Fiscal Year 2015-2016
Annual Report

UAB eLEARNING AND PROFESSIONAL STUDIES
Knowledge that will change your world
Message from the Interim Executive Director

Dear Stakeholders,

Collaborating with you has been both a pleasure and benefit to UAB as a whole. Meetings with deans, chairs, faculty and the eLearning Advisory Council (eLAC) revealed academic units’ most pressing needs—enrollment growth, retention, quality assurance and compliance, as well as support services in the areas of educational media creation, instructional design, and marketing. Essentially, the need was expressed for an in-house comprehensive support system for strategic creation of quality online and blended offerings from concept phase through delivery. To that end, we reallocated resources to better align with our mission and serve academic units’ needs. It proved fruitful.

We realized a wealth of success such as record online enrollment growth and credit hour production, creation of new online programs and eight of our nine planned initiatives. The benefits of these are many and were made possible through the tireless work of the faculty, students, and staff serving on the eLAC and its committees, as well as teams within their respective academic units that support our efforts. See the fruit of our combined labor detailed throughout this report.
Accomplishments

Online Enrollment Growth

- Online and blended program enrollments rose 23%, yielding positive growth for UAB enrollment overall
- UAB on-campus students taking at least one online course climbed to 52%
- 8 new online academic programs launched
- UAB Start, Finish and Salute programs debuted
- Partnered with Digital Strategy for launching a marketing campaign

Quality Assurance and Compliance

- UAB became a SARA institution
- Canvas initiative for syllabi/calendar tools realized
- UAB Quality Matters Implementation Plan met goals
- eLPS earned Exemplary Status from the Online Learning Consortium
- 7 Online Course Development Grants provided to faculty
- 3 Transformative Online Course Awards made to faculty
- Online undergraduate student orientation launched
- Innovative learning design team formed with experts in design, graphics, technology and media to support faculty and staff in quality online course development
  - Kaltura, a state-of-the-art media management system launched
  - Professional grade quality media broadcast engineering, recording and production team formed, resulting in drastically increased viewership at UAB
  - U.S. News and World Report Online Programs Rankings improved
Going Forward

- Increase enrollments by 5%, through a UAB strategic online program growth plan targeting global markets in projected high growth employment areas
- Improve rankings in U.S. News & World Reports Best Online Programs
- Identify new revenue streams for academic units through targeted continuing education programs
- Enhance retention of online students through collaborations with various administrative units
- Academic programs in development
- Canvas Reporting
  - Early Alert Reporting Dashboard (currently in pilot program)
  - Data Analytics (in progress)
  - Collaborate with CTL/Digital Strategy to streamline faculty services
- Online Orientation
  - Graduate students (in process)
  - Transfer Students (in process)
- Earn International Association of Continuing Education and Training (IACET) accreditation

Elizabeth Fisher, PhD
Interim Executive Director
Resolution

Establishing the Division of eLearning and Professional Studies (eUPS) in the Office of the Provost

WHEREAS, the Office of the Provost at The University of Alabama at Birmingham (UAB) wishes to create a new academic unit in order to provide campus-wide leadership in four critical areas; and

WHEREAS, the new division will develop innovative, totally online degree and certificate programs, which serve untapped, niche markets and produce increased enrollment and new revenue; and

WHEREAS, the new division will administer campus-wide, quality assessments of online educational programs for continual improvement; and

WHEREAS, the new division will help identify existing UAB courses and programs, which can serve largely untapped, niche markets and their conversion into online delivery formats; and

WHEREAS, the new division will develop a robust portfolio of new, unique professional study opportunities for non-degree seeking adults, which will provide a new source of revenue for UAB; and

WHEREAS, the faculty of the new division will be comprised of the faculty currently appointed to various academic units at UAB, such as the Schools of Medicine, Engineering, and Business, as well as the College of Arts and Sciences; and

WHEREAS, a nationwide search will be conducted to recruit the first Director of the new division;

NOW, THEREFORE, BE IT RESOLVED by The Board of Trustees of The University of Alabama that it approves establishment of the Division of eLearning and Professional Studies in the Office of the Provost at The University of Alabama at Birmingham.

The foregoing was adopted by The Board of Trustees of The University of Alabama at its meeting held February 8, 2013.

