Welcome from the Chair...............................................................Dr. Jackie Moss

Executive Director’s Report .......................................................Dr. Martha Bidez

Standing Committee Reports
  Quality Curriculum ..................................................Dr. Karen Kennedy for Dr. Linda Moneyham
  Policies & Procedures .............................................................. Dr. Donna Slovensky
  Enabling Technology ............................................................... Ms. Nancy Wingo

LMS Authentication & Staffing ..................................................Dr. Elizabeth Fisher

Word on the Street ..................................................................Drs. Moss and Bidez

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Academic Advisory Council

UAB Online

Minutes

Tuesday, January 13, 2015
Sterne Library, Room 174
10:00-11:30 AM

**Members Present.** Jacqueline Moss (Chair), Martha Bidez, Donald Burke, Catherine Danielou, Elizabeth Fisher, Maria Hopkins, Suzanne Judd, Karen Kennedy, Lynn Kirkland, Samira Laouzai, Michelle Robinson, Grant Savage, Donna Slovensky, Jonathan Waugh, and Nancy Wingo.

**Members Absent.** Kristi Menear, Linda Moneyham, Pamela Paustian, and Tracee Synco.

Dr. Jackie Moss called the meeting to order.

**Executive Director's Report.** Dr. Martha Bidez gave the slide presentation she was asked to present to the UAB Faculty Senate this morning, “Division of eLearning and Professional Studies - Update.” The division will celebrate two years on February 8, 2015. New positions are being added to the division including one full-time trainer who will go into the schools within the university. State Authorization is ongoing with the map being updated regularly. There was discussion about the “Online Enrollment” slide with regard to “enrolled in at least one online class” versus “enrolled only online.” The eLPS Policies and Procedures Committee will address these definitions. Academic Advisory Council (AAC) members were asked to make suggestions regarding metrics and trend analyses to Dr. Bidez or Dr. Elizabeth Fisher. **AAC Composition.** The topic of an online student member to the AAC was well-received—undergraduate, graduate, and alumni. Participation in meetings would be either in-person or by phone, based on the student’s schedule. **Action.** The AAC voted unanimously to appoint one online student to become a member of the Council.

**Recommendation.** The recommendation was made for the AAC to establish a process for appointing the Chair as well as council members, going forward. **Online Accessibility.** Dr. Lisa Reburn manages online accessibility for eLPS services. Instructional designers obtain captioning for courses in their respective schools. The eLPS office obtains transcription with a 48-hour turnaround. Dr. Reburn saved approximately $100,000 from state authorization monies to cover the cost of transcription for closed captioning. **Professional Studies.** External course development is underway with Southern Company through the leadership of Kim Greene, Executive Vice President and Chief Operating Officer, and UAB alumnus. Internally, a couple of endeavors are worth noting. The Collat School of Business under the direction of Dr. Karen Kennedy is developing a Pilot Project. Ms. Suzanne Scott-Trammell, Career & Professional Development, is working with eLPS to get Freshman Orientation and Career Mapping online. **Quality Matters Task Force (QMTF).** Dr. Fisher reported that a task force meets monthly in order to build a network of peer-reviewers and an implementation plan for quality enhancement. The group is composed of representatives from the schools within UAB who participate in online education. The next meeting is scheduled this Friday (January 16th). Eventually a page will be dedicated to the QMTF on the UAB Online website. **Huron.** Dr. Moss reported that she and Dr. Bidez were interviewed by the Huron Consulting Group.
regarding the Instructional Technology department. The organizational chart has been modified as the department moves toward naming a new Vice President for Information Technology by March 2015. Jeff Neyland, Interim VP, has been supportive of online education. Hopefully, the new VP will support the endeavors undertaken in the area of online education at UAB. Dr. Moss commented that more has been accomplished in online education during the last eighteen months that had been in the previous five years.

Standing Committee Reports.

Quality Curriculum (QCC). Dr. Karen Kennedy reported in Dr. Linda Moneyham’s absence. The committee met on December 10, 2014. There were two take-aways: 1) Objectives from the Strategic Plan should be reassigned; however, the committee would like to know the process. 2) There is a need for one point-person with behind-the-scenes triage of information in order to make matters seamless for faculty. The QCC discussed whether online degree programs should be designated as approved by the Online Learning Consortium (OLC) and/or Quality Matters (QM). Dr. Fisher reported that only totally online (not blended) programs may bear the seal of these resources on their website, due to specific qualifications. Tracks within degree programs were mentioned as to whether or not they qualify separately for the seal. Attendees at the QCC meeting expressed an interest in obtaining the seal(s)—Business, Engineering, and Health Professions. After today’s AAC discussion, Nursing and Arts & Sciences expressed interest in obtaining QM training for their faculty, but not the seal on their website. Action. The next meeting of the eLPS AAC will be extended by two hours to include lunch in order to re-visit the Strategic Plan objectives assignments.

Policies and Procedures (PPC). Dr. Slovensky reported that the committee meeting scheduled for December 9, 2014, was preempted with academic deadlines. The suggestion was made to focus on school-based Policies & Procedures at the March meeting of the AAC.

Enabling Technologies (ETC). Nancy Wingo summarized the demo by ProctorTrack in December 2014, as being inadequate to serve as the authentication system for UAB faculty and students. An ad hoc meeting of the ETC is scheduled on Friday, January 23 at 1:00PM, for a ProctorU demo. The suggestion was made to invite the AAC to attend the demo.

LMS Authentication & Staffing. Dr. Fisher reported that there are two types of Orientation courses in preparation for going online: Freshmen and Transfer students. Students need to be identified by school. The School of Nursing has a “live orientation” online that has resulted in decreased attrition and increased retention. Goin’ Green (new or transfer students) orientation requires students to pay for orientation unless they are enrolled totally online.

Word on the Street. GoToTraining and GoToMeeting are going well campus-wide. All faculty have licenses; student licenses should be available within the next couple of weeks.

Outgoing Messages. 1) ProctorU demo for authentication will be on Friday, January 23 at 1:00PM. 2) 2015 is the year of Strategic Plan implementation by the Standing Committees. 3) The Quality Matters Task Force is implementing quality enhancement on a school-wide basis for online education. 4) Every school needs to have input in the data that the university needs to track students enrolled in online courses only versus online degree programs.

Dr. Moss adjourned the meeting.