

Thomas J. Tobin Consulting, LLC



Author & Speaker on Quality in Higher Education

Universal Design for Learning (UDL)

Copyright in Higher Education

Evaluating Online Teaching

Leadership Consulting

Academic Integrity

Alt-Ac Careers

**"an inexhaustible font
of good will, good
writing, & good ideas
for higher education"**
— Jim Lang, author of *Small Teaching*

*"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

*"Tom Tobin carries his breadth and depth of knowledge very easily—totally in command of his subject and quietly confident in his ability to engage an audience. **Everyone came away feeling like 'I can do this.'** Only a true master of a subject can do that. Thank you!"*

— Conor McGuckin, Trinity College Dublin

*"I went to Tom Tobin's copyright presentation. Even though I've been through a number of copyright trainings, his materials and way of presenting things were **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."*

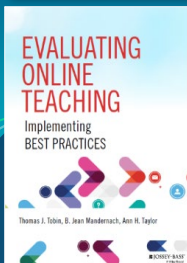
— Melanie Clay, Dean of Online Programs, U of W Georgia

*"Dr. Tobin's keynote was the perfect combination of **expertise and energy** that we needed to start off our conference. We knew we had picked the right presenter when we heard attendees in the sessions referring back to the keynote. 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

Keynotes, Workshops, & Consulting

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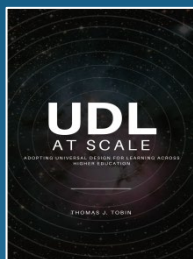
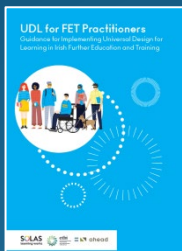


Evaluating Online Teaching

Learn 5 use-them-now practices to align student ratings, peer observations, & administrative evaluations from my books *Evaluating Online Teaching* (Jossey-Bass) & *Evaluating Teaching in the Digital Age* (Johns Hopkins UP).

*"Super job. Thanks for making something arduous **so entertaining**."*

*"Nobody **put all of this together** like you. I learned **new ideas**, & I've been in e-learning for 15+ years!"*



Reach Everyone & Teach Everyone with Universal Design for Learning (UDL)

UDL makes interactions more engaging for everyone. Learn practical design steps from my books *Reach Everyone, Teach Everyone: UDL in Higher Education* (WVU Press), *UDL for Further Education & Training* (SOLAS), & *UDL at Scale* (Harvard Education Press).



Copyright for Faculty and Administrators



I offer plain-language best practices for both U.S. & Canadian faculty members 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*, for your participants, too.

*"You made copyright **not terrifying but fun!** Thanks!"*

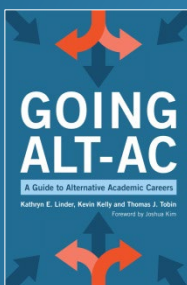
*"Wow. I got lots of information about copyright that I could **use right away**."*



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 us with advanced degrees have been trained only to be faculty members. Based on my book, *Going Alt-Ac: A Guide to Alternative Academic Careers*, learn about rewarding paths in the alternative-academic, or alt-ac world, and how best 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**."*

Long-Format Consulting & Training

When your strategic plans, grant programs, or professional-development goals include new knowledge, training, and strengthened practices across the institution, I can help. I offer turnkey-level services from custom workshop series to semester-based training courses and year-long whole-institution implementation projects. I hold space for large-scale work in every three-month quarter of the year, so let's talk about the big goals you want to accomplish.

*"Dr. Tobin brought **instant expertise** to our campus UDL implementation. He provided all of the materials & content, too."*



Let's Work Together

CUSTOMIZED FOR YOU

Every engagement includes pre-event sessions 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 photos, and written introductions for each program segment. For in-person events, I recommend the following list of setup items (from which we will customize further):

- Pre-arranged room layout details
- Sound system with wireless lavalier microphone and HDMI connection to computer for videos
- LCD/HDMI 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

CAN'T BE TOGETHER? LET'S CONNECT REMOTELY

I have been presenting engaging, interactive, and dynamic webinars since 2005. I will give your attendees actionable take-aways and ways for their voices to be part of the larger conversation. Watch one of my [sample keynote webinar videos](#) to experience how.

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 recordings where only employees may gain access (or on publicly accessible media with 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 3 weeks ahead of the program. It is the client's responsibility for duplication of participant handouts and materials. 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) under a Creative Commons BY-NC-SA license.

YOUR SATISFACTION IS MY GOAL

I work hard to ensure that my programming helps you to meet your goals. At any time, for any reason, if you are not satisfied, let me know and 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 use-them-now strategies.

Fee Schedule

Valid for programs booked before June 30, 2025

BASE FEES

Keynote or presentation (up to 90 minutes)	\$ 5,500.00	all amounts in U.S. dollars
Half-day program (up to 3 hours)	\$10,000.00	
Full-day program (up to 7 hours)	\$19,000.00	
Consulting (minimum 2 hours)	\$ 350.00 / hour up to 10 hours, then \$200.00 / hour	
Panel participation	\$ 2,500.00	
Long-term (courses, projects, coaching, etc.)	negotiable	

I also offer special rates for charitable, service, and special-audience events. I am pleased to add same-day follow-on events for student audiences or the general public at no additional charge.

Some clients like to thank speakers with token gift items. In lieu of a mug, pen, blank book, or logo-bearing socks, please contribute what you would have spent to your institution's scholarship or need-based student funds.

TRAVEL & RELATED FEE OPTIONS

Regional: For clients within 150 miles from State College, PA, a \$300.00 per-diem fee covers travel and meals, or \$500.00 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 \$3,000.00 to cover all items listed in the "Expensed" category.

PAYMENT TERMS

For non-travel events (e.g., webinars, remote keynotes, online workshops, remote consulting), payment for the entire invoice is due net 30 days after the conclusion of the event or series. For events involving travel, a deposit of 50% is due upon booking confirmation (if client policies allow). The remaining 50% is due when the speaker arrives at the program. Itemized or expensed fees are required to be paid within 30 days of the client being provided the written invoice and documentation (e.g., travel, lodging, and meal receipts).

Please make all checks payable to **Thomas J. Tobin Consulting, LLC** in U.S. dollars. With advance notice, I can accept credit-card, PayPal, and international wire-transfer payments in local currencies (a 3% surcharge applies).

Meals, parking, local transportation, and other incidentals are provided by client, unless otherwise indicated.

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 more than 30 days prior to the program and cannot be rescheduled, 50% of the total invoice will be considered full and complete payment. Programs canceled within 30 days of the scheduled date will be charged the full invoice. If I attend the program and do not speak due to program schedule conflicts, full payment is still required.

For in-person events, if I am unable to travel due to weather, illness, or other unavoidable delays within 3 days of the event, I will set up a remote connection (at a 10% discount), reschedule, or offer a full refund, at your choice.