Southeast Community College

21st Century
DACUM/SCID

(Developing a Curriculum/Systematic Curriculum and Instructional Development)

MANUAL

Updated

February 2015

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FOREWORD

The purpose of the DACUM Manual is to provide information and clarity into the DACUM and SCID processes at Southeast Community College (SCC).

This guide will answer the following questions:

- What is DACUM/SCID?

- Who is involved in DACUM/SCID and what are their responsibilities?

- How do DACUMs and SCID work? (For example: When and where are they held?)

DACUM is an acronym that stands for Developing A CUrriculuM. SCID stands for Systematic Curriculum and Instructional Development. These tools have been developed by The Ohio State University as one methodology for developing and/or affirming curriculum content to be appropriate for the audience for which it is intended. DACUM is actually one small part of the SCID process. SCC has modified the SCID procedures to streamline the system for curriculum review as opposed to developing new curriculum from scratch.

SCC has committed to completing a DACUM workshop as part of a SCID curriculum analysis on a five-year rotation. The SCID process consists of:

- DACUM Workshop
- DACUM Chart Verification
- Task Verification (by each program's advisory committee)
- Curriculum Review and Mapping by program

DACUMs have been conducted at SCC since the early 1990s. Formal facilitator training was conducted in the early 2000s, with a group of 10-12 SCC faculty and staff and other Nebraska community college personnel participating. The second group of SCC facilitators was trained a few years later and the most recent group was trained in 2014. A list of facilitators may be found in the Appendix.

The DACUM process is important to SCC programs because it provides a link between current industry practices and academic study at the college. A DACUM study begins with a workshop facilitated by two trained SCC facilitators working with a panel of 6-12 workers in the study field to update current job duties and tasks. In addition, the panel reviews needed skills, worker behaviors, necessary tools, equipment and materials needed to perform the job as well as explore future trends and concerns of the occupation.

21st Century DACUM/SCID Overview

DACUMs fall into one of two categories: a "New" DACUM workshop for programs that have never had a DACUM, and a "Modified" DACUM for the purpose of reviewing a program's previous DACUM chart. The 21st Century DACUM process includes a mixture of electronic (online) and face-to-face components.

Each DACUM, regardless of the type, requires a panel of 6-12 current workers in the field who meet with trained DACUM facilitators to discuss and review the duties and responsibilities of their job. The end result is a DACUM chart listing the essential duties and tasks of the occupation, as well as supplemental enabler lists of worker knowledge and skills, tools and supplies, and future trends and concerns.

Faculty members may NOT participate as a panel member in a DACUM workshop. This includes full-time and part-time (adjunct) faculty. However, they are permitted to attend a DACUM workshop as an observer, although they are not allowed to contribute to the discussion.

It is the responsibility of the program chair on the day of the DACUM workshop to greet the panelists, welcome them to the workshop, and help conclude the workshop by presenting certificates of appreciation to each panel member. Program chairs and division deans are encouraged to eat lunch with the panelists as well.

Types of DACUMs:

New: If a program has never completed a DACUM, this workshop is used to create the DACUM chart of essential duties and tasks of the occupation plus all of the enabler lists of worker knowledge and skills, etc.

Modified: This DACUM is used by programs that completed the initial DACUM process and are at the end of their five-year cycle. This DACUM is used to revisit and re-validate their curriculum. A modified DACUM is structured almost identically to the initial workshop with a panel of 6-12 expert workers and two trained facilitators who will work with the previous chart and enabler lists.

Cancellation Procedures:
DACUM workshops should be conducted with a minimum of six (6) panelists. Program chairs are encouraged to recruit 6-12 panelists in the event that on the day of the workshop, one or more panel members are unable to attend (which sometimes happens at the last minute).

If there are fewer than 6 panelists the day of the DACUM, the DACUM facilitators may cancel the workshop and it will be rescheduled.

In the event of inclement weather, if the college is closed then the DACUM is also cancelled and will be rescheduled. If the college does not close and panelists are unable (or unwilling) to attend due to the weather, the DACUM may be postponed if the minimum number of panelists, 6 or more, is not met.

Focus areas:
There are a number of SCC programs that include Focus areas within their program; for example, in the Agriculture Business & Management Technology program, there are focus areas in Agribusiness, Crops, Diversified Agriculture, Golf Turfgrass Management, Horticulture, and Livestock.

