Minutes
Assessment & Evaluation Committee

Magnolia Office Park South, Suite 200
10:00-11:00AM

Present. Dr. Donna Slovensky (Chair), Dr. Scott Boyar, Dr. Catherine Danielou, Dr. Elizabeth Fisher, Dr. Nataliya Ivankova, Dr. Scott Snyder, Ms. Allison Solomon. Absent. Ms. Samira Laouzai.

Dr. Donna Slovensky called the meeting to order at 10:00AM.

Review & Approve from August 9th Minutes
Dr. Slovensky confirmed with Cynthia that edits had been made as submitted prior to the meeting. Dr. Marjorie Price withdrew from the committee at the recommendation of Dr. Slovensky due to her teaching schedule which conflicted with meeting attendance on a regular basis.

Revisit eLPS Strategic Plan (SP)
Since a new Executive Director will be hired soon, Dr. Slovensky opted to focus more on the assessment process of the AEC as discussed recently by a small group—herself, Dr. Fisher, Dr. Snyder, and Dr. Ivankova. The primary issue determined in that meeting is that key measurable outcomes of the AEC have not been identified. Actionable data to assess outcomes going forward were discussed to include the following:

1. How are eLearning programs ranked nationally?
   - Example: Set a goal of being ranked in the Top 10 or Top 20 within 5 years. USNWR rankings are a good start.
2. Use of Quality Matters (QM) certification as the designated standard for online instructors and courses
   - Increase the number of QM certifications
   - Prioritize the allotment of slots for schools/programs based on highest volume
   - Ensure online courses are of high quality
3. Track the growth of out-of-state versus in-state online students
4. Increase the number of online programs (CHPs generated by those courses)
   - Institutional Effectiveness and Analysis could capture this type of data

Logic Model. Dr. Snyder suggested use of a logic model to include a Venn diagram (i.e., using circles to represent sets, with overlap of the circles indicating relationships). Categories for inclusion include: inputs (resources), activities, results from activities, and ties to other categories. Actions.
1) Dr. Snyder will provide the basic categories to Dr. Slovensky who will share with the AEC to work on a graphic for the website.
2) Dr. Fisher will provide the criteria.

The focus needs to be on what eLPS is doing for the University. Action. Dr. Fisher will obtain information from the Education Advisory Board (EAB) regarding organizations who recognize online education at institutions of higher education.
Services. Online and on-ground students should receive the same services. Ms. Solomon noted that there has been a sharp increase in the number of mental and emotional disabilities among students recently.

Resources. The question was asked about how to allocate resources among the schools/college at UAB. The new university budget model will not affect tuition for online students which is the same for in-state and out-of-state students in every school except Public Health due to the uniqueness of their degrees (i.e., little or no competition from other universities).

Curriculum. One recommendation to increase online enrollment is to offer more online course sections for core curriculum which would fall under CAS.

Faculty. Discussion followed that some faculty state openly that they do not want to teach online. The business model is different than face-to-face in that online teaching is more time-consuming. In fact, some faculty experience burn-out by teaching online and face-to-face. Discussion in the eLearning Advisory Council included the suggestion to incentivize online teaching for tenure-track faculty through annual performance appraisals.

UAB Strategic Plan. Based on OLC Scorecard information submitted, we learned that distance education is not explicitly part of the University’s SP or mission. Dr. Snyder mentioned that the School of Education is only interested in online education as part of the overall SP—not as a factor within the University setting. His understanding is that a new University SP will be available by March 2017. **Actions.** 1) Dr. Slovensky will communicate with the Provost about explicitly addressing online education in the University SP. 2) Dr. Fisher will follow-up with the Provost in her next bi-weekly meeting.

Dr. Fisher stated that the President asked her to conduct faculty focus groups in order to move online education forward. The question was asked how we can get this request on the President’s desk? Dr. Fisher would like to postpone responding to the request in favor of the new Executive Director.

**OLC Scorecard: Responses less than Score of 3**

Online Tutoring. The only response that eLPS received a score of 1, was on the topic of online tutoring. Deidre Murray provided a report at the last Enabling Technologies Committee meeting, comparing three vendors for tutoring services and concluding that Upswing and Tutor.com offered the better services. The Committee recommended that the following persons be at the table for additional discussion about providing tutoring services for online students: Dr. Linda Lucas, Dr. Bradley Barnes, Dr. Tracy Lyons, and Dr. Lisa Kerr (Interim Director of VMASC). **Action.** 1) Cynthia will distribute an electronic copy of the online tutoring comparison presentation. **Action Pending.** 2) Dr. Slovensky will discuss online tutoring options with Dr. Barnes.

Dr. Slovensky adjourned the meeting at 11:10AM.

The next meeting of the Assessment & Evaluation Committee is scheduled for Tuesday, December 13th at 10:00AM in MOPS 200.