Dear Stakeholders,

You spoke and we listened. In 2015, the Division of eLearning and Professional Studies became a full service provider for web-based instruction. Faculty, students, and administrators serving on the eLearning Advisory Council (and in working committees) explored numerous initiatives over the last year that we really achieved. Support from ITIT, the Instructional Designers Advisory Board, and the Canvas Success Team aided our success.

Maintaining Availability and Quality - eLPS participated in the SACS COC Recredentialing 10-year self-study, meeting with the review team regarding distance learning and earning recommendations with no recommendations. We continued toward our goal of state authorizations for our online programs in all 50 states earning 49. We were involved in the development of our sites to target potential students and enhance usability for current faculty and students. We continue work to ensure that all our online courses are fully accessible and meet all required standards.

Increasing Enrollment and Course Offerings. We began an initiative for growing enrollments by guiding the development of online and blended education with integrated vitality through a new partnership with the Laboratory Advisory Board (LAB). LAB provides insights and research into multiple considerations for successfully implementing an online initiative from marketing and recruiting to retention and alumni engagement for senior leaders.

We developed a digital marketing strategy that includes web analytics to promote UAB online programs and data driven decision making. We completely overhauled our site to target potential students and enhance usability for current faculty and students. We continue work to ensure that online students are provided the same services and support as their on-campus counterparts.

As part of this goal, we developed an online orientation for fully online students, so they can experience orientation similar to that of campus students. This course is expected to roll out for 2016 Summer/Fall. Registration and will automatically remove registration holds upon successful completion.

Providing Faculty Support. We revamped faculty training and support based on faculty feedback in evaluations of our offerings. We increased professional development opportunities through QM and the Online Learning Consortium. We also established the Provost Award for Excellence in Innovative Teaching to be awarded this spring. We created a faculty toolkit which is ongoing for encouraging innovation in teaching.

Evaluating and Implementing New Technology. We funded seven projects, successfully implemented a new web conferencing tool and identified a multimedia management system to allow for state-of-the-art video production and delivery. We successfully piloted the long awaited automated grade syncing tool that links grades in Canvas to Banner, saving faculty much-needed time. We also implemented a registration and payment portal and protocol, as well as separate instances of Canvas for UAB’s schools continuing education offerings.

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Message from the Interim Executive Director

"Our commitment to the involvement of key stakeholders in the evaluation and development of our services, processes, and strategic plan guided our achievement of some of our identified objectives. Various initiatives, ongoing and completed, demonstrate our commitment to our mission to be an entrusted and vital partner in the UAB academic community’s pursuits towards excellence in providing global access to the world renowned university faculty and programs. New programs such as UAB Start, Finish, and Salute promise to continue that trend."

Elizabeth Fisher, PhD
Interim Executive Director

BY THE NUMBERS

3,712

Number of UAB students enrolled only in online courses.

2864

The number of online academic courses at UAB by the end of September 2015.

2014/2015

Big News

Percentage of UAB students who are enrolled in at least one online course.

75%

Percentage of college students who commute.

49

243

Number of states authorized for distance education.

Number of training opportunities offered through eLPS.

Number of UAB students enrolled in at least one online course.
State Authorization Website Traffic

1,062,632 Sessions
319,283 Users
1,495,919 Pageviews

Online Academic Offerings

2,864 Courses
8 Bachelor
19 Master’s
3 Doctoral
1 Edu. Specialist
8 Graduate Certificates

Online Course Enrollment

U.S. News & World Report Rankings

#17 (Tie) Online Graduate Business Programs
#40 (Tie) Online Engineering Programs
#72 (Tie) Online Bachelor Programs
#134 Online Graduate Education Programs

Top Website Traffic by State

38,517 Georgia
23,230 Florida
23,230 Texas
13,468 Tennessee
12,898 California

In the last year, the eLearning Advisory Council (eLAC) has revised the committee bylaws to expand representation on the committee to include more faculty and staff from across all areas of the campus. The eLAC has also worked through its three standing committees, Enabling Technologies (ETC), Quality Curriculum (QCC), and Policies and Procedures (PPC), to develop initiatives to improve the quality of courses and enhance the experience of both faculty and students in distance education.

