

## Degree Completion Meeting – October 3, 2000

10:30 a.m. – 2:30 p.m.

OhioLINK Conference Room

2455 North Star Road

**Chair(s)/ Co-chairs(s) present:** Judy Hirschman, Tom Shostak

**Members present:** Peggy Falkenstein, Tom Erney, Jim Pollicita, Ron Skulas

**Members absent:** Ferris Anthony, Suzanne Crawford, Tim Mott

**OLN staff present:** Kate Carey, Barb Henry, Mindy Kannard, Gail Peters, Nancy Ragias, George Steele, Deb Volzer, Andrea Wood

*Meeting called to order at 10:45 a.m.*

**ACTION:** *Minutes from July 6, 2000 meeting approved.*

### General Updates

- A. *Introductions:* New personnel (Andrea Wood, Program Coordinator; Gail Peters, Distance Learning Specialist-NE; and Susan Brown, Distance Learning Specialist-SW)
- B. *Catalog:* Wilson Burrows recently completed redesign, new catalog went “live” on the web Wednesday, Sept. 27. Also, new coordinator’s manual now available on-line.
- C. *Web Site:* Working on content to pass on to Wilson Burrows.
- D. *Retreat:* OLN staff met at Mohican State Park Lodge for a two-day retreat (Sept. 28 and 29).  
Worked on:
  - ❑ developing better communications between and among satellite offices and main office in Columbus
  - ❑ improving database (incl. student tracking)
  - ❑ improving organizational processes (with help from consultants).Generally staff felt the retreat was enjoyable and productive.

### Summer Outreach Update

- A. George Steele’s PowerPoint presentation: statistics resulting from exposure at State Fair and radio advertising (emails, www hits, calls to DLSs, courses in the OhioLEARNS! catalog)
  - ❑ **Generated ideas:** may want to look into automated email replies for those who just want general information, especially if there is a large volume of inquiries.
  - ❑ **Actions:** Members reported some problems with AOL users using WebCT. Should alert OARnet (Acker).

### Distance Learning Specialist Updates

- A. *Nancy:* Participated in faculty fall in-service activities around Ohio. There was at least one in each region. Groups ranged from 20-100 faculty and staff. All DLSs, Kate, Sheryl, and George also participated in these. Good to hear concerns from faculty about DL. They shared

concerns and questions about course quality, retention rates, who owns the course, getting courses in the catalog, how to test, differences or advantages of Blackboard and WebCT, course structure, percentage of institutions that have online registrations, and whether courses are strictly for college students. Lots of valuable insight gleaned from these.

- B. *Mindy*: A prominent public accounting firm wanted help on confidential project. Wanted to meet to find about creating an online MBA program that could be offered as an employee benefit (way to attract candidates and develop business). I helped get that going. Phoenix and David Myers DL programs heavily advertised in Cleveland area—advertising similar to OLN’s.
- C. *Deb*: Participating in college fairs at high schools which were mainly for HS seniors or guidance counselors. Found that some people are becoming aware of OLN, but many don’t know who we are yet. Got a wonderful response. Talked about summer courses, courses for parents who can now go back to school, faculty at high schools seem interested in taking courses to get their CEU, etc. Also finding that students have a hard time transitioning from OLN to actually walking onto campus and getting started. Many campus advisors don’t know about OLN—causes some confusion.
  - **Actions:** More contact with institution advisors and informing them about the usefulness of the OhioLEARNS! offerings. Might be helpful to work more with the professional organizations of college advisors, etc.
- D. *Barbara*: Attended 1<sup>st</sup> Annual BGSU Technology Fair. Created by new executive VP/ Linda Dobb. Celebrating and informing campus about the BGSU’s new SuperNET. Huge success and exciting to be a part of it. Main focus was the innovations demonstrated by departments and faculty at BGSU. This also included OLN grant recipients at BGSU. Attendees were representative of the entire campus community (students and faculty). Also did a breakout session at the fair, but they were not successful because folks didn’t want to leave the fair. (Dobb noted they will likely change this next year.) Several professors had assigned entire classes to attend/ it was required. Great local media coverage (*Sentinel Tribune*, *The Monitor*, and *The BG News*). RAC meeting scheduled for December 18<sup>th</sup>. Not a lot of response from invitations to serve, now have 3 people.