It is recommended that Focus areas be incorporated into a DACUM chart as a "Duty" statement; for example, in Agriculture, there would be one Duty statement (or more) for Agribusiness, one (or more) for Crops, etc.

Therefore, whenever possible, each Focus area should be represented in a program's DACUM chart—and panel. At least one panel member should represent each of the focus areas. (If, on the day of the DACUM workshop, the panel member for a specific focus area does not attend, the DACUM may still be conducted if the minimum number of six panelists is met.)

Charts from other sources:
It is possible to use a matching DACUM chart from another institution (such as Ohio State) OR an existing document that is similar in content and structure to a DACUM chart provided it can be adapted to fit the DACUM model. Use of such a chart must meet the approval of the Director of Instructional Effectiveness and Research (DIER) Rod Rhodes and the Lead DACUM facilitator John Pierce.

The modification of a chart from another source will be the responsibility of the Director of Instructional Effectiveness and Research (DIER) and/or the DACUM facilitators assigned to that particular workshop. The facilitators will be given access to the charts to be modified prior to the DACUM workshop. The DACUM coordinator will provide the facilitators with the charts that need modification.

DACUM Timeline/Steps
Face-to-face DACUM workshops can be scheduled during the work week, at night, or even on a weekend. A well-laid out schedule is critical to the success of a DACUM workshop. Below is a general timeline to follow in organizing a workshop: (For a complete list of responsibilities for division deans and program chairs, please see Section V of the handbook)

Prior to the DACUM Workshop:
The division deans and program chairs will work with the DIER and DACUM coordinator to establish a year-long schedule. The calendar of DACUM workshops will be established prior to the start of an academic year. Typically one DACUM will be held each month.

After the workshop schedule is set, the DACUM coordinator will contact the facilitators, asking them to volunteer to facilitate one or more of the DACUM workshops.

At the time the schedule is set, if the program is due for a modified DACUM and an existing chart is not available, the DACUM coordinator will notify the programs and the assigned facilitators that an outside chart will need to be modified prior to the workshop.

The DIER and the DACUM coordinator will prepare/update the Survey Monkey instrument that will be used to gather panel member comments and ideas electronically. The survey will be customized for each DACUM workshop.

30 to 60 Days Prior to the DACUM Workshop:
The DACUM coordinator will make arrangements for a meeting room.

SCC program chairs will identify and contact the employers who will provide the panelists for the workshop. All panelists should be contacted to explain the DACUM process, how to complete the electronic DACUM assignments, and answer any questions. Please see the Appendix for a Sample Script. (Note: if your program needs assistance to explain the DACUM process, contact the DACUM coordinator.)

After the panelists have been identified the DACUM coordinator will send the panel members an email which will contain orientation information, a sample chart, and a link to the Survey Monkey to be used for the workshop.

Panel members will be given approximately one week to complete the survey. The DACUM coordinator will then compile the responses and sent them to the assigned facilitators for their review prior to the workshop.

20 to 30 Days Prior to the DACUM Workshop:
Confirm all arrangements with DACUM panel members. Once the program chairs or designees have secured commitments from at least 6 panelists, the DACUM coordinator will provide the panelists with additional details about dates, times, locations, etc.

The DACUM coordinator will make the necessary arrangements for refreshments and meals.

5 to 10 Days Prior to the DACUM Workshop:
The DACUM coordinator will finalize all workshop equipment and supplies and will work with the assigned facilitators to review and edit the completed DACUM assignments.

A final reminder may be sent to the panelists by the DACUM coordinator.

(For additional information see DACUM checklist from Peggy Dunkin in Appendix A)

HUB Site for DACUM
Additional DACUM information, templates, and resources may be found on the HUB, including completed DACUM charts for SCC programs.

Link:

https://thehub.southeast.edu/organizations/org-dacum/default.aspx

SECTION II

DACUM Facilitators

DACUM facilitators are SCC faculty and staff who (a) have been trained by a qualified DACUM facilitator trainer to conduct DACUM workshops, and (b) will conduct DACUM workshops on a regular basis. There are currently 16 facilitators. The goal is to have approximately 24 DACUM facilitators trained and practicing at all times.

