Graduate School of Education & Human Development

THE GEORGE WASHINGTON UNIVERSITY

Educational Technology Leadership

ONLINE

Master of Arts in Education and Human Development, in the area of Educational Technology Leadership, and

Graduate Certificates in:
• E-Learning
• Instructional Design
• Multimedia Development

• Training and Educational Technology
• Leadership in Educational Technology
• Integrating Technology into Education
Advance your career through innovation in education

The George Washington University’s Graduate School of Education and Human Development is pleased to offer a master’s program and six graduate certificates in Educational Technology Leadership ideal for educators, principals, instructional designers, trainers, administrators and counselors seeking leadership roles in E-Learning, instructional design and curriculum development.

**EDUCATIONAL TECHNOLOGY LEADERSHIP**

This course of study is designed to prepare education professionals for career advancement through the application of educational technologies.

- **Gain expertise** with the latest technological innovations used in corporations, government and education
- **Prepare for leadership roles** in course development, design and E-Learning
- **Upon successful completion the Graduate Certificates in Educational Technology Leadership** are 100% transferrable to the master’s degree if you decide to continue your studies.

Our online, distance learning programs in Educational Technology Leadership include:

- Master of Arts in Education and Human Development, in the area of Educational Technology Leadership
- Graduate Certificate in E-Learning
- Graduate Certificate in Instructional Design
- Graduate Certificate in Multimedia Development
- Graduate Certificate in Training and Educational Technology
- Graduate Certificate in Leadership in Educational Technology
- Graduate Certificate in Integrating Technology into Education

Speak with an Enrollment Advisor today. Call 1.888.943.7970 for more information about the George Washington University Educational Technology Leadership online programs.
Our online, distance learning programs in Educational Technology Leadership includes a master of arts (MA) degree and six graduate certificate options. The graduate certificates are 18-credit-hours each and focus specifically on an aspect of the field, such as Instructional Design, E-learning or Multimedia Development. The master of arts degree is 36-credit-hours in length and is much broader and extensive in nature.

**Master of Arts in Education and Human Development, in the area Educational Technology Leadership (ETL)**

The master of arts degree is an innovative program that:

- **Prepares individuals** for leadership roles and the potential for career advancement
- **Improves teaching and learning** through the application of educational technologies used in corporations, organizations, associations, government, education and foundations

The program was founded on three beliefs:
1. Leadership skills and technological competence are fundamental to the appropriate and successful utilization of technologies in educational settings
2. Access to the requisite knowledge should be universal, despite the barriers of distance, personal physical limitations and lifestyle
3. Educational technologies focus on improving human performance and learning

**Graduate Certificate in E-Learning**

The Graduate Certificate in E-learning provides students with the foundational knowledge and skills required to design, develop and implement effective materials for learning in the Digital Age. This program is ideal for individuals involved in online education, including instructors teaching at a distance, or those who would like to develop these skills. The program prepares students to apply the theories, principles, models, tools and techniques associated with E-learning in diverse organizational settings.
Graduate Certificate in Instructional Design

This 18-credit-hour online Graduate Certificate Program provides students from varied professional backgrounds with the knowledge and skills to lead all phases of an instructional design project. Coursework provides students with the skills to integrate technology effectively into their instruction. Graduates will demonstrate an ability to lead the design of effective instruction through proficient analysis, planning, design, development, evaluation and management.

Graduate Certificate in Multimedia Development

The Graduate Certificate in multimedia development program develops students’ ability to plan, design and evaluate multimedia materials used for instructional purposes. Graduates will demonstrate a comprehensive knowledge of theories, principles, technologies and techniques that can be applied to the development of multimedia materials for a variety of audiences. Students will have the opportunity to create a portfolio that demonstrates and showcases their skills in multimedia development.

Graduate Certificate in Training and Educational Technology

Students from various professional backgrounds will be equipped with the knowledge and skills required to design and develop effective instruction for delivery in various learning formats. From the assessment of needs and the analysis of learning objectives to the rapid development of instructional materials and their evaluation, the 18-credit-hour online program prepares students to apply the techniques of instructional design and E-learning in diverse organizational settings for training purposes.

Graduate Certificate in Leadership in Educational Technology

Graduates of this 18-credit-hour Graduate Certificate program will be able to apply foundational leadership principles and theories to learning activities in their work place. Through engaging online coursework, students will learn to lead the use and implementation of educational technology effectively in a learning environment. The ideal candidates for this certificate will be those who aspire to become leaders in an educational technology environment, and those who are already in leadership positions but lack formal educational technology instruction.

Graduate Certificate in Integrating Technology into Education

This 18-credit-hour, online Graduate Certificate program provides students from diverse professional backgrounds the skills to apply, manage, and evaluate theories, standards, technologies and techniques for integrating technology within their professional educational settings. Graduates will develop the skills necessary to create a plan for managing the integration of technology in their own professional educational settings.

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Master of Arts in Education and Human Development, in the area Educational Technology Leadership (ETL)

The master’s degree program consists of 12 courses: 9 required and 3 electives. All ETL courses are worth 3 credits each for a total of 36-credit-hours.

