MEMORANDUM

TO: Trustee Ron Gray
FROM: Martha W. Bidez, PhD
CC: Dr. Linda Lucas
DATE: September 10, 2013
RE: Progress to Date

The UAB Division of eLearning and Professional Studies (eLPS) was established by the Board of Trustees on February 8, 2013. Please allow me to provide you a brief update on our progress-to-date.

The Division of eLearning and Professional Studies...

- Developed a sustainable business model for ongoing operations
  1. The Division completed the 2012-2013 fiscal year within budget.
  2. Going forward, in recognition of the value-added by the establishment of eLPS, the UAB College of Arts and Sciences and the Schools of Business, Education, Engineering, Health Professions and Nursing all contribute $50 from each online fee received by the academic unit each semester.
  3. UAB realized a 11.5% increase in online enrollment in Fall 2013 compared to Fall 2012.
  4. We anticipate online fee revenues of approximately $1.2 million for FY 2013-2014 to sustain Division operations. Revenues from Professional Studies activities will be in addition to online fee revenues.

- Provided enterprise-wide leadership for SACS reaccreditation of online programs
  1. Organized a division that meets the SACS requirement for an "integrated, institution-wide" structure and process for continuous improvement in online education (Core Requirement 2.5)
  2. Identified and hired a SACS eLearning reviewer as a consultant to analyze baseline areas for improvement and strategy moving forward.
  3. Developed and distributed UAB’s first-ever faculty survey to establish a baseline understanding of quality. (Based on Sloan-C scorecard, which has been vetted by SACS)
  4. Created an Online Academic Advisory Council to develop and vet required institutional policies and quality assurance for online learning (SACS requirement)
  5. Provided staff representation for three SACS committees on campus

- Provided enterprise-wide leadership in state authorization support
  1. Conducted research to establish current status of UAB compliance and potential financial impact of state authorizations
  2. Produced comprehensive spreadsheet of state-by-state requirements
  3. Worked directly with UA System Office lobbyists to provide required information for successful passage of key legislation in the State Legislature.
  4. Served as a resource for all Schools/CAS related to ongoing state authorization issues
  5. Created budget to provide payment of necessary fees associated with state authorization
• **Provided leadership in selection of new Learning Management System (LMS)**
  1. Developed and implemented UAB’s first-ever, faculty driven evaluation of LMS candidates
     1.1. Conducted first-ever faculty/staff Needs Assessment Survey
     1.2. The first-ever LMS Usability Study is scheduled to be launched on September 7, 2013

• **Created UAB’s first, dedicated portal for online education ([www.uab.edu/online](http://www.uab.edu/online))**
  1. Designed, developed and launched a universally designed (ADA compliant) website portal commensurate with other world-class institutions with online education.
  2. Website has attracted 268 inquiries since initial launch on May 10, 2013 with steady growth each month

• **Provided leadership in raising awareness for ADA compliance of online courses**
  1. Hired experienced ADA coordinator in higher education who is available for free, individual school consultation for online course offerings
  2. Directed the development of a new course (CEU model) developed in Disability Rights and Accessible Online Instruction, which is available for free to school faculty and staff
  3. Directed the development of new training for schools and departments to assist with online accessibility compliance

• **Conceived and guided new program development**
  1. Consulted with Schools to develop and deploy unique, niche-market educational offerings
  2. Conceived and coordinated implementation of professional development certificate programs (scheduled to launch September 30, 2013)
     2.1. VPP Certificate of Excellence in Safety
     2.2. Excellence in Mine Safety and Health Certificate
     2.3. Workplace Violence Prevention Certificate
     2.4. ADA Compliance in Employee Training

• **Provided leadership in academic advocacy for online education support**
  1. Attended and contributed to monthly meetings with the Instructional Designers Consortium with follow-up to Blackboard and infrastructure issues
  2. Worked with Deans, Associate Deans and Provost to analyze UAB financial models for online education
  3. Provided financial underwriting of initial costs of enterprise-wide instructional technology software

• **Provided leadership in enterprise-wide strategic planning for UAB Online**
  1. Researched and hired a third party consulting group (Clarus Consulting) to be a neutral entity in organizing all stakeholders to develop a three to five year overarching strategic plan for online learning
     1.1. Constituted Strategic Planning Steering Committee and Stakeholder Interviewees
     1.2. Held first meeting of Steering Committee in June
     1.3. Final strategic plan will be submitted to the President and Provost by December 2013