How Selected:
All of the DACUM facilitators are volunteers from SCC. In most cases they have expressed an interest in becoming a facilitator. In other instances, they were recommended for training by either a program chair or dean. SCC's goal is to have every division within the college represented in the DACUM facilitator pool.

Qualifications:
The basic requirement for serving as a facilitator is the desire to be trained and to work with the DACUM program. However, those who are interested should display some basic listening and facilitation skills, as the main function of a facilitator is to serve as a "process expert."

Training:
Facilitator training can be held at any campus location. There is no cost to the trainee. The length of the training is approximately two full days with the lead facilitator/trainer. Each trainee receives a copy of the DACUM Handbook (which will serve as the textbook for the training). At the conclusion of the training, the new facilitators will conduct their first DACUM workshop under the supervision of the lead facilitator/trainer. Training sessions are generally held every other year in order to maintain the number of facilitators needed to conduct each year's DACUM workshops.

Length of Service:
The minimum time commitment for DACUM facilitators is two years. Facilitators may serve for as long as they wish. However, as circumstances may change they are not required to continue as a facilitator indefinitely.

Expectations:
In order to keep their facilitation skills current DACUM facilitators should plan on participating in at least two workshops per academic year.

SECTION III

DACUM Panel Members

How Selected:
Each program is responsible for recruiting panel members. The program chair or designee must make the initial contact with the prospective panelists' employer. For assistance in explaining the DACUM process contact the DACUM coordinator (and/or see the sample script in the Appendix).

Programs should follow these steps:
Make a list of prospective panelists. Note: No SCC instructors may be on a panel.
- ✓ Include their employer's name and phone numbers.
- ✓ Start with around 12-15 possibilities. (6-12 panel members are required for the workshop.)
- ✓ You should contact employers first to explain the DACUM process and ask them if they have any employees who would make good panelists.
- ✓ Faculty members may also be asked to provide 1-2 names each of prospective panelists.
- ✓ Contact your panelist hopefuls by phone to explain DACUM and to see if they are interested.

When you go directly to the employers, you will need to explain the following:
- ✓ What DACUM is.
- ✓ Why you want their involvement in the process.
- ✓ Why you want their most experienced expert workers (for up to a day).
- ✓ The online component of the process (assignments).
- ✓ Why you want them for free.
- ✓ What other companies are likely to send representatives.
- ✓ How we plan to use the DACUM results to benefit THEM as well as SCC.
- ✓ Be ready with dates and times so when you get buy-in you can get a commitment right then from the employer.
- ✓ That each panel member will be asked to complete a brief Survey Monkey online prior to the DACUM workshop.
- ✓ Note: Panel members may involve other expert workers in their company/organization to help them complete the Survey Monkey.

Panel Characteristics/Qualifications:
1. Majority of panelists should be "expert workers" who are actually doing the work right now directly related to your program's interests.
2. Limit the number of supervisors to a ratio of 1:5 (supervisors to expert workers) or less.
3. Try to get a broad coverage of geography as well as companies (large and small companies, local and distant companies). Remember that we do not have the ability to pay for travel or room and board so the distant company reps could be a problem unless your program chooses to reimburse them for their actual expenses.
4. Advisors are good members as long as you stick to the 1:5 ratio of supervisors to expert workers. Usually, our advisors are supervisors.
5. Panelists should be good at what they do. They should be full-time employees working presently in the occupation you are studying.
6. Effective communication skills are important for panelists. You don't want someone who won't participate. Nor do you want someone who takes over the meetings and dominates everyone.
7. Team players are important on these panels.

8. All panelists should be available for the full day devoted to the DACUM study.
9. Free from bias is important. We want an open exchange of ideas to create an effective realistic DACUM document in the end.
10. SCC alumni status is NOT necessary to become a panelist.

SECTION IV

DACUM Coordinator

Contact Information:
Peggy Dunkin
SCC Area Office, 301 S. 68th St. Place
Lincoln, NE 68510
402-323-3426
pdunkin@southeast.edu

Duties & Responsibilities:
The DACUM coordinator plays a vital role before, during, and after each DACUM. Below is a summary of duties and responsibilities.

