Minutes

eLearning Advisory Council

Administration Building
Penthouse, Large Conference Room
Tuesday, January 12, 2016
10:00–11:30 AM

Members Present. Dr. Jacqueline Moss (Chair), Dr. Donald Burke, Dr. Catherine Danielou, Dr. Elizabeth Fisher, Dr. Peter Ginter, Dr. Karen Kennedy, Dr. Betty Nelson, Dr. Scott Phillips, Dr. Michelle Robinson, Dr. Terrence Shaneyfelt, Dr. Donna Slovensky, Dr. Nancy Wingo, Dr. Lou Ann Worthington, and Mr. David Yother.

Members Absent. Dr. Curtis Carver, Dr. Craig Hoesley, Dr. Maria Hopkins, Dr. Nataliya Ivankova, Dr. Robert Kleinestein, Dr. Tracy Lyons, Dr. Kristi Menear, Ms. Briana Miller, Dr. Linda Moneyham, Dr. Katherine Weise.

New Members. Dr. Christopher Edmonds, Assistant Professor of Accounting and Finance, Collat School of Business. Dr. Jenelle Hodges, President, Instructional Designers Advisory Board and Instructional Design Specialist Senior, School of Education.

Guests. Dr. Bridgette Kennedy for Dr. Maria Hopkins, Ms. Randi Kirkland for Dr. Jenelle Hodges, Ms. Samira Laouzai, and Ms. Heather Thompson.

Welcome from the Chair

Dr. Moss called the meeting to order.

New Members. Each attendee introduced themselves since there were two new members to the Council today.

DCG. Dr. Moss summarized that the Digital Content Guidelines (DCG) document is a set of guidelines developed by Drs. Carver and Fisher, edited and endorsed by the eLearning Advisory Council (eLAC). The Faculty Policies and Procedures Committee (FPPC) of the Faculty Senate challenged the guidelines, sending a letter to Provost Lucas regarding the role and membership of eLAC. The Provost asked that the DCG be placed on-hold until the Chief Information Security Officer (CISO) is hired in February 2016. Discussion followed among eLAC with the conclusion that eLAC functions as an advisory body to the Provost, University, and Division of eLearning & Professional Studies (eLPS). eLAC and the Standing Committees were developed from the eLPS Strategic Plan. By way of review, Dr. Moss asked that Cynthia distribute the Mission Statement, Strategic Plan, and Operating Guidelines (Bylaws). Post-meeting follow-up. After the meeting, Cynthia distributed electronically copies of the Provost’s Charge (Mission)-2013, eLearning Strategic Plan-revised 3/10/15, and the eLAC Bylaws-revised 10/1/15.
Standing Committee Reports

Quality Curriculum (QCC). There was no report at today’s meeting.

Policies and Procedures (PPC). Dr. Donna Slovensky reiterated the PPC’s support for the DCG in the process of eLAC approval; however, the Committee wishes to comply with appropriate governing bodies in setting policy on a university-wide basis. With regard to membership, Dr. Scott Phillips will remain on the Enabling Technologies Committee rather than replacing Dr. Jonathan Waugh as the CTL representative. Dr. Betty Nelson has been invited to join the PPC as the Faculty Senate representative.

Enabling Technologies (ETC). Dr. Nancy Wingo reported that Drs. Curt Carver and Elizabeth Fisher shared a summary of the UAB/Canvas Strategic Partnership trip from November 19th at the December 9th ETC meeting. We are making a strategic effort to implement Canvas on a campus-wide basis, including the student body drafting a resolution requesting that faculty use Canvas. Students need to be the focus of Canvas. Currently, only 30% of courses at UAB are in Canvas. To what extent do faculty members use Canvas? The CTL and eLPS work together in communicating faculty opportunities for training. There was discussion about data tools in Canvas. The ETC needs to define what it means to be considered an “active user” of Canvas. Samira Laouzai is providing data tools to instructional designers.

Interim Executive Director’s Report

ProctorU. Dr. Elizabeth Fisher stated that proctoring is working better at UAB with eLPS no longer involved as the “middle man.” Dr. Betty Nelson affirmed that the second half of the fall semester worked well with the current payment system. ProctorU will honor the system-wide license price for UAB and UAH even though UA has pulled out of the contract. Newsletter. eLPS distributes a newsletter at the first of each month. In an effort to broaden the audience to as many faculty members as possible, Dr. Fisher asked that each eLAC member be responsible for sharing information throughout their schools/units. Currently, the newsletter is distributed to Deans, Associate Deans, the Canvas Success Team and the Instructional Designers Advisory Board Council.

DCG. Dr. Fisher summarized that the FPPC would like to revise the DCG to look more like guidelines than a policy, with a more positive approach. Policy referencing in the DCG is okay. She reiterated that eLAC actions should be shared among members’ schools/units. At this time, the Provost as tabled the eLAC version of the DCG. Dr. Betty Nelson who sits on the Faculty Affairs Committee recommended that a collaborative group of FPPC and eLAC sit down and work through the DCG. Discussion followed that eLAC represents online faculty while the Faculty Senate is composed of traditional faculty, for the most part. Dr. Nelson will let the Faculty Senate know that eLAC is available to collaborate and provide expertise.

eLearning Services

Canvas. Samira Laouzai summarized that during the fall 2015, grade publishing was piloted in Canvas/Banner. There were 2,477 grades posted by 21 faculty members from 3 schools/college (School of Health Professions, Collat School of Business, College of Arts and Sciences) with 59 total classes and 2,611 students registered. Citrix. eLPS is working with Banner and Citrix to resolve Citrix licenses being suspended inadvertently.

eLearning Marketing

Template. Heather Thompson reported that a course template in Canvas is being created using Best Practices and UAB Branding guidelines. Shutterstock. eLPS is providing 40 images per month to schools using a shared Shutterstock account. eLPS purchased 1 license per person/school for each
school to designate a manager. Heather will provide the designee the login/license information. She will distribute the information via uabonline.edu.  

**Marketing.** A meeting is scheduled with Anne Buckley's (Chief Communications Officer) team to determine how eLPS fits into campus marketing. Additionally, Heather is collaborating with schools’ web communications contacts.

**eLPS Media**

Heather reported that Kaltura will roll-out in the next week. Dr. Fisher announced that eLPS has a lightboard for faculty use that is stationary. eLPS is working with Dr. Scott Phillips and the CTL to provide training among online faculty. The eLPS media manager, Justin Moon, is responsible for producing videos that promote online learning; however, video editing will be done by a student intern eventually.

**Word on the Street**

1. USNWR rankings: eLearning is working with the Office of Institutional Effectiveness and Analysis to help capture data that will raise rankings for online degree programs next year.  
2. Proctoring: Students are paying others to take online exams for them.

**Outgoing Messages**

1. Shutterstock image sharing is now available by each school/unit assigning a manager to the license for that entity.  
2. Kaltura is a centralized media repository.  
3. eLPS will assist with videotaping content for online faculty.  
4. Let eLAC know how self-publishing is going among faculty.  
5. Cynthia will distribute the eLAC Mission, Operating Guidelines and Strategic Plan today.  
6. The eLPS newsletter will be distributed monthly to eLAC for sharing among Council members’ schools/units.

Dr. Moss adjourned the meeting at 11:30AM.

The next meeting of the eLearning Advisory Council is scheduled for Tuesday, March 8th at 10:00AM.