- Dr. Jacqueline Moss,
Key Accomplishments

Citrix, GoToMeeting and GoToTraining

The ETC conducted research to identify a web-conferencing tool. Citrix GoToMeeting and GoToTraining were implemented in January 2015. Students were granted access to free GoToMeeting licenses in May 2015.

Upcoming LTIs and Other Systems

The ETC continues to evaluate and discuss various Learning Tools Interoperability (LTIs) and other systems to promote innovative online teaching and learning.

ProctorU

The ETC recommended ProctorU for online proctoring services. eLPS conducted a pilot study during the Spring 2015 Term and ProctorU was made available campus-wide for the Fall 2015 Term. For contributing schools, eLPS covered the ProctorU fees for two exams per online course.

Committee Members*

Chair: Nancy Wingo, PhD
School of Nursing

Curt Carver, PhD
UAB Information Technology

Elizabeth Fisher, PhD
eLearning & Professional Studies

Dusty Johnston
Public Relations/Marketing

Betty Nelson, PhD
School of Nursing

Dan Murphy
School of Nursing

Carter Nafel
Disability Support Services

Scott Phillips, PhD
Center for Teaching and Learning

David Yother
Instructional Technology

* Membership as of 9/30/15.

Enabling Technologies Committee

Objectives

Provide a state-of-the-art portfolio of reliable, user-friendly, learning technology tools;

Provide state-of-the-art scalable IT infrastructure for the delivery of world-class, online education;

Deliver customer-centric integrated technical support services for online faculty and students;

Provide enhanced universal design and accessible IT for online users;

Provide systems for authentication and verification of online student identity.

*Membership as of 9/30/15.
Quality Curriculum Committee

Committee Members*

Chair: Donna Slovensky, PhD
School of Health Professions
Scott Boyar, PhD
Collat School of Business
Catherine Danielou, PhD
College of Arts and Sciences

Objectives

Ensure online education content and delivery is aligned with SACSCOC, Online Learning Consortium, Quality Matters or other standards;
Deliver effective and engaging faculty training to achieve high quality online education;
Develop faculty-driven incentives and recognition strategies for online, adjunct teaching faculty;
Ensure faculty evaluation measures are aligned with online goals.

Key Accomplishments

Over the past year, the committee recommended minimum requirements for courses and associated syllabi, which have contributed to the design of the University Canvas course shell template.

The PPC helped spur the development of a Faculty Toolkit, housed on the UAB eLearning site that provides easy access to resources that aid faculty in designing and managing online courses.

The PPC conducted a policy gap analysis to determine the intended focus of the committee. The result was that promoting guidelines and best practices for online learning was the appropriate committee focus.

The PPC recommended an online New Student Orientation (NSO) for students enrolled in fully online programs. This Online NSO has been developed and will be implemented for incoming 2016 students.

Transformative Course Awards

The QCC developed a proposal for the Transformative Course Awards, a program for online course awards. The committee developed the criteria for the awards and the call for nominations.

Objectives

Deliver clear, consistent, university-wide practice guidelines and policies that address online quality issues;
Ensure all online course content is compliant with the American with Disabilities Act (as amended).

Policies & Procedures Committee

Committee Members*

Chair: Donna Slovensky, PhD
School of Health Professions
Scott Boyar, PhD
Collat School of Business
Catherine Danielou, PhD
College of Arts and Sciences

Elizabeth Fisher, PhD
eLearning & Professional Studies
Jackie Moss, PhD, RN, FAAC
School of Nursing
Allison Solomon, MS, CRC
Disability Support Services

*Membership as of 9/30/15.

Faculty Toolkit

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Policy Gap Analysis

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University Canvas Template

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New Student Orientation for Online Students

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The Center for Teaching and Learning (CTL) and eLPS collaborated to streamline the organization of instructional support by developing a single point of contact for all teaching support. The instructional technology staff and resources of UAB IT’s Academic Technology in the CTL merged with eLPS umbrella.