Before:
- Contacts DACUM facilitators for availability. Schedules facilitators for each DACUM.
- Sends initial email to deans and program chairs.
- Mails official notification letter to panelists and employers.
- Prepares and sends Survey Monkey link and other information to panelists.
- Reserves meeting room and all food requests.
- Prepares certificates of appreciation for panelists.
- Purchases gift cards for panelists.
- Prepares all meeting equipment and supplies (panelist packet, markers, cards, flip charts/stand, ladder or step-stool, name tents, computer/projector/screen, etc.).

During:
- Ensures all supplies are on-hand in meeting room.
- Keys in DACUM information on the last day; puts into appropriate format for first draft DACUM chart. Maintains all raw data and supplies from DACUM workshop.
- Collects all supplies and returns DACUM bin to area office.

After:
- Mails thank you notes to panelists and their employers.
- Sends thank you notes to facilitators
- Sends first draft DACUM chart to PCs, facilitators, and panelists for verification.
- Makes changes to chart as appropriate (based on feedback above).
- Uses this chart to create Task Verification Survey and Questionnaire.
- Sends Task Verification information to PC; PC will distribute to Advisory Committee.
- Creates DACUM report, including final draft of the DACUM chart, Task Verification Survey, questionnaire results and evaluation results and sends to PCs.
- Maintains all DACUM files and charts in Instructional Office.
- Monitors and updates DACUM calendar.

SECTION V

Duties & Responsibilities: Division Deans/Program Chairs

The DACUM/SCID system of curriculum development used by Southeast Community College (SCC) plays an important role for the instructional programs in making sure they remove or at least minimize (1) failing to teach what SHOULD be taught and (2) teaching what should NOT be taught. Therefore, each division dean and program chair has a number of key duties and responsibilities in developing, promoting, and utilizing the DACUM/SCID process.

Before:
- Identify and make initial contact with panel of experts. A minimum of six (6) to twelve (12) panelists is required.
- Send the names and contact information of each panelist to the DACUM coordinator NO LATER THAN 45 DAYS PRIOR to the date of the DACUM.
- Assist the coordinator in menu and event planning.
- Communicate any changes in the panel with DACUM coordinator.

During:
- Welcome the panelists during breakfast on the first day.
- Deans, PCs, and faculty may observe but not participate in the DACUM.
- At the end of the DACUM, present the panelists with framed certificate and Visa gift card. (Note: the certificates and gift cards are paid for by the program.)

After:
- Review the 1st draft of the DACUM chart. Make changes as needed and return to coordinator.
- Send Task Verification Survey to Advisory Committee. Note: this should be done within 10 days after the DACUM is completed.
- After receiving final DACUM report, share with faculty, Advisory Committee, and any other interested party. Note any changes or corrections.
- Meet with DIER to discuss Curriculum Review template.
- Share and complete Curriculum Review template with program faculty.
- Deans and PCs may wish to meet with DACUM facilitators.

APPENDIX

SAMPLE SCRIPT/LETTER/EMAIL

February 3, 2015

«Company»
«CompanyAddress»
«CompanyCity»

To Whom It May Concern:

On **«Date»,** the **«Program»** Program at Southeast Community College will be going through a DACUM process. DACUM is an acronym for **D**eveloping **A** Curricul**um**.

In the DACUM process a select group of experts, who are local **«Program»** professionals, will meet for one day to discuss the duties and responsibilities they have in their world of work. In addition, they will talk about the needed skills, desired worker behaviors, necessary tools, equipment, supplies and materials needed to perform the job, and finally, the future trends and concerns for the profession of **«Program»**.

The overall purpose of the DACUM is two-fold: One, it indicates to us what we **should** be teaching which keeps our program current with industry and "real-world" needs; and, Two, it points out to faculty and administrators what skills are no longer needed or relevant, or in essence, what we **should not** be teaching.

When the final DACUM process is completed, our **«Program»** faculty members will utilize the DACUM to revise our curriculum. A revised curriculum pays valuable dividends to SCC students, faculty and administrators as well as taxpayers and companies who hire our graduates. DACUM can provide a solid foundation for program development and revision including detecting possible faculty training needs as well as strengthening business-industry-labor links and support.

Your assistance in this worthy project is incredibly valuable to our faculty and our students. We are most grateful to you for allowing your employee to share their time and expertise with us.