



MINUTES
Distributed Learning Council (DLC)
October 18, 2010

Members Present: Matt Baker, James Bush, Cliff Fedler, Don Collier, Mary Fehr, Sarah Foley, Steven Frazee, Karissa Greathouse, Melanie Hart, Sherry Herzog, Bob Hickerson, Glenn Hill, James Hoffman, Patrick Hughes, John Kobza, Melinda Mitchell, Amy Murphy, Carla Myers, Jean Scott, Vickie Sutton, Kimberly Vardeman, Vicki West, and Kent Wilkinson

Members Excused: Kathy Austin, Hansel Burley, Ariel Fernandez, Isis Leslie, Julie Martenson, Michele Moskos, and Valerie Paton

Guests: Constance Barbian on behalf of Michele Moskos

Dr. Baker welcomed everyone to the October meeting of the Distributed Learning Council (DLC) and asked the members to introduce themselves. Baker informed the DLC members that several of our members are attending the Race, Ethnicity, and Community Engagement in High Education conference today.

Action Items

1. Approval of September 20, 2010 Minutes – Matt Baker (Attachment #1)
Amy Murphy made a motion to accept the 9/20/10 minutes as distributed. The motion was seconded by Jim Hoffman. Motion passed.
2. DLC Meeting Date – Matt Baker
 - New Meeting time of 3rd Wednesday was proposed on 7/19/10.
 - DLC Recurring Meeting Request

At the July 19, 2010 DLC meeting, there was some discussion about changing the meeting time of the DLC from the third Monday to the third Wednesday of the month. Baker opened the floor for further discussion to determine the wishes of the members. After some discussion, it was determined by a consensus of members to change the DLC monthly meeting to the third Wednesday of the month effective November 17, 2010. Baker shared that due to budgetary constraints, University College would no longer be able to provide lunch. The members responded that they understood and would simply “brown bag” lunch for this meeting.

Baker asked the members to “decline the series” in Outlook for the Monday meeting and Kimberly would send out a new recurring meeting request to all members to meet on the third Wednesday from 11:30 a.m. – 1:00 p.m.
3. PFP Graduate Certificate in Charitable Financial Planning – Patrick Hughes (Attachment #2)
Hughes asked the DLC members to review the attachment regarding the PFP Graduate Certificate in Charitable Financial Planning. Hughes noted that there is an interesting narrative at the back entitled, “38 Billionaires to Donate Half of Their Fortunes to Charity.” Hughes stated that this will be a 12-hour certificate. Hughes also mentioned that two of the courses have already been approved for delivery and two courses are pending approval. Some discussion followed regarding course approval,

program review, best practices for distributed learning, and the possibility of having an instrument created that could provide standardized feedback for the distributed learning component for courses provided via distance education. Hughes stated that the Subcommittee on Academic Programs has recommended that the DLC approve this proposal. A motion was made by Melinda Mitchell and seconded by John Kobza to accept the proposal as distributed. Motion passed.

Information and Discussion Items

4. Race, Ethnicity, and Community Engagement Conference – Matt Baker

- To be held October 17-20, 2010 at the Overton Hotel and Conference Center

Baker reminded the DLC members that the Race, Ethnicity, and Community Engagement Conference is taking place this week. Baker noted that it is still possible to register to attend on a daily basis and encouraged the DLC members to attend.

5. Marketing Update – Constance Barbian on behalf of Michele Moskos (Attachment #3)

Barbian directed everyone's attention to the Marketing Report (September 2009 – August 2010), which provides an overview of the marketing efforts for the partnerships with various colleges on campus. Barbian noted that in addition to conference and event planning, marketing provides brochures and marketing materials, disseminates email blasts, and handles advertising. They have improved the website to make it more user friendly, which has resulted in an improved bounce rate. Barbian also noted that they now have a link on the main TTU website for online distance learning, which has become the main referring link. Marketing has also added forms in order to track inquiries for all programs and forwards this information to the advisors in the respective colleges. Additionally, they have done a mailing for the MSCI program, the new Ed.D. in Higher Education, and will be working to disseminate information for the Ph.D. in Systems Engineering. If anyone has questions regarding the attachment, or would like to learn more about the marketing department's efforts, contact Michele Moskos.

6. College of Architecture reappointment of Glenn Hill – Matt Baker

- Course Management Systems

Baker informed the members that Hill has been reappointed to serve on the DLC on behalf of the College of Architecture. Baker welcomed Hill back to the DLC. Hill shared that he would like a discussion regarding course management systems. Some of the discussion included:

- The need to look at new programs.
- Management systems must meet ADA requirements and integrate into the Banner system.
- The TLTC is presently reviewing 5-6 different vendors and has compiled a list of 100 faculty and stakeholders who will be invited to come and participate in a review.
- There is interest in moving forward with WebCT.
- BlackBoard is "clunky" and the product is not serviced well.

Baker shared that an agenda item entitled "Learning Management System Evaluation" will be presented for further discussion at the November meeting by Kathy Austin in order to address this concern.

7. Board of Regents Subcommittee on Distance Learning – Matt Baker

Baker informed the DLC members that Regent Nancy Neal and Regent John Huffaker have been charged by the regents to learn more about distributed learning. As a result of a recent meeting that Baker attended, the regents have asked the DLC to answer the following questions:

- What is the process for developing degree demand?
- What is the ratio of online to on-campus learners?

- What faculty incentives are used to encourage online teaching (e.g. monetary incentives, release time, graduate student support)?
- What is the anticipated impact of RCM upon distance learning at TTU?

