



AGENDA
Distributed Learning Council (DLC)
Wednesday, January 19, 2011

Members Present: Kathy Austin, Matt Baker, Hansel Burley, James Bush, Cliff Fedler, Sarah Foley, Karissa Greathouse, Melanie Hart, Sherry Herzog, James Hoffman, Patrick Hughes, Susan Tomlinson, Julie Martenson, Michele Moskos, Amy Murphy, Carla Myers, Jean Scott, Kimberly Vardeman, Vicki West, and Kent Wilkinson

Members Excused: Don Collier, Mary Fehr, Steve Frazee, Glenn Hill, John Kobza, Melinda Mitchell, Valerie Paton, and Vickie Sutton

Guests Present: Jon Strauss, Mallory Barnes, Hunter Williams, and Exa Goode

The meeting was called to order at 11:30 a.m. by Dean Matt Baker. Baker asked the DLC members to introduce themselves.

Action Items

1. Approval of December 15, 2010 Minutes – Matt Baker (Attachment #I)
A motion was made by Sherry Herzog and seconded by Patrick Hughes to accept the minutes as distributed. Motion passed. Baker asked the members to provide any additional changes or edits to the attention of Kimberly Wagner.

Information and Discussion Items

2. Introduction of New Member. Dr. Susan Tomlinson (Honors College) – Matt Baker
Baker welcomed Tomlinson to the Distributed Learning Council and asked her to introduce herself. Tomlinson shared that she is serving on behalf of the Honors College and is replacing Isis Leslie.
3. RCM and Distributed Learning-Jon Strauss
Baker welcomed Strauss to the DLC meeting. Strauss shared that he is the Executive Director of RCM. Strauss introduced Mallory Barnes who is the Assistant Director of RCM, and Hunter Williams who is the RCM Analyst. Strauss began with a power point presentation entitled, "Introduction to RCM: FY2009 'As-If' Model – Responsibility Center Management." Strauss shared that Texas Tech is facing a number of challenges and that these challenges will not be met without concerted effort by everyone. Strauss noted that Responsibility Center Management (RCM) introduces incentives to engage the considerable innovation of faculty and staff in the development of revenues and the management of costs. He shared that those dealing

with day to day issues will have greater budgetary authority under RCM. RCM provides a transparent picture of where revenues are earned and expenditures incurred in the pursuit of the TTU mission and progress toward the goals of the University Strategic Plan. Strauss shared that there is an RCM Council that meets regularly and is guiding the development of the "As-If" model for FY10, as well as a budget based model for FY11. Strauss reviewed a handout with the DLC members, which provided a breakdown of revenue and expenses by Administrative Service Centers (ASC), Subvention Pool, Total Resource, Total Revenue, and TTU Total. This handout will be available on the DLC BlackBoard site.

Strauss opened the floor to the DLC members and the following questions/concerns were addressed:

- If a college has \$1,000.00 in SCH, what part of that revenue will stay with the college and what part goes out?
 - Strauss responded that there will be a 20% "tax", termed Participation, on unrestricted revenues, which would leave \$800.00 for the college.
- How will colleges make a case for subvention funds?
 - Strauss shared that the dean of each college will submit their subvention request through the Office of the President and the Office of the Provost. Initially budgets will not meet the needs of the colleges due to significant reductions expected from the State and there will have to be budget cuts in order to balance the budget. Unfortunately our first RCM year will be difficult and although there will be a tendency to blame budget cuts on RCM, in truth, RCM will simply make the expected reductions more apparent through the transparency of the model.

Baker thanked Strauss and his team for coming and sharing vital information regarding RCM with the DLC members.

For more information regarding RCM, feel free to contact Dr. Jon Strauss or his team by calling (806) 742-2121 or (806) 742-0565 or visit their website at www.ttu.edu/administration/president/rcm. Submit questions or comments to rcm@ttu.edu.

4. Distributed Learning in an RCM Environment- Matt Baker

Baker began with a power point presentation entitled, "Distributed Learning in an RCM Environment." Baker discussed key points of the presentation and noted that this is a very complex issue. Baker shared that it is important to get engagement at the college level as we move forward into an RCM environment. Baker discussed various opportunities to grow programs which included recruitment to on-campus programs, 2+2 B.S. programs, partnerships with regional four-year institutions, and workforce enhancement. Baker noted that it is also important to find a mechanism to bring grant and foundation monies into the university. Baker shared that economic development corporations should also be considered as they can provide funding to get TTU programs into their communities. Baker discussed out-of-state opportunities but mentioned that we will need to consider the new regulations for out-of-state students that are presently forthcoming.

At the conclusion of his presentation, Baker opened the floor to DLC members and the following questions/concerns were addressed:

- How will University College receive funding under RCM?
 - o Baker responded that the Hill Country receives funding through special items. University College is also proposing a distributed learning fee, and looking into grant opportunities.
- Will University College bill for administrative costs?
 - o Baker responded, "No". Baker noted that the proposed distributed learning fee will cover administrative costs. The proposed revenue fee is equivalent to the fees that are waived for non-resident students.

