

INTEGRATING EXPERIENTIAL INTO THE TRADITIONAL LEARNING ENVIROMENT BY CREATING WEBSITES FOR THE LOCAL COMMUNITY.

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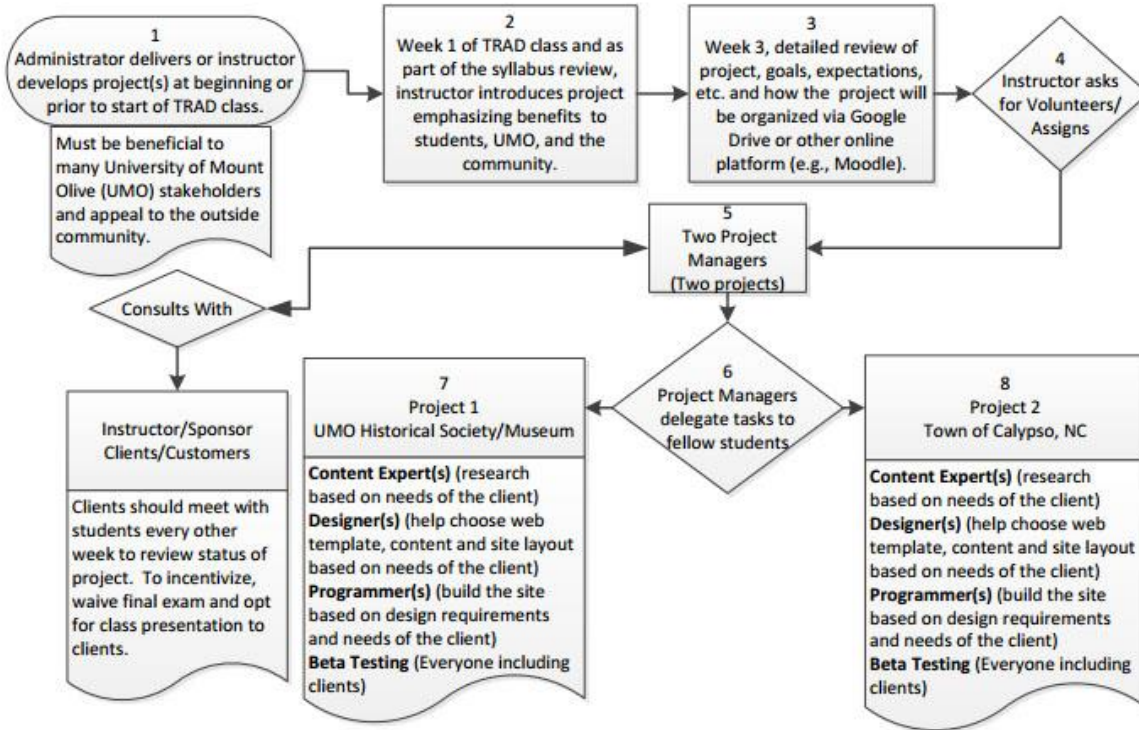


Figure 1: Project Plan for Creating Websites for Local Communities

Assignments that focus on teaching and learning compliment one of the core elements in institutions of higher learning. The general project plan outlined in Figure 1, is an educational methodology that is student centric and its benefits go far beyond what is normally learned in a typical classroom environment. Under the direction of Professor Reimers, the Tillman School of Business E-commerce/E-business (MIS 331) students had the opportunity to create and implement two websites- one for the Town of Calypso and the other for Mount Olive Historical Society and Museum. The TownofCalypsoNC.org and MtOlivemuseum.org utilize state-of-art HTML5 web i3D Themes templates that give the websites a professional and modern design. As part of their course work, juniors and seniors met numerous times with stakeholders pictured in Figure 2 below.



Figure 2: (Stakeholders pictured from left to right: Kenneth Dilda, Dave William, Beth Rose, Karen Moore, Lewis Carrol, Debbie Jones, and not pictured here- Lynn Williams.)

The UMO students benefited immensely by applying what they learned in the classroom and engaging the local community and connecting with important stakeholders, the students pictured in Figure 3 gained practical and hands-on experience in project management, web design, team building and communications skills. In addition, this project was a resume building exercise.



Figure 3: UMO CIS Students pictured from left to right: Walker Graham, Alexander Webb, Nicolas Adams, Austin Whitlow, Kian Hollevoet, and Danilo Dean.

The researcher has incorporated many similar projects into various classes- [CIS 315 Project Management](#), [CIS 455 Cyber Security](#), and [MIS 347](#) (Internet and Social Media Marketing). Moreover, these types of projects could be integrated into many computer science courses. For example, programming courses could implement the creation of an online learning tutorial where engaged students actually become the “teachers!” Although the researcher has used plans with more complexity than the one outlined in outlined in Figure 1, the general plan is considered the baseline for implementing a successful experiential learning project.

This Spring 2018 project will soon get recognition in the Summer edition of UMO’s premier seasonal magazine along with a posting in the monthly Tillman School of Business newsletter. Thus, professors who incorporate real-world projects into the classroom which benefit students, the local community, and the educational institution at large, will be complemented for their success too!