Continuing Education Faculty Senate Advisory Committee
November 10, 2003

Present: Gloria Vavricka, Tim Burkink, Sheryl Heidenreich, Roger Davis, Wyatt Hoback, Herbert Craig

Absent: Kerri Skinner, Mary Daake, Barb Clark, Ken Nikels

Wyatt requested we offer Coke Classic as a beverage of choice at future meetings!

It was decided the committee will hold future meetings on the 4th Monday of the month at 3:00 p.m. in the Communications Center – 3rd Floor Conference Room area. There will be no December meeting due to Christmas Break. The next committee meeting will be January 26.

Gloria handed out promotional pieces relative to marketing for the Off-Campus Spring 2004 semester.

- Spring 2004 Off-Campus Schedule
- Direct Mail Piece to Teachers
- Magazine Ad in the NSEA Voice Magazine
- Newspaper Ads

Gloria also showed the group a full page ad placed by Bellevue University in the North Platte Telegraph newspaper. She said Bellevue spends 10% of their 30 million dollar budget on marketing. Gloria also mentioned that NTV had called asking for information relative to a follow-up story regarding how Doane College was doing at College Park this fall – they had a 1st quarter enrollment of 25.

It was discussed and decided that committee will concentrate on one agenda item at a time – which at this point is the Distance Education Course Evaluation instrument. The group determined there are three focus pieces to the evaluation: the instrument, the process, and the college politics (i.e., rank & tenure). Areas of concentration on the evaluation instrument might be: 1) behavior, 2) student learning experience, 3) faculty, and 4) student services. Several members voiced concern on how an evaluation instrument encompassing questions for both curriculum and technology issues be kept separate so it doesn’t cloud judgment of a faculty member applying for rank and/or tenure.

The group resolved to review the proposed evaluation instrument via Blackboard and get their comments back to Tim by December 1. Everyone will have access to the Continuing Education Committee organization on Blackboard. Tim will compile the committee comments by December 8. After which time, until January 26, Roger proposed we do a call out to faculty which would allow them a trial run on using the instrument before it’s finalized. Wyatt is planning on using the instrument in December for his classes. It was also suggested that we give
the College Rank & Tenure committees an opportunity to make recommendations on the evaluation tool. Gloria will invite someone from ITS to come to the January 26 meeting to discuss how the instrument can be posted on Blackboard.

The meeting was adjourned at 4:30 p.m.

Respectfully submitted,
Julie Saalfeld