



Academic Outreach

October 26, 2004

OhioLINK

2455 North Star Road

Columbus, OH 43221

Minutes

10:00 am to 3:00 pm

Attending: Tom Sink, Melody Clark, Karen Rhoda, Andaz Ahmad, Melanie Hoffmann, Mary Jane Palmer, Suzanne Patzer (for Ed Busher).

OLN staff: Kate Carey, George Steele, Nancy Ragias, and Gail Peters.

Absent: Ed Busher, Tom Skill, Tim Mott, and Pete Ross.

Welcome:

Chair Tom Sink welcomed all to the meeting.

Database for online adjunct instructors: George demonstrated the beta version of the Adjunct Database created by OLN's Webmaster Wilson Burrows. The purpose of this site is to link those adjuncts seeking an online teaching position with those institutions seeking qualified instructors. The Web site will collect personal data from adjuncts interested in teaching online courses in specific content areas. This information will be shared with selected staff members of higher educational institutions. These staff members will initially be OLN Catalog Coordinators and Distance Learning Directors. An example of the site can be found at: <http://www.olin.org/registry/main.php> and <http://www.olin.org/registry/admin/>. These same selected staff members of higher educational institutions will also be able to post online teaching positions. There were several suggestions for improving the data collected on the adjunct personal data form. These will be included on the revision. A discussion followed on how to market the site. Several different groups and venues were suggested.

Action Steps: George will work with OLN technical staff to implement suggested changes and to activate the site by the end of November, 2004. He will also work with the OLN marketing committee to promote it. Suggestions from the committee to market the site are welcomed.

Quality Seal Implementation: George showed the relationship between the Best Practices for Student Services form developed this summer http://www.ohiolearns.org/catadm/mnt_quality_menu.php and the OLN Principles of Good Practice http://www.olin.org/about_olin/principles.php. He reported on the sub-

committee's recommendations (Melody, Mary Jane, Andaz, and Karen) using the provided handout. George recommended a modification of the existing Institutional Information form http://www.ohiolearns.org/catadm/mnt_instupdate_menu.php as a way to simplify the process for an institution to submit data for recognition as an OLN Best Practices for Student Services site. The committee agreed. Suggested modifications to the existing Institutional Information form (http://www.ohiolearns.org/catadm/mnt_instupdate_menu.php) were distributed. George recommended the modifications to simplify the process for an institution to submit data for recognition as an OLN Best Practices for Student Services site. The committee agreed the form should be modified. The existing sub-committee was charged with completing this task. Andaz stated that this effort should be seen as only a first step for improvement of quality for student services. The committee agreed. Kate suggested OLN could award those institutions that meet the recommendations for Best Practices for Student Services with an award at the ODCE Conference March, 2005.

Action Steps: The sub-committee and George will clarify the language and clarify the information requested by the institutions on the Institutional Information form for recognition as an OLN Best Practices for Student Services site. They will complete this task by December 1, 2004.

E 4 ME and E-Guides Networks: Kate showed a PowerPoint presentation that reviewed OLN's E 4 ME efforts and future plans. The PowerPoint presentation was included in the handouts. Topics she addressed included support services, marketing, partnerships, and scalability. Discussion followed. Andaz suggested that E 4 ME be used as a practice tool to help prepare new faculty who are interested in teaching online. Kate also reviewed the E-Guide program that was formerly called E- Adviser and the E-Fee program. A handout for these programs was distributed before the meeting.

Updates:

Smarthinking: Gail reviewed a handout updating the committee on Smarthinking usage and the new Smarthinking contract. In general, institutions' usage of tutoring hours exceeds last year's initial expectations. Four institutions had to purchase additional hours to meet demand. The new contract that will go into effect for Oct. 2004 through Dec. 2006 will lower the cost of Smarthinking for institutions from \$23 an hour to \$20. OLN is subsidizing this collective buy at \$6 an hour for the institutions. Without a collective buy, institutions would have to pay between \$32 and \$27 an hour depending on hours purchased. Kate plans to continue OLN support of the collaborative buy.

Action Steps: Any institution wishing to join the collaborative Smarthinking contract should contact Gail. Any committee member who becomes familiar with another product or service that would support the delivery of student services at a distance and is amenable to a collaborative purchase should share this information with the whole committee.

