Dr. Thomas J. Tobin

Author & Speaker on Quality in Higher-Education

Universal Design for Learning (UDL)
Copyright in Higher Education
Evaluating Online Teaching
Leadership Consulting
Academic Integrity

“Aside from the glowingly positive evaluations, many faculty members have subsequently told me that they have implemented Tom’s ideas into their face-to-face and online courses. This was faculty development at its best.”
— Steven Sawyer, Associate Dean, Texas Tech U

“I went to Tom Tobin’s presentation on copyright and even though I’ve been through a number of copyright trainings, I have to say that his materials and way of presenting things was the best I’ve seen (and funny, too).”
— April Bellafiore, Dean of eLearning, Bristol CC

“For those of us who coordinated the two-day event, we appreciated your prompt responses, follow-up, and detailed pre-assessment of our campus culture and needs.”
— Melanie Clay, Dean of Online Program, U of W Georgia

“Dr. Tobin’s Southeastern UDL Conference keynote was the perfect combination of expertise and energy that we needed to start off our conference. We knew we had picked the right keynote presenter when we heard attendees in the sessions referring back to the keynote presentation. Dr. Tobin masterfully provided a message that was powerful and captivating for attendees. The experience was fun, interesting, and insightful.”
— Heidi Leming, Vice Chancellor for Student Success, Tennessee Board of Regents
Keynote and Workshop Topics

**Evaluating Online Teaching**

Learn 5 use-them-now practices to align student ratings, peer observations, & administrative evaluations from my book *Evaluating Online Teaching* (Jossey-Bass).

“Super job. Thanks for making something arduous so entertaining.”
“Excellent job of presenting complex information in an easy-to-understand manner.”
“Nobody really put all of this together for me like you did. I learned new ideas, and I’ve been in e-learning for 15-plus years!”

**Reach Everyone, Teach Everyone: Universal Design for Learning**

Universal Design for Learning (UDL) makes interactions more engaging for everyone. Increase learner retention through practical design steps from my book *Reach Everyone, Teach Everyone: UDL in Higher Education* (West Virginia U Press).

“Dr. Tobin presented an interesting and thought-provoking presentation that not only educated the audience, but began discussions on our campus about utilizing UDL.”

**Copyright for Faculty and Administrators**

I offer plain-language best practices for both U.S. & Canadian faculty and administrators about copying materials for teaching, and who owns content they create. Help the learning to “stick” with copies of my comic book, *The Copyright Ninja* (Saint Aubin Comics), for your participants, too.

“You made copyright not terrifying but fun! Thanks!”
“Wow. I got lots of information about copyright that I could use right away.”

**Three Paths to Academic Integrity across Campus**

Many campuses approach academic integrity as “catching cheaters.” You’ll get specific strategies that you can implement immediately to increase campus academic honesty (and, yes, catch cheaters).

“Your academic-integrity workshop stimulated conversation and action on our campus. It was definitely worth the money!”

**The Alt-Ac Career Path**

Many of with advanced degrees have been trained only to be faculty members. Based on my new book, *Going Alt-Ac: A Guide to Alternative Academic Careers*, learn about rewarding paths in the alternative-academic, or alt-ac world, and how to steer your career, whether you are a new professional or looking to make a switch.

“If Going Alt-Ac had been available twenty years ago as I began my own post-Ph.D. non-traditional academic journey, it would have saved me from years of career angst.”

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Let’s Work Together

CUSTOMIZED FOR YOU

Every engagement includes pre-session phone calls with program leaders to make sure that I understand your needs. If appropriate, I also ask for the opportunity to speak to some likely participants before the program, to get additional insights and customize for your audience.

PREPARATION & LOGISTICS

In our discussions, we will craft a detailed planning process to support your event. I supply program descriptions, brief and extended speaker biographies, publicity photographs, and written introductions for each program segment. In addition, I recommend the following setup items (from which we will customize further):

- Pre-arranged room layout details
- Sound system with wireless lavaliere microphone and connection to computer for videos
- LCD projector with remote
- Projection screen large and high enough to allow visibility to all participants (off to one side is ideal)
- Raised platform for presentation if possible
- Side table for supplies and display
- High stool—no podium please. I like to move around and interact with the audience!
- Room temperature water available
- Flip chart with markers
- Clock or timer visible to the presenter

RECORDINGS AND ANCILLARY MATERIALS

Clients are permitted to record audio, video, and still images of the program for the private use of their employees. Clients must place audio and video recordings where only employees may gain access and may not place audio or video recordings on publicly accessible media without prior agreement. Still images may be used on both public and private media. In creating recordings, you grant me an unrestricted license to copy, modify, and share your recordings of the program.

I provide all supporting materials at least 4 weeks ahead of the program. It is the client’s responsibility for duplication of one copy of handouts and materials per participant. All content used in the program is copyright Thomas J. Tobin or used with permission or by license. I share all of my ancillary materials (e.g., handouts, workbooks, checklists) with clients under a Creative Commons BY-NC-SA license.

YOUR SATISFACTION IS MY GOAL

I work hard to ensure that my work helps you to meet your goals. At any time, for any reason, if you are not satisfied, please let me know. I will work with you to make things right. I am happy to put you in touch with former clients who can attest to my commitment to excellence, personal touch, and focus on strategies that people can use right away.

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Fee Schedule

Valid for programs booked before December 31, 2019

**BASE FEES**

<table>
<thead>
<tr>
<th>Description</th>
<th>Fee</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Keynote or presentation (up to 90 minutes)</td>
<td>$3,000.00</td>
<td>all amounts in U.S. dollars</td>
</tr>
<tr>
<td>Half-day program (up to 3 hours)</td>
<td>$5,500.00</td>
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</tr>
<tr>
<td>Full-day program (up to 7 hours)</td>
<td>$10,500.00</td>
<td></td>
</tr>
<tr>
<td>Consulting (minimum 2 hours)</td>
<td>$250.00 / hour up to 10 hours, then $100.00 / hour</td>
<td></td>
</tr>
<tr>
<td>Panel participation</td>
<td>$2,000.00</td>
<td></td>
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</tbody>
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Special rates for charitable and service events are considered on a case-by-case basis.

**TRAVEL & RELATED FEES**

I offer a number of options for payment of travel, hotel, and meal fees:

- **Local**: For clients within 100 miles of State College, PA, no additional fees are charged beyond the base fees.
- **Regional**: For clients 100 to 150 miles from State College, a $150.00 per diem fee covers travel and meals, or $300.00 per diem also includes overnight hotel.
- **Expensed**: I supply a statement showing actual costs for air tickets, transportation to and from airports, hotel, meals, tips, and shipment of materials and supplies. The client reimburses me within 30 days of receipt.
- **Turnkey**: Client pays a flat fee of $1,500.00 to cover all items listed in the “Expensed” category.

**PAYMENT TERMS**

A deposit of 50% of the base fee is required upon booking confirmation. The remaining 50% of the base fee (and the entire turnkey or regional fee, if applicable) is required when the speaker arrives at the program. Expensed fees are required to be paid within 30 days of the client being provided the written invoice.

Please make all checks payable to Thomas J. Tobin. With advance notice, I am also able to accept credit-card and PayPal payments (a 2% surcharge applies).

**CANCELLATION & RESCHEDULING**

In the event of cancellation more than 30 days prior to the program, I will re-book the program on a mutually convenient date within six months from the intended date, with no penalty.

If the program is canceled and cannot be rescheduled, the initial deposit will be considered full and complete payment. Programs canceled within 30 days of the scheduled date will be charged the full base fee.

If I attend the program and do not speak due to program schedule conflicts, full payment is still required.