Welcome from the Chair...........................................................................................Dr. Jackie Moss
  • Introduction of New Members
    ▪ Dr. Sylvia Britt (replacing Dr. Pam Paustian)
    ▪ Ms. Tracy Lyons (replacing Dr. Tracee Synco)
  • Approve January 13th Minutes

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

Standing Committees
  Quality Curriculum...............................................................................................Dr. Linda Moneyham
  Policies & Procedures .......................................................................................Dr. Donna Slovensky
  Enabling Technologies .......................................................................................Ms. Nancy Wingo

eLearning Authentication & Staffing ......................................................................Dr. Elizabeth Fisher

Strategic Plan Objectives
  1. Quality Curriculum.........................................................................................Dr. Linda Moneyham
  2. University Success .........................................................................................Drs. Martha Bidez and Jackie Moss
  3. Student Success .............................................................................................Dr. Donna Slovensky
  4. Faculty Success ..............................................................................................Dr. Donna Slovensky
  5. Enabling Technology .......................................................................................Ms. Nancy Wingo

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

Outgoing Message .................................................................................................Drs. Moss and Bidez
Members Present. Jacqueline Moss (Chair), Martha Bidez, Sylvia Britt, Donald Burke, Catherine Danielou, Elizabeth Fisher, Suzanne Judd, Karen Kennedy, Lynn Kirkland, Tracy Lyons, Kristi Menear, Linda Moneyham, Donna Slovensky, and Nancy Wingo.

Members Absent. Maria Hopkins, Michelle Robinson, Grant Savage, and Jonathan Waugh.

Guest. Samira Laouzai.

Welcome from the Chair

Dr. Jackie Moss called the meeting to order with a quorum present. New Members. Since two new members were present, Dr. Sylvia Britt and Ms. Tracy Lyons, everyone introduced themselves.

- Approval of Minutes. The January 13th Minutes were approved with one edit to the Enabling Technologies Committee report. Members were asked to share approved minutes and the member roster with faculty in their schools/units as a means of communicating representation on the eLearning Advisory Council. It has been brought to our attention that faculty are unaware of their representatives on the Council.

Executive Director’s Report

Branding. Dr. Martha Bidez reported that a new brand is being created to identify the academic role of eLearning and Professional Studies (eLPS). This is necessary due to the Division's expanded role beyond totally online courses/degrees to now include hybrid and web-enhanced course support.

Organization and Operating Guidelines. Provost Linda Lucas recommended that this advisory group change its name from “UAB Online Academic Advisory Council” to “eLearning Advisory Council.” Too many “Academic Advisory” groups exist on campus for distinct identification.

Policy Guidelines Needed. Recent faculty actions suggest a need for specific policy and/or policy guidelines to reduce legal and regulatory risks related to online privacy and security for students. Two recent examples: (1) a contract for BlackBoard Collaborate was requested by an individual academic unit. (2) faculty are creating websites for teaching purposes that are neither UAB-approved nor monitored. The existing UAB policy: “Digital Mass Communications and Content Policy” is the appropriate reference for eLPS to address such issues. Dr. Bidez has drafted “eLearning Digital Content Guidelines” to provide interpretation of the existing policy. These draft guidelines will be reviewed by the entire eLearning Advisory Council to edit and approve. Final approval will reside with the Provost and Chief Information Officer for UAB. Once approved, the
guidelines will be presented as information items to the Dean’s Council and Faculty Senate. The guidelines will then be posted on the eLPS website and announced through the eReporter.

**New Faculty.** Currently, only one faculty orientation occurs annually. eLPS will coordinate with Senior Vice Provost Suzanne Austin to provide additional orientations, particularly related to resources available for online, hybrid and web-enhanced instruction.

**FacultyEnlight.** Barnes & Noble at UAB has launched new software that interfaces with Canvas. Faculty may choose textbooks based on usage at other universities, costs, etc.

**State Authorization.** Dr. Bidez announced that Cynthia Helms has assumed the role of managing state authorization for distance education on behalf of the University. Cynthia reported that 37 online degree programs are approved and visible in Electronic Campus. For the 2015 Spring and Summer terms, 1510 online and blended/hybrid courses have been approved by ACHE and submitted for upload in Electronic Campus. “Blended/hybrid” courses may trigger presence for distance education students depending on their state guidelines. The UAB application is in-process for state authorization in North Carolina. This is a SACSCOC-like application requiring a site visit and current restrictions about enrolling new students until UAB is approved. The Graduate School admissions page displays the current state authorization map so that students know the guidelines up-front. Mr. Kirk Kluver is adding the map to the Undergraduate admissions website.

