Minutes

eLearning
Advisory Council

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

Members Present. Dr. Jacqueline Moss (Chair), Dr. Donald Burke, Dr. Catherine Danielou, Dr. Elizabeth Fisher, Ms. Cynthia Helms, Dr. Jenelle Hodges, Dr. Maria Hopkins, Dr. Nataliya Ivankova, Dr. Karen Kennedy, Dr. Robert Kleinstein, Dr. Kristi Menea, Dr. Linda Moneyham, Dr. Scott Phillips, Dr. Terrence Shaneyfelt, Dr. Timothy Wick, Dr. Nancy Wingo, Mr. David Yother.

Members Absent. Dr. Christopher Edmonds, Ms. Amanda Gargus, Dr. Peter Ginter, Dr. Craig Hoesley, Mr. Robert Howard, Dr. Tracy Lyons, Ms. Briana Miller, Dr. Michelle Robinson, Dr. Donna Slovensky, Dr. Katherine Weise, Dr. Lou Ann Worthington.

New Member. Ms. Lauren Lake, Faculty Senate Representative/Associate Professor and Chair, Art and Art History.

Guests. Ms. Samira Laouzai, Mr. Justin Moon, Ms. Deidre Murray, Ms. Meegie Wheat.

Welcome from the Chair
Dr. Jackie Moss called the meeting to order.

Minutes. The draft Minutes from March 8, 2016 were reviewed. A motion was made to approve followed by a second. All present approved the Minutes.

Leadership Changes. The eLAC Bylaws are the guidelines used to determine changes in leadership. Effective August 1st, Dr. Kristi Menea has accepted to Chair the eLearning Advisory Council and Dr. Jackie Moss, to Chair the Enabling Technologies Committee. Drs. Donna Slovensky and Linda Moneyham have agreed to continue chairing the Policies and Procedures and Quality Curriculum Committees, respectively. Dr. Moss announced that going forward, the Policies and Procedures Committee will be known as, “Evaluation and Assessment Committee” to better reflect their role. On behalf of the eLearning Advisory Council, Dr. Elizabeth Fisher honored Dr. Moss with a clear and black optic crystal Innovator award inscribed, “UAB | With Deep Appreciation for Your Dedicated Service | Jacqueline A. Moss, PhD, RN, FAAN | Chair, eLearning Advisory Council | 2013-2016.”

Membership Changes. Lauren Lake, MFA, Associate Professor and Chair of Art and Art History, joins the eLearning Advisory Council today as the representative to the Faculty Senate, replacing Dr. Betty Nelson who retired in May. Robert Howard, Associate Vice President of UAB Information Technology, who already joined the Council, will replace David Yother who is retiring from UAB.

Presentation: UAB Start, Salute, Finish by Deidre Murray | Manager of Online Special Programs.
**UAB Salute** is a program for active and retired military individuals, designed to encourage enrollment in one of UAB’s online degrees. UAB now allows military personnel to transfer up to 24 credit hours earned while in the military whereas previously, only 6 credit hours were allowed. UAB Salute will launch in the Fall of 2016.

**UAB Finish** is for individuals who earned credit at another regionally-accredited college or university but did not complete the degree. This program allows these students to complete one of UAB’s online degrees. Students need to have at least 24 credit hours that transfer with a minimum overall 2.0 GPA. UAB Finish reaches a huge market that has been untapped across campus until now which will boost enrollment. UAB Finish will launch in the Fall of 2016.

**UAB Start** is a program for high school juniors and seniors who have the opportunity to enroll in classes at UAB that are online. UAB Start gives students the opportunity to experience college early which, hopefully, will bridge enrollment in UAB as full-time students upon graduation from high school. These students have the option to earn dual credit or just college credit. UAB Start will launch in the Spring of 2017.

There were a few questions from Council members about the programs.