OLN Outreach: Nancy reviewed the handout showing OLN outreach efforts. The Ohio State Fair and Worker Compensation University were OLN's most productive efforts. Nancy also noted Gail's outreach efforts to northern Ohio's Chambers of Commerce.

Action Steps: OLN staff will continue to record and report their outreach efforts.

Catalog Report: George reviewed the listing of courses, degrees, and certificates in OhioLearns! Mary Jane raised the point that “courses” are really course sections. She asked if there is a way to acquire how many different courses are in OhioLearns! After some discussion, George said these courses could be acquired, but that the process would involve using the DO file submitted data as a source.

Action Step: George will investigate the feasibility of using the DO file to report on courses, rather than course sections.

Marketing: Nancy reviewed the strong relationship between hits to the OLN Web site and OLN radio buys. Kate mentioned a potential marketing project collaborating with two-year institutions. For every first born baby in Ohio on January 1, 2005, OLN will send the parent(s) an E 4 ME tee shirt. A local two-year institution will provide the parent(s) of the child with one free course. This idea is currently under discussion.

Action Step: Kate and Nancy will report to the committee updates of the marketing venture with the two year institutions. Nancy will send a Web Trends report for one month to Andaz so he can assess the software potential for his institution.

Open University Report: Kate updated the committee on the reaction to the Open University mini-conference in September. The final evaluations of those who attended the mini-conference were positive.

Action Steps: Committee members should send recommendations to Kate for future mini-conferences for Distance Learning Directors. Karen will submit a proposal for a potential ODCE pre-conference workshop.

Collaborative Degree: George stated that at this time institutions working on collaborations are doing so without the assistance of OLN. He maintains contact with those OLN? collaborations that are in progress to see if further assistance is needed. Karen reported that The University of Toledo and Columbus State Community College efforts are continuing. George stated that many institutions’ collaborative efforts are on hold because their efforts are directed toward being compliant with House Bill 95 by April 15, 2005. Melanie provided background on the efforts associated with institutions seeking compliance for transfer and articulation with House Bill 95 and the role CAS is playing in that effort.

Action Step: Committee members should keep George informed if they hear of interest expressed by institutions to collaborate on certificates or degrees at a distance.

Learning Times: George provided a brief demonstration of the LearningTimes software program. (<http://community.olin.org/>)

Action Step: Any committee member who encountered difficulty signing up for LearningTimes should contact George. George mentioned that LearningTimes could be a space for the AO sub-committees to work collaboratively.

HEI/OLN Autumn 2004 Statewide Report on E-Learning in Ohio: Darrell Glenn and Andy Lechler from OBR/HEI presented the distance learning section of the Ohio Performance Report. The report used data derived from the OLN DO and DS files to develop enrollment and student profiles. Due to concern that not all institutions were

able to report their AU 2003 data, a limited, modified version for reporting results was used. Only undergraduate courses and students results were shown. Institutional data was compressed to show collective data for community and technical colleges, university regional campuses, and university main campuses. Collectively, 55% of students attending Ohio public institutions were represented. Discussion followed on several points: why it was difficult for all institutions to participate, whether graduate school results could be shown, and a review of the three year process to acquire institutional buy-in to participate.

Action Steps: Darrell and Andy will review whether there is sufficient data to create a graduate level table for this year's OBR Performance Report. OLN and HEI will meet this spring to review the process to improve institutional participation for next year's report using AU 2004 data. OLN will write their AU 2003 DL Report using four institutions as case studies with a more enriched presentation of the HEI data for those institutions. This data will be submitted for review by those institutions before a public release of the OLN AU 2003 DL Report.

Emerging Needs Program: Kate and George presented a document outlining future steps to review the two Emerging Needs Grants this year. (Grant Information is found at: <http://www.olin.org/funding/emerge.php>.) The schedule is set to complete the review process and present recommendations for funding to the OLN Governing Board at its December 14th meeting.

IT Clearinghouse George reviewed the IT Clearinghouse Web site: http://www.ohioitclearinghouse.org/itc_home.php.

Meeting was adjourned at 2:55 p.m. and Chair Tom Sink thanked all committee members for their active participation.