

Academic Outreach Committee
October 18, 2001
Columbus State Community College

Attendance: Tim Mott (Chair), Ed Busher, Katrina Carlson-Combs, Connie DiMascio, Tom Erney, Alan Escovitz, Peggy Falkenstein, Tony Hartman, Mark Karamol, Ellen Klute, Jim Pollicita, Tom Shostak (attended through teleconference) OLN staff -- Susan Brown, Kate Carey, Gail Peters, Nancy Ragias, George Steele and Linda Wahn

Introductions:

Kate introduced Tim Mott as new Chair and expressed gratitude and smooth sailing to him on behalf of OLN. Tim thanked Ed Busher for providing the facilities at Columbus State Community College as a meeting place. Tim moved for approval of last meeting's minutes, and by oral vote they were approved.

Distance Learning Specialist Subcommittee Report:

Tom Shostak provided a brief history of the DLS Subcommittee. The subcommittee noted that the DLS roles had evolved and needed to be re-evaluated after two years in existence. The subcommittee reviewed various sources of information including job descriptions for similar positions at other organizations and similarities and differences in organizational missions. It was noted that the DLS are responsible for more coordination of regional activities and outreach efforts than previously anticipated. The subcommittee:

- Reviewed the role of the campus supervisor and recommended that the position be recognized as a mentor rather than supervisor.

- Recommended that OLN maintain four regions rather than six regions.

It was noted that the Governing Board:

- Recommended an increase in RC compensation for the new title and role assignments.

- Recommended that a review of each campus site currently housing OLN staff be performed to ensure that each campus maintain quality service to OLN.

Discussion followed: Tom led a discussion of the DLS job description, and job title change to Regional Coordinator (RC). Jim Pollicita asked if the changes were overlooking the RC individual student contact at the expense of institutional contact. Peggy Falkenstein supported this position by suggesting that the word "individual" be added to point "1" of the job description in conjunction with the word "institution." Gail Peters suggested that it would help if we highlight point "e" in the document. Tim expressed he liked the RC new job description focus on "recruit" and "connect."

Action Steps:

- The subcommittee plan was accepted.
- Kate Carey will proceed with job title change through OSU HR.
- The OLN staff will redraw the OLN regional from six to four.
- The DLS will now be called Regional Coordinators (RC).

- Campus supervisors will now be called Campus Mentors and the Director of Degree Completion Programs will be predominately responsible for the supervision of the RCs.
- Compensation will be provided to RCs and the Director of Degree Completion in view of the title change and duties associated with the new job description and regional assignments.

RAC Procedures:

Tom presented a concern expressed by the RCs regarding their need to perform multiple tasks during RAC meetings, which often times prohibits them from fully participating in the meeting. The primary example was that of taking notes at the meetings while trying to assist with the running of the meeting..

Action:

- The Chair of each RAC should work with each RC to find a solution to address and manage these types of issues. Further, this role should be explicitly stated as a responsibility of the RAC Chair.

Collaborative Degree

Tom reviewed the October 1, 2001 Collaborative Degree Meeting involving participation of the campus leaders from each of the four institutions (i.e. Kent State, Columbus State, Sinclair Community College and Ohio University.) Support for moving ahead with the effort was received at this meeting from the campus leaders. Tom reiterated a theme that emerged from the meeting that this was a collaborative effort not a collaborative degree.

Action:

- The Collaborative Degree Committee will meet on November 8, 2001 at OLN to plan the next steps.
- This committee will provide a progress report to the AO committee in January.

Emerging Needs Report

Kate reported that the Governing Board approved the draft of the Emerging Needs Request for Proposals. She reminded the AO committee that it agreed to review these proposals. She reiterated that this year's effort was a continuation of the development of content for Engineering and Information Technology. In addition, at least \$500,000 was planned for Health Care content development. Health care would be the focus for the next Emerging Needs grants program. She reported that the state's 6% budget cut might influence the allotment of funds.

Action Items:

- The committee should be prepared to participate in the review of the proposals on April 11, 2002 from 10:00 a.m. to 2:30 p.m in Columbus, OH. Kate and George Steele will inform the committee of this. Peggy suggested the review be scheduled a week prior to this date, and that the April meeting be used as a final recommendation session.
- Kate asked the committee to critique a draft of the technology initiatives grant before we send it out. Peggy volunteered her institution's services.

