Dr. Donna Slovensky called the meeting to order at 10:02 AM.

Approve October 11th Minutes
The draft Minutes from October 11th were approved.

Action Items from October 11th Meeting
Logic Model. Action. Dr. Snyder will provide the basic categories to Dr. Slovensky who will share with the AEC to work on a graphic for the website. UPDATE. Drs. Slovensky and Snyder shared the logic model graphic commonly used in program structure as required by the federal government, with the following categories:

1. Inputs
2. Outputs
   2.1 Activities
   2.2 Participation
3. Outcomes – Impact
   3.1 Short
   3.2 Medium
   3.3 IMPACT

Discussion followed among the Committee about criteria that should be added or edited. Edits include: 1) “Innovative Learning Design staff” will replace “eLPS staff” under “Participation.”

The Committee identified the real goal as Students. To qualify the “IMPACT,” measurable criteria need to be added such as increasing national visibility and rankings for UAB’s online programming by increased enrollment, more hits to the website, outcomes from marketing due to the launch of UAB Online website, improved USNWR rankings. Dr. Boyar mentioned that the Collat School of Business looks at credit hour production, reducing stop-outs, and number of students enrolled; they track marketing leads which should translate to higher enrollment numbers. Further discussion included whether or not rankings should be listed as a long-term metric, not being a determinant of success. Quality Matters is completely voluntary with no mandate across campus. For example, the School of Nursing does not participate in QM; the School of Health Professions is selective. Each program should have an elevator speech such as, “By the year 2025, our school will have 10 programs in the top 20.”
Allison stated that accessibility affects online courses. The Office of Disability Support Services provides education and awareness to make all courses accessible. If the DOJ comes to the UAB campus, they will look at everything—not just one. The increase student enrollment on campus has increased the number of requests for assistance from the DSS office. Discussion followed among the Committee about the time factor and cost of captioning for online courses. Audrey Dupont from the Office of Counsel is collaborating with the University of Alabama to determine how their campus is handling captioning of every course offering. Allison confirmed that UAB needs to show that we are "intentional and aware" pending funding of this initiative. Action. Dr. Slovensky will revise the Logic Model and distribute to the Committee.

**UAB Strategic Plan.**
Dr. Lisa Reburn shared a hand-out from the State Authorization Reciprocity Agreement (SARA_Council of Regional Accrediting Commissions (C-RAC) that states, “Online learning is appropriate to the institution’s mission and purposes.” **Action Update.** Cynthia obtained from the Office of the President, that the Strategic Planning Council is engaged in the next phase developments of the University Strategic Plan with a revision scheduled in the Spring, 2017.

**Online Tutoring.**
John King has two contracts available for review by Dr. Tracy Lyons, Executive Director of Retention Initiatives, to ensure that online tutoring services are consistent with tutoring to on-ground students by the VMASC. eLPS is available to vet online tutoring vendors and to pay the cost on a campus-wide basis. **Recommendation.** Dr. Slovensky spoke on behalf of the AEC that on-ground and online tutoring should be facilitated by the same office; however, a documented decision needs to be in place as to online tutoring being provided by an office other than the VMASC should that option be selected.

Dr. Slovensky adjourned the meeting at 10:54 AM.

The next meeting of the Assessment & Evaluation Committee is scheduled for Tuesday, February 14, 2017 at 10:00AM in MOPS 200.