1. Would individuals have to meet the same requirements to be admitted to UAB? Yes, Salute and Finish students would have to meet the same admission requirements.
2. Are the classes listed in the brochure the only classes? No, the students in Start would be allowed to take any freshman level course. They may take only two courses per semester. Deidre would be their advisor, making sure students are not taking classes that are going to set them up to fail.
3. What about AP classes? We would be open to having more classes online that would meet the AP requirements. Dr. Fisher added to just contact Deidre to discuss adding classes.
4. Are the Deans aware of the new programs? Dr. Fisher stated they are aware.
5. Are the students in Finish going to receive life experience credit (i.e., working on a job for a number of years)? At this time, that is not in place; however, that type of credit is a matter that will be looked into as these programs are implemented. Dr. Moss stated they it should be left up to each individual school to determine how life experience credit would be incorporated into these students’ coursework. Dr. Danielou added that CAS sometimes allows for certain work to count for credit, but the student has to provided very detailed documentation.

In summary, Deidre stressed that UAB Salute, Finish, Start will not change anything currently in place at UAB. These programs are intended to market current online degrees and encourage the addition of more online degrees. She welcomed anyone with questions or suggestions to contact her about discussing these programs.

**Interim Executive Director’s Report**

Dr. Elizabeth Fisher thanked Drs. Moss, Wingo, Moneyham, and Slovensky for serving as Chairs of the eLearning Advisory Council, Enabling Technologies Committee, Quality Curriculum Committee, and Policies and Procedures Committee, respectively, during Years 1 through 3 of UAB eLearning.

**eNewsletter.** Since eLPS does not have access to a faculty distribution list, Council members were asked to forward the monthly eNewsletter to their faculty. Additionally, Council members were encouraged to ask their Department Chairs and Adjunct Faculty to subscribe to the distribution list. A new feature going forward will the “Student Spotlight” section, with a focus toward online students and Alpha Sigma Lambda Honor Society inductees at UAB. Selection of students will be made by vote of the eLAC Executive Committee each month. The student will be featured on the eLPS website, also. Dr. Fisher mentioned that eLPS is considering virtual tailgating to garner student interaction online.
**Tutoring.** Currently, UAB does not offer tutoring services for online courses. SACSCOC requires the same services for on-ground and online students. Dr. Fisher met with Dr. Kim Cunningham who encouraged eLPS to move forward with developing options since her team is overloaded. Deidre Murray from eLPS is exploring online tutoring which will mirror the Vulcan Materials Academic Success Center’s tutoring for on-ground courses. Dr. Fisher stated that eLPS is willing to setup the infrastructure, outsourcing the services at an estimated cost of $20,000 for the platform. **Action.** Dr. Fisher will present an update of online tutoring options at the next Council meeting. **Post-meeting Follow-up.** Dr. Moss asked that Dr. Fisher present an update at the Enabling Technologies Committee (ETC) meeting in August for review. The ETC will provide a report to eLAC at the September meeting.

**Online Student Orientation.** The Online Student Orientation Course for UAB incoming freshmen has been approved pending approval by all reviewers. The course is hosted in Canvas. Eligible students are those who are enrolled in fully online undergraduate programs. **Post-meeting Follow-up.** The course will launch on August 8, 2016.

**Introduction of New eLPS Staff.** Meegie Wheat is the new Canvas Campus-wide Administrator. Samira Laouzai has been serving as the Manager of eLearning Services and the campus-wide Canvas Administrator for over one year. The duties related to Canvas across campus have continued to grow which requires that someone assume these responsibilities from Samira. Meegie will be managing Destiny for Professional Studies-related online coursework, also.

**Online Course Development.** In a meeting with President Watts and Provost Lucas on July 5th, Dr. Fisher had the opportunity to speak about developing a Faculty Focus Group for online course development. Discussion among Council members included incentivizing faculty who do not teach online (i.e., adding to the annual faculty evaluation and the Promotions and Tenure package), considering that budget models vary among the schools/college, and specifying goals for the Faculty Focus Group. It was recommended that monetary rewards not be used to incentivize faculty. Dr. Fisher reported predictions by EAB that there will be 25% of students online by the year 2020.