## Marketing

- A. Presentation by Jim Vutech and Missi Schlagheck from Conrad, Phillips & Vutech
  - In addition to the major metro radio spots, CPV proposes OLN create a region-by-region radio advertising program in partnership with institutions to leverage more exposure (in addition to the major metros). \*Printout of presentation provided by Schlagheck
    - OLN to match funding with institutions
    - Main copy of advertisements will be same or similar to the existing radio spots.
    - Jim Vutech indicated that marketing OLN’s nonprofit status has been advantageous. Able to get some “freebies” such as a link on radio station web sites and free public service announcements.
  - **ACTION: Motion to move forward with advertising program as presented**

**unanimously approved by committee members.**

- Need commitments from universities by October 30<sup>th</sup> (preferred). Final back-up date would be November 10. Distance Learning Specialists will be the contacts between OLN and institutions. CPV will provide a “script” so institutions can write their own tag lines.
- **Generated Ideas/ Discussion:**
  - Perhaps groups of institutions themselves could take advantage of this kind of bulk buying of radio time with other initiatives, such as summer school offerings.
  - OLN could use this same system of matching funding with local institutions when doing advertising campaigns in the major metro areas as well.

## **Degree Completion Components**

### **A. Collaborative Degrees:**

- Shostak presented a list of 12 ideas/concepts/tasks that the four collaborating institutions agreed to. (See handout “Agreements” in agenda packet.)
- **Discussion:**
  - Deb is working with financial aid officers to handle questions about financial aid among collaborating institutions. Home institution is responsible for financial aid (Title IV) for a particular student. Host institutions are then responsible for communicating with Home institution. Host institutions must follow guidelines. Yields a little more work for Home institutions to manage the financial aid aspect. One drawback is that students are responsible for paying host institutions.
  - Need for a standard on-line application system (\*handout provided by K. Carey)- creating a database of information. OLN can explore putting funds toward establishing some kind of instrument. Standard application allows for fee waivers in some cases.
- **ACTION: “Agreements” document with 12 items unanimously approved by committee.**
- **Discussion:**
  - If the articulation agreement is sound, students should be able to pursue further study at any participating institution (shouldn’t have a particular advantage at their “home” institution).
- **Actions:**
  - Student Services Task force and emerging degrees should have conversations to make sure efforts are not being duplicated and to share activities and ideas. Degree completion should serve in a more central role.
  - Have a representative from these groups to come to our next meeting and explain their activities. Another option: sharing minutes.
  - Meet with the group on the 16<sup>th</sup> of October. Could also set up a call-in during the pertinent discussion—T. Shostak agreed to call-in to the meeting and talk about DCC’s work— between 11 and 11: 30 a.m..

## B. Emerging Degrees Programs

- (K. Carey) Would DC committee be willing to help evaluate proposals and determine level of funding?
- **Discussion:**
  - Agreement that DC committee would be more suited to judging the effectiveness of the delivery method (quality of distance learning methodology) and NOT curriculum content within specific subject areas.
- **Actions:**
  - K. Carey and G. Steele will develop criteria and get it to T. Shostak, who will then send those criteria, as chair, to the rest of the committee. Copies of the proposals will be distributed to committee members (by OLN staff).
  - Helpful to have the proposals presented in person to the degree completion meeting. Next meeting – December 12 (Tuesday) from 10:30 a.m. – 2:00 p.m. to review proposals.

## Additional OLN Standing Committees

- (K. Carey): Governing Board recommended that more committees are needed. Also said there needs to be a courseware and content committee to go over Web CT and Blackboard issues (could perhaps be an outgrowth of Professional Development). K. Carey also suggested creating a Research Committee. Current standing committees are Professional Development and Degree Completion.
- **Discussion:** More committees will require improved communications between and among committees and governing board. Need more discussion of needs and processes.

## A. Research Questions for RCET FY01:

- Governing board sent research questions back to committees for further discussion. Revised questions were reviewed by committee members (draft handout provided in agenda packet for committee members).
- **Discussion:**
  - Question One is essential. We are trying to get a handle on return of investment, impact of technology, etc.
  - Also, could incorporate study of the impact of technology on faculty; how is it changing the nature of how students learn and how teachers teach.
  - Add “barriers” to question one to capture the focus of question 3 (possibly eliminate question 3)
- **ACTION:** *The committee approved the questions as presented with general emphasis on the importance of question one.* (This recommendation will be presented to the governing board in December for their consideration.)

## Potential Programs for Degree Completion Consideration

### A. Army Distance Learning

- Will be having a conference call soon to discuss.

### B. Distance Demo

- Demonstration sites for doing distance learning. Forthcoming activity for OLN.

**Next meeting: December 12, 2000 10:30 a.m. – 2:30 p.m.**

*Specific items for discussion on Dec. 12 (suggested):*

- Emerging Needs
- Collaborative Degrees
- Summary of DLS report (as opposed to all giving individual reports)
- —Break for lunch—
- Student services group
- Courseware report