

# The Originality Ambassador Certification Programme

Personal development in change management to break  
through the invisible barriers of Turnitin adoption



## Has growth in your Turnitin usage hit an invisible barrier?

Turnitin can catalyze creativity through critical thinking and minimize intellectual laziness. But after the roll out and training, past the initial excitement, usage can settle at a disappointing level of both quantity and quality. The educational technology investment can become lethargic and stall.

This is a common story. But why does it happen?

Introducing any new educational technology creates consequential ripples in the organisation, like dropping a stone into a pool. The budget, technical requirements, support and training are only the first few of these ripples. Educational technology projects require people in the organisation to change their practices, as much as acknowledge a new technology and so after the implementation these ripples follow. For instance:

- Reporting structures and job roles may need to be adapted which requires leadership's sponsorship. They'll need to fully understand the technology's value proposition to agree.
- Plagiarism policies and the linked disciplinary procedures may need to change. You'll have to consult with a wide group of stakeholders to achieve it.
- This is before we take into account lecturers' existing attitudes, behaviours, pedagogical skills, and what plagiarism means to differing faculties with divergent practices.

These ripples form invisible barriers, which if left unmanaged, rob your efforts of momentum pushing them back to a stop. The work of navigating these ripples is the work of change management. It requires specific skills such as:

- Validating and articulating a technology clearly and simply across the organisation
- Identifying and managing sponsors and stakeholders
- Planning timescales and communication

The Originality Ambassador Certification Programme (OACP) is a personal development opportunity designed to equip you with these skills within a meaningful and pragmatic framework, as you develop a real-life Turnitin implementation strategy.

Since 2004 we have heavily invested in research into organisational development. The OACP unites our previously discrete activities into a full change management certification programme.

## **Skills, processes, tools and resources to manage change in the wider organisational context.**

The objective of the course is to empower our ambassadors. We'll provide key skills, tactics, templates and resources to successfully undertake a change management journey with Turnitin, towards improved education outcomes.

The Originality Ambassador Certification Programme empowers you:

- To achieve higher levels of Turnitin adoption
- Cultivate richer educational outcomes
- Engage your community effectively with proven strategies
- Deliver higher return on educational technology investments (ROI)

The Originality Ambassador Certification Programme enables you to:

- Develop a sound, leadership-sanctioned implementation plan
- Engage key stakeholders with confidence
- Undertake a baseline evaluation of current adoption and institutional readiness using our 'Steps to Maturity' framework, to determine the gaps in the current implementation
- Build wider stakeholder consensus regarding the importance of Turnitin across the organisation
- Develop effective and engaging plagiarism and academic integrity policies
- Customise pre-designed professional development resources
- Add a credible certification skillset to your CV.
- Network with your peers
- Deploy student induction programmes

The OACP also gives you a host of toolkits, templates and our purpose developed canvasses for you plan a fuller implementation of Turnitin:

- Project management templates
- Stakeholder mapping, analysis and engagement toolkits
- Customisable stakeholder communication templates
- Technology Alignment Canvas
- Coaching and guidance on how to write-up and align technology to key institutional objectives
- Marketing campaign resources and canvasses
- The opportunity to have your implementation and action plan evaluated and certified by our experts
- Learning from other institutions' experiences
- Feedback and evaluation program as you roll out your plan, and before you submit a portfolio of evidence in order to receive final Certification.

## The Originality Ambassador Certification Programme change model

The Originality Ambassador program follows a 4-step Change Management Model. These are just some of the activities you'll experience as part of the certification:

### 1. Scope:

We begin with an overview of the baseline evaluation template which is group of tools and templates to determining the current state of Turnitin adoption and outcomes. Comparing this to our Ideal Steps To Maturity Rubric reveals the actions, resources, qualities and contexts we most need to pursue, to work towards higher level outcomes. No two educational institutions are the same; scoping reveals the attitudes, behaviours, skills, and structures, which will ultimately impact the strategy you follow.

### 2. Engage:

Scoping informed our strategy, Engaging moves on to tactics as we review which key stakeholders to take our findings to. This requires careful preparation. We help you build a unique value proposition which aligns with your organisational vision, goals and mission, then clarify and validate it in order to get buy-in from leadership. For example: later on when you create organisational plagiarism policies you want to make sure that leadership is aligned with your efforts at standardising policy support. Without their support disturbing organisational structures and behaviours will be ineffective.

### 3. Co-Create:

Lecturers will only do what they're told nominally, but they'll give themselves fully to what you build together. Here we work with a toolbox of resources to reach a consensus with lecturers about how they are going to implement and use Turnitin in their classes, and what outcomes they need. The Co-Create process releases creative use of Turnitin over and above its plagiarism checking functionality, provoking critical thinking and learner creativity.

### 4. Cultivate:

Once the momentum of the project is well under way you'll need to cultivate a community of practice. This is an essential and fertile breeding ground for sustainable educational technology initiatives as academics share successes, best practices, and the way they've overcome their challenges. Cultivating also helps to build feedback into the project, making it even more 'sticky'.

## One programme delivered flexibly in three formats

The Originality Ambassador Certification Programme is available in three formats:

1. A **blended learning** programme with a mixture of online and face-to-face. Eight weeks online for three hours per week, with one and a half days face-to-face. Enrolment is seat based and drawn from multiple organisations.
2. A **fully online** program for nine weeks at three hours per week
3. A **face-to-face** workshop over three days at a central location

At your premises we can facilitate the program for your entire team, or you could sign up as a participant with a group of institutions and organisations.

Certification is awarded upon submission of a portfolio of evidence demonstrating your work.

## The benefits of a post-certification community

Managing change requires reserves of intellectual and emotional energy. Your peers are a great source of draw from, which is why our post-certification community offers:

- Future program updates
- Originality Ambassador Certification updates
- Online and face-to-face networking opportunities
- Awards and recognition
- Academic research themes
- Opportunities to present at conferences

## What to do next

For more information about the this personal and organisational development opportunity including forthcoming commencement dates please contact:

[info@eiffelcorp.co.za](mailto:info@eiffelcorp.co.za)

Let's get you going!

## Eiffel Corp's background implementing Turnitin

Over the past 18 years we have been privileged to work with hundreds of schools and universities in implementing Turnitin, the world's leading originality checking software.