Robert E. Witt, Chancellor
The University of Alabama System

Ray L. Watts, M.D., President
The University of Alabama at Birmingham

Michael A. Bownes, Secretary
The Board of Trustees of
The University of Alabama
Mission and Positioning Statement

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 innovative and engaging online learning experiences.

Positioning Statement

UAB eLearning and Professional Studies is a comprehensive service provider that involves faculty, students, and other key stakeholders in establishing processes, guidelines, and procedures to support faculty efforts in:

- Implementing web-based pedagogy and innovative instructional solutions using current technologies and best practices,
- Developing and delivering quality-focused, web-based, academic and continuing education offerings, and
- Bringing the UAB experience Online to expand access to UAB programs worldwide.
Growth in online student enrollments and on-campus students taking at least one online course with the former increasing to 22.7%, and the latter increasing to 52.7% as the graph below demonstrates. For additional details and information, please go to the Office of Institutional Effectiveness and Analysis, Facts & Figures webpage.

Online Enrollment Fall 2004 - Fall 2016

Source: UAB Institutional Effectiveness and Analysis
By the Numbers

Online Academic Offerings
• 1,815 Courses
• 11 Bachelors
• 19 Masters
• 3 Doctoral
• 1 Education Specialist
• 8 Graduate Certificates
• 11 Minors

Online Professional Studies (Continuing Education) Offerings
• 55 offerings
• 1,105 students/participants enrolled
• Over $100K in gross revenue generated

Instructional Design
Broadcast engineering team assisted faculty in media development for 20 courses
• Innovative Learning Designers collaborated with faculty in development of 47 courses

Website Traffic
• 932,233 Sessions
• 256,687 Users
• 1,265,230 Pageviews
• Top website traffic by state (excluding Alabama)
  • Georgia 44,957
  • Florida 18,398
  • Texas 16,601
  • Tennessee 13,726
  • Mississippi 8,188
Accolades

U.S. News & World Report Rankings

6 UAB online degree programs were listed among the “Best Online Programs” by U.S. News & World Report in their 2016 rankings report. See their overview of UAB Online Programs.

#17 - Best Online Nursing Programs (Graduate)
UAB School of Nursing

#33 (Tie) - Best Online Engineering Programs
UAB School of Engineering

#33 - Best Online Information Technology Programs
UAB Collat School of Business

#51 (Tie) - Best Online Graduate Business Programs (Excluding MBAs)
UAB Collat School of Business

#95 (Tie) - Best Online Graduate Education Programs
UAB School of Education

Exemplary Status From the Online Learning Consortium

The Division of eLearning and Professional Studies (eLPS) earned Exemplary Status from the Online Learning Consortium (OLC). A global leader in the advancement of quality in online learning, OLC recognized the division for high standards in the delivery of services to UAB’s academic units and students.

Dr. Jennifer Mathes, Director of Strategic Partnerships with OLC, praised the division’s efforts by saying, “Congratulations to the University of Alabama at Birmingham! I know that achieving this elite status involved a lot of work on the part of your institution. We are pleased to provide you with the Exemplary Status…through June 30, 2019.”
Quality Matters Successes

With Year One of the Quality Matters (QM) Implementation Plan complete, the program continues to gain momentum campus-wide.

For more information regarding Quality Matters at UAB, visit QM Matters website.

QM Annual Report Accomplishments

<table>
<thead>
<tr>
<th>FY 2015-2016 Benchmark</th>
<th>Achievements</th>
</tr>
</thead>
<tbody>
<tr>
<td>7 Faculty Peer Reviewers certified</td>
<td>13 Peer Reviewers certified</td>
</tr>
<tr>
<td>5 Faculty Master Reviewers certified</td>
<td>5 Faculty Master Reviewers certified</td>
</tr>
<tr>
<td>2 Face-to-Face/Online Facilitators certified</td>
<td>5 Face-to-Face/Online Facilitators certified</td>
</tr>
<tr>
<td>60 Faculty APPQMR trained</td>
<td>84 APPQMR trained</td>
</tr>
<tr>
<td>25 Course Reviews</td>
<td>15 Course Reviews (15 in the queue)</td>
</tr>
</tbody>
</table>

The challenges have been having enough reviewers and a process for previews to ensure courses are ready. To meet these challenges, the following revisions to the plan were made:

