

Academic Outreach
Spring 2007 Minutes
Thursday, April 26, 2007
10:00 a.m. to 3:30 p.m.
OhioLink 3rd Floor

Attending AO Members: Dr. Melody Clark **Chair**, Dr. Marilyn S. Jones, Wendy Lampner, Dr. Connie Molnar, Cynthia Potteiger, Gloria Powell, Denise Price, Amy Sues, and Dr. Nancy Thibeault

Regrets: Mary Beth Aust-Keefer, Indra Canagaratna, Randy Green, Melanie L. Hoffman, and Amy Sues,

Ex Officio: Dr. Kate Carey, Gail Peters, Nancy L. Ragias and Dr. George E. Steele

Meeting Goals: To assess and develop statewide implementation strategies for existing CENTSS Audit Project and the RightNow CRM system projects for improving student services and develop statewide implementation strategies.

Announcement: The [OLN AO Wiki](#) provides updates on three AO related projects: CENTSS Audit, Regents Degree, and CRM systems.

CENTSS Audit Teams Report: Melody Clark, Nancy Thibeault, and Wendy Lampner provided their perspectives on their institution's involvement with the OLN CENTS Audit Project. The three participating institutions were: University of Cincinnati, Sinclair Community College, and Stark State Technical College. The OLN CENTSS Audit Project selected these three institutions to take the audits and participate in the accompanying WCET and High Learning Commission's "Improving Web-based Student Services Workshops." Due to weather in February 2007, none of these institutions could participate in the scheduled workshops in Chicago. Instead, OLN assisted each of these institutions by facilitating a half day workshop in April 2007. At these workshops, institutions reviewed their CENTS Audit results and identified short-term and long-term changes for the Web-based student services.

All three presenters believed the activity was positive. The use of the audits and workshop provided a forum for various campus representatives to meet and discuss how to improve Web-based student services. The audit tool also provides a framework and language to conduct the conversation. Further, the discussion assisted efforts 1) to find and implement free or inexpensive software, 2) identified what institutions' are doing well and 3) clarified and reinforced goals institutions' already established for their Web-based student services.

Action: The panel recommended and the AO committee approved that OLN expand this pilot to include more Ohio institutions. There will be additional conversations with the three pilot institutions, as to whether a

one day discussion or a teleconference meeting this summer, will be of value. An element of this discussion would consider having representatives from these institutions assist other institutions, through OLN regional learning centers with future CENTSS audit efforts. Also considered, will be the suggestion that all three of these institutions re-take the audit in 18-24 months, to assess their progress.

Customer Relations Management Systems (CRM): George reported that he is in conversation with several CRM system vendors. He hopes that we might be able to arrange for an OLN member price with interested vendors as identified by the OLN community. He noted that many institutions appear to be making independent inquires about purchasing these systems. Conversation followed addressing the cost of these systems and integrating these with student information systems.

Action: AO recommended that OLN continues to investigate a member cost and the possibility of holding a vendor fair this summer, where representatives from Ohio's higher educational institutions can meet and review a variety of CRM vendors and their systems.

Implementation Strategies to Reach Strategic Goals: Members of AO reviewed OLN strategic goals and offered suggestions. Some of their recommendations include:

- Maintain AO's focus on the experience of the e-learner as the committee's primary responsibility
- Recognize that the experience of the e-learner encompasses more than those enrolled in "distance learning," that this also includes those traditional students working in a variety of technology rich blended environments.
- Address these changes by ensuring that future membership on AO should include a broader cross section of student service representatives.
- To better serve e-learners, OLN should consider modifying E 4 ME to serve regional needs.

Updates:

Marketing:

Nancy announced that radio ads for E 4 ME and OhioLearns! have run from January through April 2007 in various parts of the state. The OLN collaborative radio buy offer was embraced by Cleveland State University and the radio ads will start next week in the Cleveland metro area for this joint promotion. Promotional activities for E 4 ME is progressing with the Columbus Crew for this spring and summer. OLN will give E 4 ME hats to the campus with highest referrals to the course. Lorain County Community College achieved this

distinction this winter. Nancy also informed us that the UCEA Directory (<http://www.uceadirectory.org/>) can list institution's DL programs for free. Questions about marketing should be directed to Nancy at nragias@oln.org

Action: OLN should investigate if we can download information fields from ours catalog, into UCEA directory.

Ralph Regula School of Computational Sciences:

Kate announced that planning is proceeding and is focused to offer a certificate in AU-2007 in computational sciences. More information is available at: <http://www.rrscs.org>

Regional Learning Centers:

Sheryl Hansen provided an update of Regional Learning Center activities. More information is available at: http://www.olin.org/LCI/lci_regional_ctrs.php

Regents Degree:

Kate also announced that the efforts at creating a Regents Associates ATS Degree with Owens, Lorain, Lakeland and Columbus State Community Colleges are progressing. A variety of work teams have been created and their progress can be seen on the [AO Wiki](#).

Smarthinking: Gail provided an update on OLN institutions participating in the OLN/Smarthinking buy. Two workshops were recently held in Ohio to introduce this Web-based tutoring service to other Ohio institutions. Questions about participating should be directed to Gail at gpeters@oln.org

OhioLearns!: George announce a series of Webinars and Workshops on OLN/HEI catalog maintenance issues for new catalog coordinators or for those who wish to update their skills. The workshops will be held on May 22th at 10:30 a.m. to noon or on June 12th from 1:00 to 2:30 p.m., The workshops will be held on the **third floor** of the Ohio Learning Network, 2455 North Star Rd., Columbus, OH We strongly suggest that all those who attend the workshop, bring wireless capable laptops with them. To register for either the Webinar or Workshop please complete the Zoomerang survey at:

<http://www.zoomerang.com/survey.zgi?p=WEB226CFLB9E3J>

Questions should be directed to George at gsteele@oln.org