Streamlined Teaching Support

A new series of one-hour lectures was developed during the Fall 2015 Term with the first event scheduled for November 2015. The events will feature UAB faculty and staff addressing trending topics in online course development and the use of Canvas and academic technologies.

Monthly Training

The eLPS team hosted Open Lab events in May 2015 and August 2015. The Fall Term event was two-weeks and featured workshops on specific topics, vendor campus visits, and one-on-one consulting sessions.

Open Lab

The eLPS instructional design team hosted monthly training opportunities for faculty that focused on different topics in Canvas and academic technologies. Training events were hosted both on-campus and online.

Quality Matters (QM) Workshop

eLPS began hosting the “Applying the Quality Matters Rubric” Workshop for UAB faculty, offering the workshop several times throughout the year.

Viability Studies from Education Advisory Board (EAB)

Through a membership with EAB, eLPS began offering viability studies to aid in the development of new online and blended programs.

Instructional Design and Support

Online and face-to-face sessions offered for Canvas and academic technologies training

Students and faculty who have received formal training through eLPS

The eLPS instructional design team completed 29 course design projects, with nine more course design projects in process at the end of 2015.

Additionally, the team provided instructional design support to faculty members who designed their own courses.

Through a membership with EAB, eLPS began offering viability studies to aid in the development of new online and blended programs.

*Stats do not include all instructional design training provided during this report’s timeline, as training was previously handled by a different division until early 2015.
Early adopters generated excitement for several potential uses of Destiny and the professional studies instance of Canvas for continuing education courses and programs. Some of those early adopters included:

**First face-to-face, off-site conference sponsored by UAB to use Destiny to facilitate online registration of participants. (Event registration by School of Nursing)**

**Best Practices in Teaching Workshop**

**A course that moved face-to-face training for residents to online format. (Service for interns and students by School of Medicine)**

**Radiology for Residents**

**Moved traditional face-to-face faculty program to blended format with heavy online participation to allow higher levels of interaction and involvement. (Blended service program for faculty by Provost Office)**

**Help Me Grow-Alabama: An ACHIA Developmental Screening QI Collaborative:**

**Revenue generating course on prevention and treatment protocols for Ebola. (On-demand course by School of Nursing)**

**Ebola: What Every Healthcare Professional Should Know**

**UAB Health Administration Case Competition**

**First fully online professional certificate program in U.S. for ADA Professionals or Coordinators. (Instructor-led program by Division of eLearning and Professional Studies)**

**Faculty Fellows in Engaged Scholarship**

**Blended service program for practicing pediatricians and their office staff. First online continuing ed. program at UAB, and in Alabama, to earn Performance Improvement CMEs. (Instructor-led research program by School of Medicine)**

**VPP On-Demand Safety Certificate Program**

**Professional Studies saw major changes this year. Dr. Lisa Reburn was named Director and Kathy Mergl, Manager. The focus immediately shifted from growing an independent revenue-generating department to growing a revenue-generating opportunity for UAB, enterprise-wide. A pilot study was conducted to evaluate the existing infrastructure and various schools and departments helped vet curriculum management and registration systems. Destiny Solutions was chosen and implemented system-wide in late August 2015. In 2015-2016, UAB Professional Studies anticipates there will be phenomenal growth in the design and development of continuing education courses and programs. These courses and programs will bring many new opportunities to the UAB family, including new revenue-generating opportunities, increased service possibilities, more convenient conference registrations, and increased opportunities to enhance UAB’s reputation as a world-renowned research university. Come grow with us!**

**Total Professional Studies Enrollments**

<table>
<thead>
<tr>
<th>Program</th>
<th>Active online service (non-fee) courses under development</th>
<th>Active online service (non-fee) courses with fees</th>
<th>Active online Certificate programs with fees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional Studies students who enrolled in revenue-generating courses</td>
<td>329</td>
<td>5</td>
<td>14</td>
</tr>
<tr>
<td>Professional Studies students who enrolled in free service-oriented courses</td>
<td>437</td>
<td>31</td>
<td>9</td>
</tr>
</tbody>
</table>
New Initiatives

1. Roll out a comprehensive digital marketing strategy for growing enrollments and increasing revenue for online programing in concert with the UAB marketing campaign.