**Pearson.** According to UAB VP for Finance and Administration, Mr. Allen Bolton, UAB declined an enterprise-wide partnership with Pearson. The Collat School of Business is continuing their contract with Pearson Embanet.

**Quality Matters Task Force (QMTF).** Dr. Fisher will be teaching the Quality Matters APPQMR face-to-face Quality Matters (QM) training workshop on Friday, April 10. The goal of the workshop is to prepare instructional designers and faculty to apply the QM Rubric standards and to prepare online instructors to take the Peer Certification course. The cost through QM is $250 per person; however, since Dr. Fisher completed the facilitator training, UAB eLearning will be able to offer the workshop free. This workshop will support the QM Implementation Plan, which is one of the eLearning Strategic Plan Goals—to earn formal QM recognition for courses. This strategy will provide a significant cost savings to UAB schools/CAS. Participants must remain in the session for the entire day in order to be certified. Arriving late or leaving early will eliminate the certification.

**Standing Committee Reports**

**Quality Curriculum (QCC).** Dr. Linda Moneyham, Chair, reported that the committee continues working on implementation of the Strategic Plan objectives.

**Policies and Procedures (PPC).** Dr. Donna Slovensky, Chair, deferred to Dr. Fisher who presided in her absence at the last meeting. Committee members were paired and tasked with writing policies to develop an online syllabus in terms of the University-Wide Policy Development Process. Online and face-to-face standards should be the same.

**Enabling Technologies (ETC).** Ms. Nancy Wingo, Chair, stated that the committee postponed meeting last month while awaiting the results of the ProctorU authentication pilot being conducted
by Dr. Fisher. The committee hopes to make a recommendation for the adoption of a student authentication solution to the Advisory Council after the spring semester ends.

**Academic Outreach Report**

**Training.** The Division is expanding modes of training, including video on-demand and weekly non-traditional hours in the evening. Open labs will continue to be offered at the beginning and end of each semester. Call-ins will replace walk-ins, in which faculty can schedule a time for one-on-one consultations and get immediate help when staff are available. Ms. Katara Davis is leading the training initiative.

**Instructional Designers’ Consortium (IDC).** The question was posed to Dr. Fisher about formalizing the IDC. Currently, this is an informal group under no specific department. However, instructional designers from schools/units may volunteer, weighing-in on matters. Dr. Bidez recommended creating an IDC Advisory Council, formalizing the membership, and acknowledging with a report to the eLearning Advisory Council. The distinction was made that the Canvas Administrators group focuses primarily on Canvas matters and resolutions.

**Learning Tools Interoperability (LTIs).** Clarification on LTIs is needed since faculty members depend on the Division to vet those loaded in Canvas. Samira Laouzai will report at the next meeting of the eLearning Advisory Council regarding LTIs.

**Retention.** Tracy Lyons mentioned student retention challenges when students leave the University due to housing or life issues. She believes that increases in retention could be realized by taking courses online versus face-to-face.

**Strategic Plan Review**

Dr. Moss led the Council through each of the Strategic Plan Objective assignments, for revisions of Standing Committee assignments based on the progress of eLearning at UAB over the past two years. She asked that Cynthia Helms disseminate the revisions for each of the Standing Committees to incorporate in their bi-monthly meeting agendas. 1. **Quality Curriculum** – Dr. Linda Moneyham/Quality Curriculum Committee. 2. **University Success** – Drs. Jackie Moss and Martha Bidez/Committee of the Whole. 3. **Student Success** – Dr. Donna Slovensky/Policies & Procedures Committee. 4. **Faculty Success** - Dr. Donna Slovensky/Policies & Procedures Committee. 5. **Enabling Technology** – Nancy Wingo/Enabling Technology Committee.

**Word on the Street**

Use of LTIs needs to be clarified.

**Outgoing Messages**

1. UAB faculty should not teach online courses outside of UAB-approved course content.
2. GoToMeeting and GoToTraining continue to work well on a campus-wide basis.

Dr. Moss adjourned the meeting.