eCampus Faculty Senate Advisory Committee Meeting
January 22, 2013

Present:  Gloria Vavricka, Steve McGahan, Thomas Freeman, Kathy Zuckweiler, Lisa Kastello, Ralph Hanson, Roger Davis, Julie Saalfeld

Absent:  Patricia Cruzeiro, Mary Daake, Sheryl Heidenreich

eCampus Updates:

Gloria emailed the January 2013 copy of the Sloan-C Report to committee members prior to the meeting. This is the tenth annual report on the state of online learning among higher education institutions in the United State --**Changing Course: Ten Years of Tracking Online Education in the United States**. One of the key issues in the report was about MOOCS (Massive Open Online Courses).

- Only 2.6% of all institutions are doing MOOCS (not as many as you might be lead to believe)
- Concern regarding credentialing for normal college-level courses vs. taking MOOCS. There would need to be transparency for employers & the public.
- Using the CLEP model and applying it to MOOCS
- Enrollment for online courses is increasing nationally – a third of all students have taken an online course
- Over ¾ of academic leaders believe online is just as good or better with learning outcomes comparable to face-to-face courses.

Gloria reported that there has been no new information from Online Worldwide relative to MOOCS. Roger reported on the Midwest Higher Education Compact (which UNK is a part of) and that they will be holding a policy summit on MOOCS in Omaha in November. More than likely, the Midwest Higher Education Compact will be coming to some conclusions on what their position is going to be on MOOCS and their position will be our position since we are contractually bound to do so. Gloria suggested the committee revisit this matter in the fall and if there is anyone from the committee that would like to go to the summit in November we may be able to help out with mileage expenses. Roger asked if eCampus could contact OWW and find out what their position is on this matter. Gloria agreed that down the road she would be checking on this.

eCampus just finished up with the applications for Distance Education Stipends for Summer 2013 and we had about 32 requests which amounted to nearly $60,000. Of these 32 stipend requests, 8 were for developing General Studies courses. As you may know, Daren Snider, Director of the Office of General Studies applied for an eCampus program grant two years ago. This grant awards faculty professional development money to be used for anything related to distance education. The award is set up as follows: $1,000 (for a 3 cr. hr. course) for first time faculty members teaching a UNK online course and $500 for faculty who have taught a UNK online course previously. The program fund is nearly exhausted, so in the future eCampus will continue to fund applicants who apply and develop General Studies courses but will pay a flat $500 (3 cr. hr. course) stipend instead of professional development money.
Steve reported on the status of the Marketing Coordinator position. This is a new position and this person will be responsible for marketing UNK online programs and courses. Applications will close on January 31 and shortly after that the search committee will get together and review applications and, hopefully, have someone hired by late February or early March. The distance education fee will fund this position.

Tom asked for clarification on Online Worldwide’s marketing policy for the UNK online programs. Gloria explained that originally OWW’s goal was to generate leads for the campuses. OWW has done broad, general marketing, brand advertising, and developed their website. When Mary Niemiec was out here in November at our last eLuncheon, Gloria arranged to have Mary, Laura, and Jill meet with several groups of UNK faculty to discuss marketing specific programs for UNK – their response was they could help us do a press release or post information on their website. If additional marketing expenses are incurred, the department would need to put in matching funds.

Todd Karr has been hired as the Assistant Director of Online Worldwide; he will start work in February.

Governor Heinemann has proposed a tuition freeze for NU resident students taking online and on-campus courses for the next two years.

Video Services will be changing the way they store video lectures. Taped recordings will be sent back to departments to archive rather than Video Services or eCampus maintaining these.

It was asked that tuition differential distribution be explained again. Gloria indicated that this has been explained several times to Faculty Senate but is glad to explain it one more time in order to be included in the minutes.

Tuition differential is the difference between the distance education tuition and the on-campus tuition rate. At the end of the academic year, the tuition differential generated by each department is calculated, as well as the grand total tuition differential generated by UNK. However, this is not the amount that can be distributed to the departments because UNK remissions, uncollectibles, waivers, etc. must be subtracted from the total, as well as the Online Worldwide assessment. This past year, these items accounted for approximately 40% of the tuition differential, leaving 60% of the total tuition differential to be distributed. The Finance Office determines this final amount and informs eCampus what is available to be distributed back to the departments. Therefore, this past year 60% of the total tuition differential generated was distributed back to the departments.

Our next meeting will be Tuesday, February 26 at 3 p.m. in CMCT Room 250.

Respectfully submitted
Julie Saalfeld