- Incentivize faculty/staff to become QM reviewers and conduct QM reviews for UAB (FY 2016-2017: $10,000; FY 2017-2018: $20,000 added to the budget).
- Provide an optional internal review process prior to submitting a course for an official review.
- Include “Improving Your Online Course (IYOC)” course in the list of professional development opportunities for faculty.
- Build a culture of QM to promote better buy-in.
- Provide an interactive site where administration and faculty can see how their schools compare to others in regards to QM stats.
- Recognize campus-wide peer reviewers and master reviewers of the year.
- Recognize college/schools that are QM champions annually.
E-Newsletter

Created in response to faculty request for information

- Published on the first Thursday of each month
- Response trends over past 14 months:
  - Opens 40-60%
  - Clicks 20-40%

Features

- Faculty, students, courses, services, and upcoming events
- Elicits feedback from those we serve and more
- Most popular areas of interest
  - Tip & Tools
  - Professional Studies
  - QM Activities

Provost’s Faculty Online Course Development Grant

7 faculty members each received a $5,000 grant to develop innovative online courses launched in either the Fall 2016 or Spring 2017 semesters.

This was a joint effort between Provost Linda Lucas and the Deans. The Deans generously agreed to fund half of each grant. Submissions were first vetted through their respective schools/college Dean’s Offices, then submitted to the Provost’s Office for approval.

The goal of the grants was to provide encouragement for faculty to build innovative and interactive online courses that can serve as a model for others. Faculty will collaborate with an expert team of innovative learning designers in instructional design, media, graphics, and technology through UAB eLPS. These courses will be developed using QM standards and will be submitted for QM recognition following the first semester of delivery.

Faculty Grant Recipients

Dr. DeReef Jamison
Assistant Professor I Department of African American Studies
College of Arts & Sciences
Course: AAS 335 Psychology of Hip Hop

Dr. Laurel Hitchcock
Assistant Professor I Department of Social Work
College of Arts & Sciences
Course: SW 422 Social Work Practice II

Dr. Lauren Rast
Instructor I Department of Physics
College of Arts & Sciences
Course: PH 201 College Physics

Dr. Ragib Hasan
Assistant Professor I Department of Computer and Information Sciences
College of Arts & Sciences
Course: CS 436/636 Computer Security

Dr. Chengcui Zhang
Associate Professor I Department of Computer and Information Sciences
College of Arts & Sciences
Course: CS 410/510 Database Management Systems

Dr. Suzanne Judd
Associate Professor I Department of Biostatistics
School of Public Health
Course: PUH 201 The Origins of Epidemics: How Public Health Defines Population and Nations
Course: PUH 202 Introduction to Global Health

Dr. Stephanie Yates
Associate Professor I Department of Accounting & Finance
Collat School of Business
Course: FN 102 Money and Society
Provost’s Transformative Online Course Awards

3 faculty members were each awarded $2,500 and an engraved crystal flame at the inaugural 2016 ceremony.

This prestigious award recognizes online courses that exemplify best practices and innovation in online education. Up to three awards are made each year for courses developed only by full-time UAB faculty. At least 80% of the instruction must occur online. All nominated courses must have been taught at least two semesters prior to being nominated and must have evidence of learner outcomes. A course may only receive an award once in a five-year time period.

Criteria for Selection:

The awards are based solely on course excellence as demonstrated by how well the course:

• Aligns with QM standards.
• Incorporates strategies that support/promote faculty-student engagement.
• Incorporates innovative teaching strategies* to achieve desired student outcomes.
• Utilizes strategies to create an online interactive learning community.**
• Uses evaluation data (e.g., student evaluations, student feedback, etc.) to demonstrate impact on student outcomes and to improve the course.

2016 Awardees:

Dr. Eta Berner
Course: HI 640 | Introduction to Health Information Systems
Department: Health Services Administration
School: School of Health Professions

Dr. Christopher Edmonds
Course: AC 200 | Principles of Accounting I
Department: Accounting & Finance
School: Collat School of Business

Dr. Malinda O’Leary
Course: SPA 313 | Business Spanish
Department: Foreign Languages & Literatures
School: College of Arts & Sciences

*In this context, innovative teaching strategies are defined as the use of new evidence-based processes, tools, and methods that are designed and incorporated into a course to possibly impact student learning and achievement of course outcomes.

