Members Present. Jacqueline Moss (Chair), Sylvia Britt, Donald Burke, Catherine Danielou, Elizabeth Fisher, Maria Hopkins, Suzanne Judd, Karen Kennedy, Lynn Kirkland, Candra Long, Blane McCarthy, Kristi Menear, Michelle Robinson, Grant Savage, Donna Slovensky, Jonathan Waugh, and Nancy Wingo.

Members Absent. Martha Bidez, Tracy Lyons, and Linda Moneyham.

Guest. Samira Laouzai.

Welcome from the Chair

Dr. Jackie Moss called the meeting to order with a quorum present. New Members. Our new student members were introduced: Blane McCarthy, MEng who is employed with the Health Services Foundation and is enrolled in his second master’s degree program—this one online, the Master of Science in Health Informatics (MSHI); and Candra Long, a senior in the Collat School of Business majoring in Marketing, Industrial Distribution & Economics.

- Approval of Minutes. The March 10th Minutes were approved.

Executive Director’s Report

Dr. Martha Bidez has announced her retirement effective June 1, 2015, naming Dr. Elizabeth Fisher the Interim Executive Director of eLearning and Professional Studies. Dr. Moss commended Dr. Bidez for the partnership in developing a Strategic Plan as well as catapulting eLearning campus-wide over the last two years. Dr. Moss pledged her support to Dr. Fisher in the coming months. In the absence of Dr. Bidez today, Dr. Fisher provided a report.

Branding. “UAB eLearning” has replaced “UAB Online” to better identify the role of academic outreach.

Digital Content Guidelines (DCG). Dr. Bidez continues to work on the DCG for FERPA compliance. Some faculty members view course content that they have created, including videos, as copyrighted material to take with them should they exit the university. Faculty members do have rights to their
publications but videos may be owned by the UA System Board of Trustees. Creative Commons has been discussed to address copyright licensing. Incidentally, the School of Nursing requires faculty members to sign a declaration that they will teach only at UAB due to conflict of interest, especially with online teaching. **Action.** Identify the guidelines for faculty ownership of course content including media for the next eLearning Advisory Council (eLAC) meeting.

**State Authorization.** Cynthia Helms reported that the School of Health Professions has added a new distance education degree program, Master of Science in Healthcare Quality and Safety. Out-of-state students receive the in-state tuition rate for UAB online degree programs except those in the School of Public Health. As a result, the need for Academic Common Market at UAB is reduced. Currently, UAB is seeking authorization from North Carolina and Kentucky, and from U.S. territories.

**Quality Matters Task Force (QMTF).** The Quality Matters Implementation Plan composed by the QMTF has been sent to the Provost. Dr. Moss reminded council members that any type of policy and/or procedure needs to go through eLAC before going to the Provost. **Action.** Dr. Fisher will submit the QM Implementation Plan to eLAC upon returning to her office.

**Standing Committee Reports**

**Quality Curriculum (QCC).** Dr. Fisher provided an update in the absence of Dr. Linda Moneyham, Chair. The committee has completed work on development of strategies for implementation of the Strategic Plan objectives to be addressed by the QCC. Two priority goals the QCC will address this year include: 1) Development/identification of instruments to assess quality of online courses and teaching; and 2) development of a process for recognition of excellence in online teaching.

**Policies and Procedures (PPC).** Dr. Donna Slovensky, Chair, reported that at the PPC meeting in April, discussion about the need for consistency campus-wide with course shells for online teaching. The goal is to suggest minimum guidelines by creating a syllabus for faculty that encourages self-designed templates rather than university branding while moving toward Quality Matters implementation. Students do need consistency in working-through courses at UAB, however. The School of Health Professions has created an Office of Instructional Support in order to monitor faculty-designed courses. Each school needs some type of monitoring unit.

**Enabling Technologies (ETC).** Dr. Nancy Wingo, Chair, presented an overview of the April meeting. The ETC discussed the need for monthly Canvas tech support report and for a list of approved technologies. An update on the ProctorU authentication pilot study was provided. The tool is not sufficient; however, the folks there are open to ideas from UAB which provides an advantage. Some Council members expressed concern about the eLearning fee being charged per online course to students that includes the authentication tool which remains unavailable. Discussion followed resulting in the request for a breakdown of services to students that the eLearning fee covers. Each of the schools and college within the university is feeling the pressure of additional taxes. **Action:** Provide a budget of eLearning & Professional Studies at the next eLAC meeting.

**Academic Outreach Report**

**Instructional Designers Advisory Board (IDAB).** At the recommendation of Dr. Bidez, the Instructional Designers Advisory Board has been created under the director of the Division of
eLearning & Professional Studies to formally recognize the group. Instructional designers and system administrators from each school/college have been invited to participate; however, each school is not represented at this time. The committee discussed whether or not they should be voting members on the eLAC. Some believe they should not because they are not in faculty roles; while others believe they should. **Action.** Determine exactly what the role of the IDAB will be. How does formal recognition of the group impact eLAC?

*Learning Tools Interoperability (LTIs).* Samira Laouzai presented a spreadsheet of academic technologies that UAB faculty members are using at this time. There is no statement regarding LTI security for every app that is available in Canvas. There are two categories: a) no exchange of data (i.e., YouTube app), and b) exchange of data (i.e., Textbook apps). The question was raised about whether faculty or students represent the university or the individual when agreeing to the Terms & Conditions. University Counsel needs to weigh-in on this matter. **Action.** Samira will revise the spreadsheet to indicate which apps are approved through the university.

**Word on the Street**

Citrix continues being well-received among faculty and students campus-wide. Canvas allows faculty to record attendance as present, not present, or tardy; however, there is a need for recording “excused absences.”

**Outgoing Messages**

1. ProctorU continues being research as the most reliable, valid authentication technology.
2. Policies and Procedures are being addressed with regard to online teaching, both within and outside the context of copyright.

Dr. Moss adjourned the meeting.