Baker shared that Regent Neal has a good understanding of distance education. The expectation from the regents is for both qualitative and quantitative responses. Baker noted that some of the challenges in answering these questions will arise in trying to pull information out of Banner. Further, students do not self identify themselves as on-campus or off-campus. To complicate this matter, a number of students are actually both. Baker acknowledged that it would require a full-time individual to interface with colleges in order to get numbers correct in the system. Another problem arises in the fact that another level of human interaction can lead to an increased error rate as there are numerous problems with course coding. Baker shared that he will have Kimberly email the questions to the DLC members in order for them to respond by Friday, October 29, 2010. Baker thanked the DLC in advance for their feedback to the aforementioned questions so he can properly respond to the regents.

8. Request for Information on Dual Credit Programs from THECB – Matt Baker (Attachment #4)

Baker informed the DLC that there has been a request from THECB regarding dual credit programs. Some discussion followed regarding whether or not colleges are working with high schools for dual credit courses, the fact that this is a community college issue and not a university issue at this time, and whether or not the university is required to offer a dual credit course in conjunction with a high school. It was determined, that Baker would communicate with Paton that the DLC is not aware of any dual credit programs offered at Texas Tech at this time.

9. Consultations – Matt Baker

Baker shared with the DLC that Dr. Richard Novak has not yet provided a preliminary report for the Distributed Learning Program Review. The final report will be due on November 1, 2010, and will be forwarded to Provost Bob Smith as soon as it is received. Baker thanked the DLC for their input during Novak's visit. Baker also shared with the members that another consultant has been retained in order to review enrollment numbers in Fredericksburg. Noel-Levitz has been contracted through the office of Dr. Michael Shonrock and to conduct this review. Hickerson stated that this review has not begun at this time.

10. Distributed Learning Enrollment Update – Sherry Herzog (Attachment #5)

Baker directed everyone's attention to the handouts provided by Sherry Herzog showing the distributed learning enrollment numbers. Baker added that enrollment numbers have increased primarily due to the good work of the DLC, the TLTC, and the marketing team. Baker commended everyone as all parties deserve much of the credit for the growth in our programs. Hughes will be sharing this data at the Academic Council meeting to be held 10/19/10. Baker mentioned that TTUHSC is also doing great things and their numbers have increased as well. If you have any questions regarding the data, contact Sherry Herzog.

11. Request to expand Ed.D. in EDLD to ASU – Matt Baker

Baker informed the members that he received word from Paton that all programs delivered off campus require full approval from the Texas Higher Education Coordinating Board. Baker mentioned that Paton wanted the members to be aware that any electronic program delivery must go through the approval process that is outlined in OP 36.04 and must come before the DLC. This includes any addition of a new site for a previously approved program. Paton wanted to ensure that all DLC members were aware of this requirement.

12. Distance Learning Fee Proposal – Matt Baker

Baker informed the members that we are proposing a \$60.00 per semester credit hour (SCH) fee for non-Lubbock students. At present, off-campus and online students who are non-Lubbock based are not charged several fees since they would not be able to take advantage of services offered on

campus. This new fee will assist us in our marketing efforts, infrastructure, and ensure that technology needs are met. Baker noted that this fee is not a “money grab” on University College’s part, but a financial concern in order to ensure that program needs are met. Baker stated that both he and Herzog will continue to be an advocate for the colleges. Baker acknowledged that there appears to be controversy surrounding fees, and we need to be careful as we move forward. There are two sides to the argument: 1) 100% of formula funding should be directed to the teaching college, and 2) there should be an agreed upon split, e.g., 75% to the teaching college and 25% to the student’s home college. Baker noted that there is much discussion regarding this topic going on at the administrative level right now. It is hoped that there will be some kind of revenue redistribution. Unfortunately, if it is determined that 100% of the revenue will go to the teaching college, the interdisciplinary programs will suffer greatly. Baker noted that the requested \$60.00 per SCH fee will be a global fee and is consistent with what the regents approved in the past for ASU.

Other

13. UC Organizational Changes – Matt Baker

Baker informed the members that as a result of current reduction in and anticipated future reductions in funding and available work, University College has recently had to reduce its levels of staffing. Baker stated that the reduction in force (RIF) was required in order to reduce our administrative costs. Baker shared that the RIF positions have occurred in our off-campus sites, middle management, and in our K-12 programs. Baker also informed the members that the position vacated by Dr. Rosslyn Smith will not be filled. It is important to note that all RIF positions were not based on personnel performance but rather were due to administrative decisions that needed to be made. Therefore, if any University College employees apply for positions in your respective colleges, please feel free to contact him for a reference.

14. DLC Reports

Baker opened the floor for the members of the DLC to provide a brief report on behalf of their college. The members of the various colleges reported regarding enrollment numbers for Arts and Sciences, an invitation to come and see the new B.A. building, concerns from TTUHSC regarding BlackBoard, the Dean search in Education, and the retirement of Dr. John Burns in Agriculture. It was also mentioned that an Interim Dean for the Graduate School will be named soon and that Engineering has made an offer to one of the Dean candidates. Hickerson reported on behalf of the off-campus sites that they are working on an application to the Texas Higher Education Coordinating Board to create a multi-institution teaching center in Fredericksburg. Baker added that the regents want to see enrollment numbers increased in Fredericksburg before they will move to accept the building gift.

Hughes noted that the Distance Learning Subcommittee of the Strategic Enrollment Planning Committee (SEPC) will be sending out an email soon in order to solicit assistance from the DLC in answering some questions for their report due in December. Hughes thanked the members in advance for their willingness to respond to the email.

Baker reminded the DLC members that it is important to report back to their respective deans with information regarding DLC. It was suggested that members could provide their deans with a copy of the minutes as they are finalized.

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