**In this context, a learning community is defined as the vehicle through which learning occurs online.
ALPHA SIGMA LAMBDA - BETA LAMBDA ZETA CHAPTER

Coordinating Committee Members

Dr. Elizabeth Fisher
ASL Chapter Councilor
Interim Executive Director
eLearning and Professional Studies
Office of the Provost

Dr. Laurel Hitchcock
Assistant Professor
Social Work
College of Arts and Sciences

Dr. Suzanne Judd
Assistant Dean and Associate Professor
Biostatistics
School of Public Health

Dr. Lynn Kirkland
Professor and Chair
Curriculum and Instruction
School of Education

Mr. Stephen Yoder
Assistant Professor
Marketing, Industrial Distribution & Economics
Collat School of Business

2016 Student Inductees

Christa Mojica
Management
Collat School of Business

Mindy Neureiter
Information Systems
Collat School of Business

Terri Phillips
Accounting
Collat School of Business

Vickie Ray
Communication Management
College of Arts and Sciences

Liliana Rogala
Foreign Languages
College of Arts and Sciences

Mark Willenbrock
Information Systems
Collat School of Business
State Authorization Compliance

NC-SARA

The National Council for State Authorization Reciprocity Agreements (NC-SARA) was established as a nationwide coordinating entity to establish uniform standards and procedures for state-level reciprocity. States and institutions have the choice to apply in order to gain approval and participate as reciprocal partners. Alabama became a SARA state in January 2016.

UAB became a SARA Institution in March 2016. As of October 2016, over 80% of the states are SARA states. What are the advantages of UAB being a SARA Institution? In SARA states, we now can:

- Market our programs
- Place on-ground recruiters
- Place students in supervised field experiences (up to 10 per site, per program)
- Conduct limited face-to-face on-ground faculty and student interactions & events
- Enroll students in all online programs*

*Some programs also require professional licensure approval.
Other significant SARA benefits

- Requires less money and effort to gain approvals in states
- Reduces required reports submitted to participating states
- Provides more accurate tracking of location of online students
- Provides one set of guidelines to abide by as opposed to different guidelines in each state
- Gives UAB a stronger voice for making suggestions and proposing needed changes
- Easier for students to access online education
- Gives students better protection through oversite process
- Allows for better opportunities to collaborate and share best practices

Other activities related to UAB and State Authorization

- Coordinated with the State Authorization Network (SAN) group
- [Coordinated with a UA System State Authorization Collaboration Effort](#)
- Participated in the Health Profession Task Force to develop a nation-wide data bank related to professional licensure
## Progress on Initiatives

<table>
<thead>
<tr>
<th>2015-2016 Planned Initiatives</th>
<th>Progress</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rollout a comprehensive digital marketing strategy</td>
<td>Partnered with Digital Strategy for marketing plan- Phase 1 launched late fall 2016</td>
</tr>
<tr>
<td>Become a SARA Institution</td>
<td>Became a SARA institution opening UAB online programs, internships and recruiting to students in more states, while saving UAB more than $200K in fees</td>
</tr>
<tr>
<td>Increase Canvas usage campus-wide</td>
<td>All undergraduate faculty now utilizing syllabus and calendar tools in Canvas in response to students’ request. Canvas Power User Group (PUG) formed for strategic submission of needed features</td>
</tr>
<tr>
<td>Develop a strategic partnership with Canvas and other key technologies</td>
<td>Senior leaders, students, faculty and staff visited Canvas to discuss a long-term partnership</td>
</tr>
<tr>
<td>Grow enrollment and revenue for UAB academic units through development of three new programs</td>
<td>UAB Start, Finish and Salute Programs launched and enrolled students for Spring 2017</td>
</tr>
<tr>
<td>Implementation and rollout of Kaltura</td>
<td>Developing and delivering interactive state-of-the-art media content campus-wide breaking records for viewership of UAB generated media</td>
</tr>
<tr>
<td>Earn IACET Accredited Provider Status</td>
<td>Postponed to redistribute eLPS resources to more critical needs outlined by faculty, administration, and staff</td>
</tr>
<tr>
<td>Begin in-house voluntary faculty peer review process using QM standards</td>
<td>3 year QM Implementation Plan launched which earned QM recognition. Met or exceeded four of the five goals. See QM Annual Report</td>
</tr>
</tbody>
</table>
New Initiatives for FY 2016-2017

New initiatives to continue the trend for increasing enrollment and revenue while ensuring quality and compliance for online education.

