



THE 3 C'S

Focus on CONNECTION over CONTENT
How we teach over *what* we teach



1

Connection to CONTENT

Why are we learning this and why should I care?

Foster opportunities for emotional engagement with content – how does this relate to a student's personal or professional life?

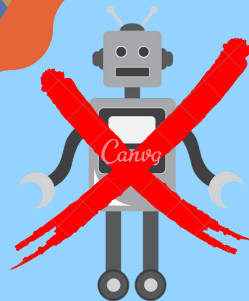
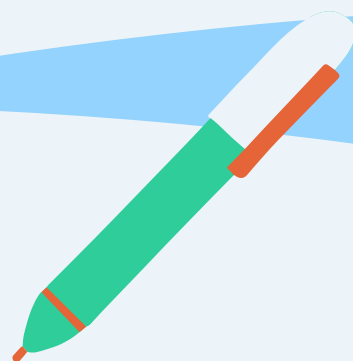


2

Connection to CREATOR

Student-instructor connection

Learners are more likely to invest in lessons if they respect the instructor. Refer to students by name. Be your authentic self – no instructor robots!



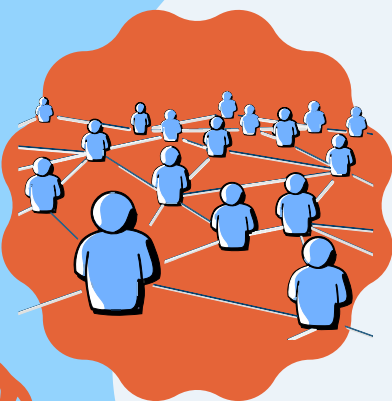
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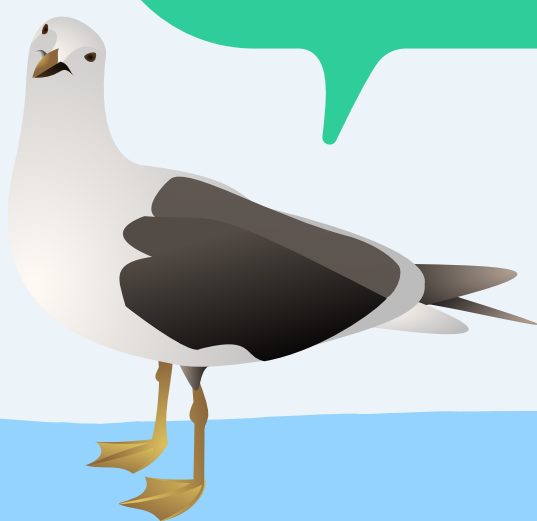
Connection to COMMUNITY

Student-student connection

Students are more likely to succeed when they know others in the class. Create accountability buddies or teams. Share poll results. Offer *low-stakes* opportunities for interaction, collaboration, or competition.



Some students are shy.
Idea: Run a class session using alter-egos. Everyone chooses a new name and image, perhaps relevant to the lesson. All cameras off!



Exercise: Choose a random, "boring" topic, such as watching paint dry. Can you design a way to teach it using the three C's? Foster opportunities for storytelling, low-stakes debates, competitions, visual sharing, etc.



Citation

Bakkie, Dustin. 2021. "How To Drive Student Engagement In Your Online Courses – The HIT Lab." *YouTube*.
<https://www.youtube.com/watch?v=pBH7rFEnOBM>.