Required Courses:
- Managing Computer Applications
- Educational Hardware Systems
- Applying Educational Media and Technology
- Computers in Education & Human Development
- Instructional Design
- Development Multimedia Materials
- Leadership in Education
- Education Policy
- Introduction to Quantitative Research

Elective Courses:
Choose any three of the following courses:
- Critical Issues in Distance Education
- Instructional Needs Analysis
- Learning, Technologies and Organizations
- Developing Effective Training with Technology
- Computer Interface Design for Learning
- Advanced Instructional Design
- Developing Digital Professional Portfolios

Graduate Certificate in E-Learning

Learning Outcomes:
E-Learning Graduate Certificate students will:
- Develop foundational knowledge and skills required to design, develop, and implement effective materials for E-learning.
- Learn the skills necessary to be successful E-Instructors and E-Learners.
- Learn how to design effective instruction for online learning environments, evaluate critical issues in distance education, and develop multimedia distance education materials.
- Prepares students to apply the theories, principles, models, tools, and techniques associated with E-Learning in diverse organizational settings.

Required Courses:
- Applying Educational Media and Technology
- Instructional Needs Analysis
- Computer Interface Design for Learning
- Instructional Design
- Developing Multimedia Materials
- Learning Technologies and Organizations

Graduate Certificate in Instructional Design

Learning Outcomes:
Instructional Design Graduate Certificate students will:
- Build the foundational knowledge and skills required to design and develop effective instruction for delivery in a variety of learning environments.
- Examine the assessment of needs, analysis of learning objectives, and rapid development of instructional materials.
- Apply the theories, principles, models, tools, and techniques of systematic instructional design in diverse organizational settings.

Required Courses:
- Applying Educational Media and Technology
- Instructional Needs Analysis
- Computer Interface Design for Learning
- Instructional Design
- Advanced Instructional Design
- Developing Multimedia Materials

Graduate Certificate in Multimedia Development

Learning Outcomes:
Multimedia Development students will:
- Develop comprehensive and foundational knowledge and skills required to design, develop, and evaluate multimedia materials for instructional purposes.
- Learn to apply theories, principles, technologies, and techniques for the development of multimedia materials to be used in a variety of professional settings.
- Integrate their professional experiences into their learning, apply course assignments to their current professional activities, and actively engage with other professionals in the development of multimedia materials.

Required Courses:
- Computer Interface Design for Learning
- Instructional Design
- Advanced Instructional Design
- Developing Multimedia Materials
- Developing Digital Professional Portfolios
- Computers in Education and Human Development
Graduate Certificate in Training and Educational Technology

Learning Outcomes:
Training and Educational Technology Graduate Certificate students will:
- Be prepared for the demand of organizations for technology-rich learning and leaders that can guide the integration of instructional technologies with traditional classroom instruction and E-learning.
- Develop the foundational knowledge and skills required to lead organizations effectively in the application of technologies in their learning activities.
- Examine the assessment of needs by applying the systematic design of instruction, evaluating the role of technology in leadership development, and assessing distance education (or E-learning) opportunities.
- Apply the theories, principles, models, and tools of instructional technology and distance education in diverse organizational settings.

Required Courses:
- Instructional Needs Analysis
- Learning, Technologies and Organizations
- Developing Effective Training with Technology
- Instructional Design
- Leadership in Education
- Managing Computer Applications

Graduate Certificate in Leadership in Educational Technology

Learning Outcomes:
Leadership in Educational Technology students will:
- Develop foundational knowledge and skills required to be effective educational technology leaders.
- Learn leadership skills, including policy making, with an emphasis on the use of technology in classrooms and other learning arenas.
- Prepare students to apply the theories, principles, models, tools, and techniques associated with leadership in an educational technology environment.
- Learn how technology can be effectively applied in an organization.
- Examine a variety of software and hardware systems and evaluate educational technology software and implementation plans.

Required Courses:
- Educational Hardware Systems
- Applying Educational Media and Technology
- Learning, Technologies and Organizations
- Leadership in Education
- Education Policy
- Managing Computer Applications

Graduate Certificate in Integrating Technology into Education

Learning Outcomes:
Integrating Technology into Education Graduate Certificate students will:
- Develop foundational knowledge and skills required to integrate technology effectively in their instruction
- Apply, manage, and evaluate theories, standards, technologies, and techniques for integrating technology within their professional educational settings
- Integrate their professional experiences into their learning, apply their course assignments to their current professional activities, and actively engage with other professionals for integrating technology within their professional educational setting

Required Courses:
- Managing Computer Applications
- Applying Educational Media and Technology
- Computers in Education and Human Development
- Instructional Design
- Developing Multimedia Materials
- Leadership in Education
To apply to the Educational Technology Leadership online programs, applicants must supply the following:

- Online application form
- $75 application fee (non-refundable)
- Current resume
- Statement of purpose
- Two (2) letters of recommendation
- Completed official undergraduate transcripts from all institutions attended
- GRE or MAT examination scores are optional for Master’s program. Not required for graduate certificates.

For international applicants, additional requirements include:

- Performance on the Test of English as a Foreign Language (TOEFL) examination (minimum score for paper-based is 550 and computer-based is 80 to qualify). For the academic IELTS, an overall band score of 6.0 with no individual score below 5.0 is required for admissions.
- Degrees earned outside the US require coursework be evaluated by a member listed in the NACES.

About the George Washington University

The George Washington University (GW) is a thriving academic institution, located in the heart of Washington, D.C. Chartered by the United States Congress in 1821, GW has remains the largest higher education institution in the capital city after more than 180 years. In this hub of both national and international power and influence, GW helps to shape the leaders who benefit and serve the global community.

The George Washington University upholds a tradition of excellence in multiple fields of academics, as noted by the consistent recognition awarded GW by distinguished publications such as U.S. News & World Report and Financial Times.

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