- Increase enrollment by 5% through a UAB strategic online program growth plan targeting global markets in projected high growth employment areas

- Enroll 10 students per program for UAB Start, Finish and Salute

- Identify new revenue streams for academic units through targeted continuing education programs designed in:
  - Flexible formats targeting the demands of exponentially-growing millennial population
  - Partnering with industry for insights into their employee professional development needs

- Create an interactive QM site for schools/college to view individual progress.

- Enhance retention of online students through collaboration with various administrative, academic and student support services units to:
  - Build predictive analytics in Canvas for faculty, administrators, and staff to conduct intrusive advising and reporting with early alerts to improve retention
  - Develop online orientations for both online graduate and online transfer students
  - Ensure online students experience access to counseling, library, tutoring, advising, and career services, etc., in compliance with federal and SACSCOC requirements

- Improve rankings in U.S. News & World Reports Best Online Programs rankings

- Earn International Association of Continuing Education and Training (IACET) accreditation

- Streamline faculty services campus-wide through collaborations with CTL & Digital Strategy

The past year has presented new challenges and rewards. We look forward to our continued collaborations for providing cutting-edge, flexible and global access to UAB’s world-renowned faculty and programs.
Start, Salute and Finish

Three new programs promise to bring new students to UAB. Students have already enrolled for spring 2017.

**UAB Start** – A program designed for high school juniors and seniors, which will allow them to take college level courses and earn credit. They can be enrolled two different ways; dual enrollment, where they earn high school and college credit or concurrent, where they only earn college credit. There are a variety of courses offered from Pre-Calculus to Personal Finance. The program gives high school students a true look at the rigor of college coursework while affording them the opportunity to get ahead.

**UAB Salute** - A program designed for active and retired military members. It allows them to enroll in one of our online degree programs. This affords them the opportunity to start and complete a degree regardless of where they are stationed. There are a variety of degrees they can earn from bachelor to doctorate. An added benefit is they may be able to use military benefits that will assist with cost. This program gives them the flexibility that is need for military members to pursue their educational goals.

**UAB Finish** - A program designed to assist students who have previous college credit in completing their bachelor’s degree. Students need to have earned at least 24 credit hours at another regionally accredited college or university. We believe issues and circumstances often arise that may lead to students having to place earning a degree on hold. This program will allow them to complete the journey of earning their college degree.
Canvas Strategic Partnership

In response to faculty’s concerns that the UAB learning management system may change in the near future. Some faculty are reluctant to adopt Canvas, the university learning management system, due to fear that UAB may change vendors. In response, UAB is working toward a more strategic partnership with Canvas. One of the goals is to harness the platform’s data to support and improve student success.

In November 2015, leaders from across the university, including a student representative, visited the headquarters of Canvas’ parent company, Instructure, where the team showcased the successes and vision of UAB while focusing on the importance of keeping faculty and students at the center of the conversation.

Following that meeting, the Canvas Power User Group (PUG) was created to fast track development of common desired features in Canvas. A student resolution requested that undergraduate faculty utilize the syllabus and calendar tools in Canvas. UAB faculty rose to the challenge with an impressive 100% use of the Dynamic Syllabus tools for the 2016 Fall semester.

UAB attendees at the meeting included:

Back row left to right: Dr. Brandi Lamon-Pinkerton, Dr. Tracy Lyons, Dr. Gregg Janowski, Dr. John Jones, Garrett Stephens, David Yother, Dr. Curt Carver, Dr. Linda Lucas, Tina DeNeen, Dr. Linda Moneyham, Cynthia Terry, Rosie O’Beirne, Cynthia Helms, Fernandez West, Dr. Scott Phillips.

Front row left to right: Dr. Richard Marchase, Dr. Elizabeth Fisher, Samira Laouzai.
Program Development Resources

Innovative Design Team

Since 2015, eLPS has adopted a team approach to the Instructional Design process in which faculty members are supported in terms of media, instructional design and technology when building online or hybrid courses.

Innovative Learning Designers

The Innovative Learning Designers Team provides instructional design support to UAB faculty and staff in developing online and hybrid courses for academic and continuing education. The team’s expertise lies in enhancing online courses through aligning course components and objectives with solid online pedagogy. The team also aids faculty in creating an engaging learning environment that complies with ADA regulations and meets Quality Matters standards. The team has designed a total of 47 academic and continuing education courses.