Governing Board Update:

Kate Carey described the new format for conducting business in the Governing Board. One significant change is that all board members will be champions to a specific OLN standing committee. A board member will be appointed to the AO committee and might attend or will contact the AO Chair to help champion the AO agenda.

OLN Catalog Update and Summer Radio Buys Updates

George presented summer quarterly statistics for OhioLEARNS! He also showed the new degree search function in the catalog and reviewed the summer radio buys. Discussion followed regarding the difficulty experienced in running the regional buys as opposed to the statewide buys.

Action Item:

- Tim suggested that on the degree transition page that e-mails to the institutional contact also include a bcc: to OLN or have OLN in the subject line.
- Alan Escovitz suggested that we keep institutions informed of public requests received for degree information on degrees that are not currently included among the list in OhioLEARNS!.
- Nancy Ragias raised the point that her RAC believed the radio adds might have more of an urban orientation rather than rural. The marketing committee will consider this and other concerns expressed by the SE RAC.
- AO committee members should come forward with further reactions to OLN regional vs. urban buys campaigns. Opinions should be e-mailed to Kate.

Catalog Coordinators:

George presented the issue of how many catalog coordinators should be appointed by each campus. General discussion followed.

Action Items:

- AO committee recommended a single point of contact should exist between OLN and each institution's Provost Office. It should be up to the Provost Office to determine the number of Catalog Coordinators assigned per campus.
- Kate will write a draft letter regarding this policy and route it through the committee for reactions.

MOTC

George provided an update report on the July 2001 AO meeting presentation from Mark Weilbacher from MOTC. A letter of understanding between MOTC and OLN will be signed on Oct 23, 2001. Both organizations agreed to promote each other's efforts through sharing publications and by providing links to each other websites.

Regional Coordinators Update:

General updates of the RC activities were presented. Discussion followed, with general comments from the committee expressing satisfaction with the RC efforts.

- Alan discussed Nancy's and Tom's participation in the distance learning efforts by OU and OSU on the development of aquaculture in SE Ohio.

TeachU Activities:

Kate informed the committee that the Technopoli Web site would soon be available for a beta testing. Technopoli – the calendar of training events for faculty in Ohio – will be open to the public after the New Year. She encouraged all to review the site and offer comments.

Action Item:

- OLN will e-mail the URL of the Technopoli site to members of the AO committee for their review and comments.

Technology Initiatives:

Kate provided an update of the Technology Initiatives where 43 proposals were received for content and 12 for student services. The proposals will be reviewed through November, and onsite reviews are set for Dec 2-3, 2001 in Columbus, OH.

Final Updates:

Kate also mentioned that the AO Committee will receive an e-mail regarding a North Central Quality Program Conference to be held in Columbus, OH. Chuck Dull, former Catalog Coordinator from David Myers University, is coordinating the effort.

Jim Pollicita's term was inappropriately marked in the handouts. His term of service has been extended.

On behalf of OLN, George Steele thanked Ed Busher and Columbus State Community College for their assistance in coordinating today's meeting.

Dr. Patricia Smith Hunt's Presentation:

Dr. Smith Hunt presented her dissertation research to the AO committee. She explored the personal perspectives of Blacks, Latinos, and Native American men and women concerning their experiences with telecommunication-based distance learning.

She surveyed:

- Distance education providers
- Adult minority distance learners
- Subset of adult minority distance learners (interviewees)

Method of gathering data was through surveys, phone conversations, e-mail reminders, and interviews.

Findings:

- Participating institutions enrolled more than 135,000 DL
- 29,888 courses offered 1997-98
- DL has many different names – over 25
- DL students are not tracked by ethnicity/race (as opposed to on-campus students ethnicity/race tracking efforts)
- High level of computer ownership and connectivity
- Proficiency and confidence with computer applications
- Effectiveness of distance versus on-campus education
- DL is an unknown entity

- Lack of promotion/marketing to minority audiences
- Language barriers
- Anonymous and color blind nature of distance education