eCampus Faculty Senate Advisory Committee Minutes
November 9, 2010

Present: Gloria Vavricka, Doug Biggs, Ralph Hanson, Sheryl Heidenreich, Mary Daake, Steve McGahan

Absent: Scott Fredrickson, Patricia Cruzeiro, Kathryn Zuckweiler, Mark Ellis

Open Discussion:
Dr. Hanson informed the group that he, Dr. Greg Broekemier, and Dr. Sri Seshadri drove to York recently to meet with the UNL College of Journalism & Mass Communication. UNL and UNK are partnering in putting together a new fully online non-thesis masters program in Strategic Communication (encompassing advertising, PR, and direct marketing). A student would take 18 hours of coursework from UNL’s College of Journalism & Mass Communication with a minor in Marketing (9 hrs.) from UNK and a minor in Organizational Communication (9 hrs.) from UNK. The program is set to launch in the Fall of 2011, with UNK offering their first required course in the Spring of 2012. An Online WorldWide (OWW) Grant is funding this initiative. The question of what tuition rate would be charged for this new program was raised, and Dr. Hanson said that had not been addressed yet. The committee was under the impression that OWW collaborative programs would charge one rate, that being the higher of the two institution’s rates. Gloria would be interested in coming to the next meeting if that would be agreeable with everyone else.

Agenda:
Student evaluation instrument used by the four colleges:
Gloria had asked several committee members to bring the student evaluation instrument that their college currently uses and compare that with what eCampus has available as a resource template on their website. Since only two of the four colleges’ evaluations were brought to the meeting the following generalities were suggested:

- Keep course content and technology issues separate – quite often the teacher is blamed for the failures/difficulties with technology that the student encounters.
- Limit the number of questions
- Create a subcommittee of three members that will report back to the group with a draft of their recommendations. Steve McGahan will chair the group with the assistance of Dr. Biggs and Dr. Zuckweiler.

Steve suggested that each college perhaps use their already established on-campus student evaluation instrument and this committee come up supplementary questions that can be tacked on at the end of the survey that deal more with the online/technology issues. We may need to get copies of the on-campus evaluation used by the four colleges.

Before our next meeting Gloria asked that the subcommittee send out their list of questions for the committee to review. Our next meeting will be determined after Julie sends out a “doodle.”

Respectfully submitted
Julie Saalfeld