Media Services

Media Services is the creative and technical development unit of eLearning and Professional Studies. The media team serves as producer for online multimedia content providing creative consultation, technical support, and production services to deliver engaging multimedia assets which accomplish stated educational objectives.

In 2016 Media Services provided creative and technical assistance to faculty for the production of over 70 videos for academic online courses. In partnership with UAB Health System Marketing and Communication, the team produced over 100 multimedia assets primarily consisting of internal communication videos. “Quick Notes for Coats” (QNFC) routinely exceeds 2,000 internal hits per video with over 90% engagement.

Examples of QNFC:
- Non-Compliant Heslin
- Hotline Bling

Education Advisory Board Continuing and Online Education (EAB-COE) Forum Activities

Reports
- UAB Benchmarking Report based on Organizational Alignment Survey, September, 2016
- University of Alabama at Birmingham: Organizational Gap Analysis, September, 2016

Viability Studies
- Freeware Use in Higher Education, October, 2015
- Online Bachelor’s in Human Services Degrees, October, 2015
- Online Physics Offerings, February, 2016
- Hybrid Master of Business Administration, April, 2016

Presentation
- Best-in-Class Marketing and Recruiting, June, 2016

Burning Glass

Available information:
- Employment Demand Data
- Skills Demand Data
Faculty Training and Professional Development

Training on Technology for Academic Applications

Canvas Bootcamp

UAB Division of eLearning and Professional Studies and Canvas hosted a two-day conference with panel discussions and hands-on Canvas Boot Camp training sessions during the Spring 2016 Term. Faculty had an opportunity to connect with Canvas and eLPS experts on how Canvas is making the learning experience easier for faculty and students. Additionally, tools for pedagogy, technologies, and media enhanced online and on-campus courses were provided, as well as Canvas training for novice to advanced users.

Professional Development Opportunities

- Academic Impressions Webinars
- Educause Virtual Events & Webinars
- Education Advisory Board Continuing and Online Education Forum Webinars and Presentations
- Supported Conference Attendances
- QM Summer Camp Workshops
- OLC Virtual Conferences
- QM Applying the QM Rubric
- QM Peer and Master Reviewer Certification
- Lunch and Learn Series featuring faculty teaching strategies
- Canvas Training Sessions
Professional Studies

Professional Studies, or continuing education, at UAB gained rapid momentum with a **44%** increase in enrollment over the 2015-2016 FY. Schools and their faculty are beginning to enthusiastically take advantage of the Professional Studies resources available to them.

By creating and developing continuing education programs and courses, our faculty have the knowledge and skills to:

- generate revenue for their respective departments through continuing education boot camps, programs, and courses;
- provide alumni and other professionals lifelong learning opportunities which enhance loyalty and thereby donations to the university;
- develop partnerships with companies that are mutually beneficial – UAB educates students and trains workforce, companies provide internships, fund tuition and training costs for graduate and continuing education at UAB; and
- connect with the community and world around us to remain relevant and grow enrollments.

By the numbers:

- **42** public programs and courses are generating revenue for departments (up 36% over last year)
- **12** courses targeting UAB faculty, students, interns, and staff are complimentary
- **1** complimentary community outreach course Emergency Medical Stroke Assessment (EMSA):
  - Based on the premise that earlier identification of strokes will lead to earlier treatment and better outcomes, this course focuses on faster identification of patients with stroke and treatment options.
- **1105** (up 44%) participants enrolled in a UAB Professional Studies course or program
- **$100K+** in revenue generated for UAB academic departments

Other Featured Courses:

**Collat School of Business**

*Project Management Certificate*

The UAB Collat School of Business and the Project Management Certificate program offer this publicly certificate hybrid course designed for those who are looking to enter or advance in the project management profession.

**Office of the Vice President of Research and Development**

*Zebrafish Online Husbandry Education*

This first-of-its-kind totally online, publicly available Zebrafish Online Husbandry Education Course is built and maintained by the members of the Zebrafish Husbandry Education Team (ZHET) of the Zebrafish Husbandry Association (ZHA). With combined efforts from more than 30 experts from a wide variety of fields (e.g., aquaculture, water quality, husbandry, and veterinary science), the course provides students with the most up-to-date and detailed information possible for improving the quality of aquatic animal husbandry and resulting research outcomes.

