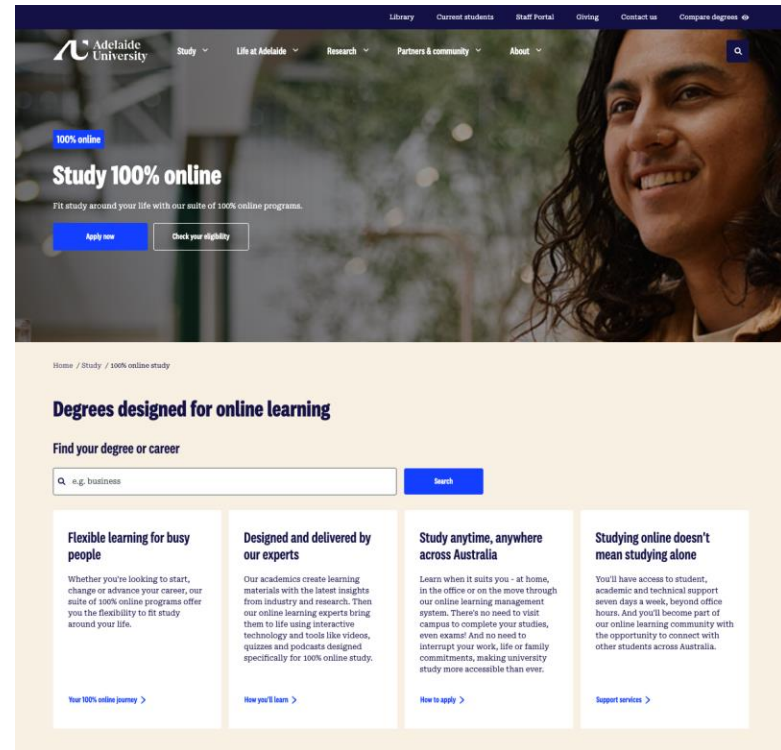
Established early media engagement as essential!

& not only during the merger’s AU course development project

What's next for Media Development?

Only just beginning....

- AU Online
- Unique Programs
- Research Centres
- Micro-credentials
- On-campus business as usual
- Industry engagement



The screenshot shows the Adelaide University website. At the top is a navigation bar with links: Library, Current students, Staff Portal, Giving, Contact us, and Compare degrees. Below the navigation bar is a large banner for 'Study 100% online' with a search icon. The banner text says 'Fit study around your life with our suite of 100% online programs.' and includes buttons for 'Apply now' and 'Check your eligibility'. Below the banner is a section titled 'Degrees designed for online learning' with a search bar and a 'Search' button. The search bar contains the text 'e.g. business'. Below the search bar are four columns of text, each with a title and a link:

- Flexible learning for busy people**
Whether you're looking to start, change or advance your career, our suite of 100% online programs offer you the flexibility to fit study around your life.
[Your 100% online journey >](#)
- Designed and delivered by our experts**
Our academics create learning materials with the latest insights from industry and research. Then our online learning experts bring them to life using interactive technology and tools like videos, quizzes and podcasts designed specifically for 100% online study.
[How you'll learn >](#)
- Study anytime, anywhere across Australia**
Learn when it suits you - at home, in the office or on the move through our online learning management system. There's no need to visit campus to complete your studies, even exams! And no need to interrupt your work, life or family commitments, making university study more accessible than ever.
[How to apply >](#)
- Studying online doesn't mean studying alone**
You'll have access to student, academic and technical support seven days a week, beyond office hours. And you'll become part of our online learning community with the opportunity to connect with other students across Australia.
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