2. Become a SARA institution to ensure that we can continue offering UAB programs nationwide, while realizing the best ROI.

3. Increase Canvas usage campus wide to aid in student retention and success, as well as free faculty from time spent printing, reminding, grading, etc.

4. Develop a strategic and mutually beneficial long term partnership with Canvas and other key technologies.

5. Grow enrollments and revenue for UAB programs through development of three new programs:
   - UAB Start will take advantage of Alabama’s Diploma requirement for completing an online course, while also providing early college credit and bridging a potential path to a degree.
   - UAB Finish will target millions of Americans that have some college credit with no degree, to encourage completion.
   - UAB Salute will target active military and veterans and their families, to earn degrees.

6. Implementation and roll out of Kaltura, our new media management system for organizing, sharing, securing, and delivering interactive state-of-the-art media content campus wide.

7. Earn IACET Accredited Provider status - the gold standard that promotes continuing education units (CEUs) accept one in most organizations nationwide.

8. Begin in-house voluntary faculty peer review process utilizing QM standards.

9. Ensure high quality, cutting edge design, development, and delivery of web-based education in academic and continuing education arenas.

About eLPS

eLPS provides collaboration and support for the online courses, undergraduate and graduate degree programs, and academic certificates, as well as continuing education courses, certificates, workshops, and conferences offered at UAB.

About eLPS

Mission Statement:

The mission of UAB eLearning and Professional Studies is to be an entrusted and vital partner that guides the UAB academic community in developing a strong, unified online campus.

Positioning Statement:

UB eLearning and Professional Studies brings the UAB experience Online to expand access to UAB programs worldwide. We are a comprehensive service provider. Through collaborations with faculty and staff within schools and other UAB entities, we offer pedagogical and technological support and assistance with enhancing campus-wide processes and guidelines to develop and deliver quality focused web-based academic and continuing education instructional solutions.

15
16
Elizabeth oversees the eLearning and Professional Studies division. She has also served as the Director of Academic Outreach for eLPS and Director of Online Learning for CSOB. She is the founding president of the UAB Instructional Designer’s Consortium.

Katara provides, support, and other services related to the use of Canvas and other academic technologies in UAB’s academic and continuing education courses. Katara works with faculty one-on-one, as well as through group sessions.

Tammy provides business and administrative support as well as HR support for moves, adds, and changes within eLPS. Additionally, Tammy provides video services for UAB schools and other entities.

Zhetao provides instructional design support for UAB faculty and staff developing academic and continuing education online courses. She also provides faculty training and consulting for Canvas and academic technologies.

Cynthia manages the logistics of the eLearning Advisory Council and three Standing Committees—Quality Curriculum, Policies & Procedures, and Enabling Technologies. Additionally, she is responsible for administrative scheduling on behalf of Dr. Fisher.

John is primarily responsible for establishing and maintaining administrative and financial systems, assisting in a leadership role for long range planning and researching supporting business development opportunities.

Samira is the administrator for Canvas and ancillary technologies. Additionally, Laouzai leads the instructional design team and workflow process. She also works with the Canvas Success Team and Instructional Design Advisory Board.

Anna provides graphic design and support for both academic and professional studies. She manages research including program market studies. She also coordinates the Alpha Sigma Lambda – Beta Lambda Zeta Chapter, an honor society for undergraduate adult learners.

Kathy manages Professional Studies’ curriculum, enrollment, and technologies. She manages research including program market studies. She also coordinates the Alpha Sigma Lambda – Beta Lambda Zeta Chapter, an honor society for undergraduate adult learners.

Lisa oversees the Professional Studies program, collaborating with UAB entities and subject-matter experts in the development of non-credit programs at UAB. She also serves as the ADA Coordinator for the division.

Valarie provides instructional design support for UAB faculty designing academic and continuing education programs, as well as training and support for Canvas and other academic technologies. Valarie helps oversee the eLPS instructional design team.