**Faculty Survey.** The suggestion was made to conduct a faculty survey to obtain feedback about the services and support they need prior to introducing a Faculty Focus Group. Dr. Fisher confirmed that Samira is preparing to generate a faculty survey in the fall of 2016. Last year, Dr. Fisher and Dr. Scott Phillips discussed conducting a joint survey between eLearning and Professional Studies and the Center for Teaching and Learning. The request was made to conduct the survey after the Canvas Dynamic Syllabus deadline.

**Dynamic Syllabus.** Most schools report no difficulty in complying with the directive from Provost Lucas that the Dynamic Syllabus be used in Canvas for all courses by August 15, 2016, in preparation for the Fall semester. The College of Arts and Sciences has experienced discrepancy in communication among Department Chairs to faculty as to whether or not all CRNs need to be revised by the deadline, since some courses are not offered this fall. Adjunct faculty who are employed on a nine-month schedule are having difficulty complying with the requested deadline. Questions were asked about whether or not Independent Study and Internship courses are included. Also, faculty asked whether or not the directive applies to Undergraduate and/or Graduate courses. The suggestion was made to list steps for creating the Dynamic Syllabus on the eLPS website where the information is easily and readily available to faculty. Dr. Fisher assured Council members that eLPS staff are available to come to faculty members’ offices to provide one-on-one assistance. **Vote.** Dr. Moss asked that Council members indicate their understanding of the Provost’s initiative that Dynamic Syllabus compliance be implemented in regularly-scheduled undergraduate courses for the fall semester. The vote was unanimous. **Post-meeting Follow-up.**
A copy of the Provost’s email message to the Deans dated July 20th, was forwarded to the Council on July 22nd along with information to contact Mike Morris at morrismd@uab.edu for one-on-one, small group, or large group assistance.

eLPS Services

Schools need to submit courses they selected for QM recognition prior to the end of the fiscal year (by September 30, 2016).

eLPS Media

Justin Moon summarized the use of UAB’s content management system to stream copies of films in their entirety to any destination could potentially expose a liability issue and prevent the university from seeking considerations under Fair Use, or the TEACH Act. Section 107 of the 1976 Copyright Act provides for fair use of copyrighted materials for purposes of education, research, criticism, comment, and news reporting. There are four factors that should be considered in determining whether the use is “Fair Use.” However, these factors are not exhaustive or exclusive, so an element of judgment must be exercised. The four factors are: 1) the purpose and character of use, 2) the nature of the copyrighted work, 3) the amount and substantiality of the portion taken, and (4) the effect of the use upon the potential market. The practice of circumventing copy protection in order to obtain a file to stream when commercial avenues exist to do so could potentially: 1) prevent one from seeking a fair use consideration, and 2) fail to meet the criteria of fair use should the consideration be allowed. In the question of using films in online classes, while each use should be considered individually, the best practice would be to seek commercial avenues first, and if none exist, use reasonable portions of the work obtained by industry-recommended methods rather than the work in its entirety.

Standing Committee Reports

Policies and Procedures (PPC). Dr. Fisher reported in Dr. Slovensky’s absence. The Online Learning Consortium (OLC) awarded 212 out of 225 points, an Exemplary rating, to eLearning and Professional Studies based on their responses to the Quality Scorecard.

Quality Curriculum (QCC). As of today, 7 nominations have been received for the Provost’s Transformative Online Course Award. Up to 3 faculty nominees will be awarded a crystal flame accompanied by a cash prize.

Enabling Technologies (ETC). No report due to time constraints.

Word on the Street

No report due to time constraints.

Outgoing Messages

No report due to time constraints.

Dr. Moss adjourned the meeting at 11:28 AM.

The next meeting of the eLearning Advisory Council is scheduled for Tuesday, September 13th at 10:00AM.