5. New Federal Regulations on State Authorization of Distance Education-Matt Baker
(Attachment #2)

Baker shared with the DLC members that effective July 1, 2011 new regulations on state authorization of distance education will go into effect. Baker shared that he has contacted the Distance Education Advisory Committee (DEAC at the THECB) to ascertain how to handle these new regulations and how this will affect Texas Tech. Baker shared that he has also invited Dr. Rob Robinson, who is a member of DEAC and a Professor at the University of Texas at San Antonio to present on the future of distance education in Texas at the April, 2011 DLC meeting. Baker also informed the DLC members that he has provided information to the deans of each college regarding these new regulations.

After Baker gave the members a few minutes to review the attachment, the following questions/concerns were addressed:

- What are the top two federal concerns?
 - o Baker responded that in terms of Federal programs, the regulations will 1) assure a direct State role in authorizing post-secondary institutions, and 2) clarify what is required for an institution to be considered legally authorized by the State. In essence, the quality of programs delivered in the state. Baker shared that at the state level we are seeing some "turf" issues. Baker also shared that some states are requiring a fee in order to receive permission to have their out-of-state students attend TTU.
- How can TTU get ready for these new regulations?
 - o Baker suggested that the DLC members review the WECT power point and then go to the WCET Website at <http://wcet.wiche.edu/> and review the link entitled, "State Approval: Eight Things You Can Begin Doing Now"

6. TTU @ Fredericksburg Noel Levitz Executive Summary-Julie Martenson (Attachment #3)
Martenson directed the DLC members attention to the attachment entitled, "Findings and Recommendations for Action: Enrollment Opportunities Analysis" for the TTU Fredericksburg site. Martenson shared that although TTU has been in the Hill Country for the past ten years, this fact is not widely known. Martenson noted that Noel-Levitz was asked to conduct this review as a result of the proposed building gift and to see how enrollment numbers could be increased. Martenson shared that Noel-Levitz reported that enrollments could be increased to

1,000 SCH in the next one to two years and that the Hill Country was worth the investment of time and resources. Martenson shared that TTU Fredericksburg will need to make strategic investments in a more personalized, customized and seamless student recruitment, advising, and financial aid process. Martenson reported that the Hill Country sites have had a successful roll-out of the B.A. and B.S. in University Studies. There is also discussion to bring the B.S. in RHIM program to the Hill Country. Baker asked if there was any interest from DLC members for a two to three day trip to see the facilities at TTU Fredericksburg. DLC members responded that they are interested in visiting the Hill Country sites. Baker will look for available dates to schedule a trip in the near future.

7. Undergraduate Scholarships for Distance Learners-Patrick Hughes (Attachment #4) Hughes reviewed the attachment, "University College Off-Campus and Online Incentive Scholarships" with the DLC members. Hughes noted that this handout highlights the scholarships given at the off-campus sites for Fall2010 and Spring 2011. Baker shared that as a new college, the President provided \$250K and University College matched \$250K in order to provide these online incentive scholarships.
8. Success by Degree-Patrick Hughes
Hughes shared that the Texas Higher Education Coordinating Board (THECB) invited universities to submit a proposal for the *Success by Degree: The Texas Baccalaureate Degree Completion Initiative*. This initiative is directed at assisting stop-outs in completing their degrees in a timely manner. Hughes noted that University College proposed a "bundle" of three degrees to be included in the *Success by Degree* initiative. The three degrees include the B.S. and B.A. in University Studies and the Bachelor of General Studies. Hughes is happy to announce that TTU was chosen to be one of seven universities to participate in this initiative. Baker shared that as an added incentive we will now have a list of stop-outs from THECB to contact.
9. Preliminary Distance and Off-Campus Enrollment for Spring 2011-Sherry Herzog
Herzog reported that as of the first class day we have 10,828 enrollments in distributed learning, including Lubbock, for the Spring 2011 semester. Herzog noted that while this number represents a slight increase from Spring 2010, it is down from Fall2010.
10. March 16, 2011 DLC Meeting – Matt Baker
Baker informed the DLC members that due to Spring Break, the March 16, 2011 DLC meeting has been cancelled.

Other

Baker shared that we are continuing to have good dialogue with Regent Nancy Neal, Regent John Huffaker, Dr. John Opperman, Dr. Rial Rolfe, Dr. Brian May and the Provost Office regarding distance education.

Baker shared that in the interest of time, the following agenda items will be moved to the February 16, 2011 meeting.

- 2009 Distance Learning Communication Survey and Longitudinal Analysis – Valerie Paton and Sabrina Sattler
- Changes in GP-IDEA Program Administration-Exa Goode
- TTU System Strategic Planning on Distance Learning – Matt Baker
- Funding Modifications for Out-Of-State, Nonresident Doctoral Students – Matt Baker and Valerie Paton
- Proctoring Services for Distributed Learning Education Students: DLC Feedback to Dr. Pat McConnell – Matt Baker

There being no further business to come before the DLC members, the meeting was adjourned at 1:00 p.m.