eCampus Faculty Senate Advisory Committee Meeting
September 14, 2011

Present: Patricia Cruzeiro, Scott Fredrickson, Kathy Zuckweiler, Doug Biggs, Ralph Hanson, Mary Daake, Sheryl Heidenreich, Steve McGahan, Gloria Vavricka

Absent: Mark Ellis

Doug Biggs will continue as Chair for the committee this year.

Update:
Student Evaluation Instrument – Our charge from last year was to work on developing a series of questions relative to distance learning that could be adopted by the colleges (optional) so there is more consistency in the evaluation process. A subcommittee (Zuckweiler, Biggs, McGahan) drafted five statements that were to be taken back to the colleges for consideration, gather any feedback, and report their findings back to the committee. At today’s meeting it was reported that several of the colleges (FAH and COE) have made the decision to revamp their present student evaluation and have committees working toward making those changes. At the upcoming October meeting, committee members are asked to report their findings after visiting with their college faculty relative to the five statements to see if they would consider adding them or if they already have existing questions that cover this area. This will hopefully give the committee an opportunity to assess whether this charge should continue or if it has reached some kind of closure.

Online Worldwide – A new director has been hired, Mary Niemiec, and formally held the position of Executive Director at the University of Illinois-Chicago and started this new job on August 15. Mary will be coming to UNK on September 21 and is scheduled to meet with the deans and online program advisors.

Online Worldwide Marketing Builder Tool – Online Worldwide developed a draft marketing template for all the campuses to review. Departments may select the type of advertising (postcard, poster, newspaper ad) and also choose the text and images to insert in the template. Feedback from the committee is as follows:

- the tool is really neat
- I would use this
- I don’t particularly care for it
- faceless individuals
- yes, illustrations vs. photography is an issue
- need more options
- can’t change the URL to the UNK program website
- don’t like any of the photos
- lot of males in the pictures – not many females, or females and males together
- UNK titles are too small and don’t come in first place anytime
- pictures are weird...look like an ad from the Sci-Fi Channel
- the facelessness looks so generic
- photos need people in “branded” gear
- would be nice to upload your own photos – university approved photos
need different levels undergraduate vs. graduate – it’s mostly undergraduate now
if this came in the mail I would junk it and not even look at it – needs to be real people
successful marketing sells a lifestyle – these photos don’t reflect
should be students not faculty
banner headline on Google would be more cost effective than direct mail
maybe advertising graduate programs thru the use of online media works better, but undergraduates
still like receiving something in hand
what are we gaining by doing this – the number leads I have received has been scintillating
have a tear off piece on posters for high school students/community college transfers
the piece has a washed out look to it
nothing to identify us – OWW does not offer programs
doesn’t use the Loper Logo
doesn’t link this to the UNK website – has to go to OWW website
OWW creates another layer for students to have to go through to get to, hopefully, the right contact
Having the two logos on the same postcard is confusing – which one do you go to and what’s the
difference (essentially you have two brands on one marketing piece)

There was concern about campuses that advertise a course or program as online but they are not 100%
online. UNO’s policy is if a course is over 50% online than it is counted as online enrollment plus
students are paying distance education fees. OWW’s executive committee has been discussing this
recently and the new director felt 75% would be a more reasonable percentage.

“Land Grant” – only UNL is a land grant institution (wording in the OWW website description).

The link on OWW takes you to the admission page, but there is no information about who the contact is
for the “online” program and the program advisor has no knowledge that the student is wanting to be in
their program.

Scott made a motion that asks Faculty Senate at their next meeting to adopt the following statement:

To assist students in understanding the terms, UNK defines online classes and programs
as being 100% online, face-to-face classes and programs as being 100% face-to-face, and
blended classes are a combination.

Patricia seconded the motion. All were in favor – motion carried.

Course Load – Scott is reviewing the new course load policy at UNL for online courses and we will
discuss this at our next meeting.

New 120 Credit Hour Degree – Next Tuesday, September 20, the Center for Teaching Excellence will
host a presentation by Dr. Charlie Bicak outlining what the Board of Regents passed on September 9
with the 120 credit hour degree.

Our next meeting will be October 12 at 2:30 p.m. in the Communication Center/Room 218.

Respectfully submitted
Julie Saalfeld