**School of Optometry**

*UAB Eye Care*

This is an example of a private course/portal for UAB Optometry students where they are able to access resources online, as their time permits.

Private or invitation-only courses have also been utilized for research projects and for community outreach projects. In addition, workforce training can be administered through the Destiny platform.
UAB eLearning Advisory Council and Committees

UAB eLearning Advisory Council

The purpose of the Council is to support, on a continuing basis, the Division of eLearning and Professional Studies in four critical areas:

- Develop innovative, totally online degree and certificate programs, which serve untapped, niche markets and produce increased enrollment and new revenue;
- Administer campus-wide, academic technology training and quality assessments of online, hybrid and web-enhanced educational programs for continual improvement;
- Secure and manage a portfolio of academic technologies for the delivery of high quality, online, hybrid and web-enhanced educational programs; and
- Help identify existing UAB courses and programs that can be converted into online delivery formats.

"In the last year, the eLearning Advisory Council has continued to provide guidance on the development of programs, services, and academic technologies that support faculty and student success in distance, blended, and web-enhanced education across campus, including initiatives such as Quality Matters implementation with training and peer-review opportunities for faculty, the campus-wide Canvas Dynamic Syllabus initiative, and Kaltura as a centralized media repository."

Jacqueline Moss, PhD, RN, FAAN
Chair, eLearning Advisory Council
2013-2016
eLAC Members

Kristi Menear, PhD, CAPE | Chair*
School of Education

Donald Burke, PhD
School of Engineering

Stacey Cofield, PhD
School of Public Health

Catherine Danielou, PhD
College of Arts and Sciences

Christopher Edmonds, PhD
Collat School of Business

Elizabeth Fisher, PhD
eLearning and Professional Studies

Amanda Gargus
Graduate Student Representative

Craig Hoesley, MD
School of Medicine

Maria Hopkins, PhD
College of Arts and Sciences

Robert Howard, MS, MBA
UAB Information Technology

Nataliya Ivankova, PhD, MPH
School of Health Professions

Karen Kennedy, PhD
Collat School of Business

Randi Kirkland, MAE
Instructional Designers Advisory Board

Shaun Kuo
Undergraduate Student Representative

Lauren Lake, MFA
Faculty Senate Representative

John Laurent, OD
School of Optometry

Linda Moneyham, PhD, RN, FAAN
School of Nursing

Scott Phillips, PhD
Center for Teaching and Learning

Jacqueline Moss, PhD, RN, FAAN
School of Nursing

Michelle Robinson, DMD, MA
School of Dentistry

Terrence Shaneyfelt, MD
School of Medicine

Donna Slovensky, PhD, RHIA, FAHIMA
School of Health Professions

Katherine Weise, OD, MBA, FAAO
School of Optometry

Timothy Wick, PhD
School of Engineering

Lou Anne Worthington, PhD
School of Education

*Effective August 1, 2016
Enabling Technologies Committee

This committee evaluates and recommends to the Council, Executive Director and Provost a state-of-the-art portfolio of reliable, user-friendly, eLearning technology tools for the UAB campus.

Key Accomplishments

Canvas

The Committee established a strategic partnership with Canvas, offered suggestions for the student resolution to increase faculty utilization of Canvas, and developed the Canvas Power Users Group.

Academic Technologies

Online tutoring services were investigated and pilot studies were recommended with students and faculty. ProctorU was engaged for online proctoring. Currently, a user feedback survey with students and faculty is being conducted to assess effectiveness of proctoring services across campus. Various technologies were vetted including Yellowdig, wepa, Zoom, Grammarly, Squarecap, etc. Currently, the School of Nursing is piloting Zoom. Recommendations were made for the use of Kaltura for video recording. The committee is working to establish a protocol for suggesting, vetting, and adopting new technologies.

ETC Members

Jacqueline Moss, PhD, RN, FAAN | Chair
School of Nursing

Alicia Clavell, MA
Collat School of Business

Fernando Colunga
Undergraduate Student Government Association

Jon Corliss, MBA
Institutional Effectiveness and Analysis

Elizabeth Fisher, PhD
eLearning and Professional Studies

Dustin Johnson
UAB Web Operations

Samira Laouzai, MS
eLearning and Professional Studies

Dan Murphy, MEng
School of Nursing

Scott Phillips, PhD
Center for Teaching and Learning

Scott Sorenson, PMP
UAB Information Technology

Susan Spezzini, PhD
Faculty Senate Representative

Nancy Wingo, PhD
School of Nursing

Jessica Wright
Disability Support Services
Quality Curriculum Committee

This committee is charged with ensuring that eLearning content and delivery is aligned with the Southern Association of Colleges and Schools Committee on Colleges (SACSCOC), Online Learning Consortium (OLC), Quality Matters (QM), or other standards.

Key Accomplishments

Transformative Online Course Awards

Provost Linda Lucas presented three full-time faculty members the inaugural Transformative Online Course Awards in 2016: Dr. Eta Berner, School of Health Professions; Dr. Christopher Edmonds, Collat School of Business; and Dr. Malinda O’Leary, College of Arts and Sciences. Based on input from the Awards Selection Committee as well as from the ten applicants, the QCC has revised the guidelines to improve the process going forward. Dates for the 2017 awards cycle have been announced.

Quality Matters Implementation Plan

The committee convened a task force for permeating adoption of the QM program campus-wide. QM is an internationally recognized, faculty-driven program that offers professional development opportunities, an online course peer-review process, and a rubric featuring 43 standards whose purpose is quality assurance in online education. The QM Task Force completed its inaugural year of the 2015-2018 UAB QM Implementation Plan.
Assessment and Evaluation Committee

During the past three years, the Committee discovered a gap in assessment and evaluation of online learning at the university which led to the change in name from Policies and Procedures Committee to Assessment and Evaluation Committee (AEC). The committee has built a solid infrastructure to focus on high-quality eLearning for faculty at UAB. This committee is responsible for the development and implementation of metrics to monitor eLearning outcomes.

Key Accomplishments

Online Learning Consortium Scorecard – Exemplary Status

eLPS met high standards for the delivery of services to UAB academic units and students with regard to the administration of the university's online programs. 75 standards divided among the following categories: Institutional Support, Course Development and Instructional Design, Evaluation and Assessment, Faculty Support, Social and Student Engagement, Student Support, Teaching and Learning, and Technology Support. A written summary along with supporting evidence of how UAB meets each standard was submitted, earning a final score of 212 out of 225 points.

Logic Model

As the committee moves into Year 4, actionable data are being identified to assess key measurable outcomes. Examples include online program rankings, increasing the number of QM-certified online instructors and courses, tracking growth of in-state versus out-of-state online students, and determining the increase in number of online programs developed.

AEC Members

Donna Slovensky, PhD, RHIA, FAHIMA | Chair
School of Health Professions

Scott Boyar, PhD
Collat School of Business

Elizabeth Fisher, PhD
eLearning and Professional Studies

Nataliya Ivankova, PhD, MPH
School of Health Professions

Samira Laouzai, MS
eLearning and Professional Studies

Scott Snyder, PhD
School of Education

Allison Solomon, MS, CRC
Disability Support Services
Finances

eLPS Revenue Sources

- Online Fee Transfer - 63.18%
- IT Student Fee Allocation - 35.21%
- Professional Studies Tuition - 1.02%
- Professional Services - 0.59%

eLPS Expenses Categories

- Salaries & Benefits - 50.63%
- Technologies - 28.81%
- Administrative Costs - 12.12%
- Educational Advisory - 3.29%
- Professional Development - 2.44%
- Marketing - 1.00%
- Membership in Professional Organizations - 0.91%
- State Authorization - 0.81%
UAB eLearning and Professional Studies Team

Elizabeth Fisher, PhD
Interim Executive Director

Keith Bailey
Multimedia Technician

Tammy Edwards
Administrative Associate

Courtney Felton, MS
Innovative Learning Designer

Zhetao Guo, PhD
Innovative Learning Designer

Cynthia Helms
Program Administrator

John King, MBA
Officer of Administrative and Fiscal Affairs

Samira Laouzai, MS
Manager of Online Program Development and Quality Assurance

Kathryn Mergl, MEng
eLearning Grant and Research Analyst

Justin Moon
Manager of Media Production

Mike Morris, MS
Instructional Technologist

Deidre Murray
Manager of Online Special Programs

Colleen Qu, MS
Multimedia Artist/Graphic Designer

Lisa Reburn, PhD
State Authorization Compliance Director

Meegie Wheat, MS
Innovative Learning Designer