eCampus Faculty Senate Advisory Committee Meeting
October 24, 2014

Present: Gloria Vavricka, Steve McGahan, Roger Davis, Noel Palmer, Casey Schoenebeck, David Luker, Amber Messersmith, Erin Bush, Julie Saalfeld

Absent: Lisa Kastello, Sheryl Heidenreich

Guest: Greg Brown

Greg Brown was asked by President Taylor of Faculty Senate (FS) to convene the meeting so the committee could get their charge and elect a Chair. Greg passed out a handout covering “Statement of Principles for Faculty Senate Committees” that were proposed and approved last year. As a point of clarification regarding FS committee membership, Greg informed the group it runs from October thru October. It starts in October after the first Faculty Senate meeting is held and runs until the next year ending in October. This can be confusing since elections for FS happen in the spring and members might think their term of service ends when the semester ends; however, there are FS committees that continue to conduct business up until the first FS meeting in the fall.

Election of a Chair: Casey Schoenebeck nominated Roger Davis to continue as Chair for the group. Roger accepted. Erin Bush seconded the nomination. All were in favor of Roger continuing as chair for another year. The meeting was turned over to Roger who then turned it over to Gloria to go over the agenda she had sent out.

eCampus Update – Gloria Vavricka

- eCampus Faculty Handbook was handed out – if members need more copies please let Gloria know (this is given to new faculty at fall orientation)
- Copy of Spring 2015 eCampus Schedule handed out – in the process of being printed now
- Fall 2014 6-Day duplicated enrollment for eCampus - 4,999 - up 8.5% from Fall 2013 at this same time
- Over $1.7 million of Tuition Differential funds for 2013-2014 were distributed to departments – up from last year
- eCampus awarded $38,750 in Spring 2015 Distance Education Stipends
- The announcement for Summer 2015 Distance Education Stipends will be sent out in February
- The announcement for Summer 2015 salaries was sent out to the deans – requests need to be back to eCampus by early December
- Master of Science in Education: School Counseling-Student Affairs will go online next year. CSP applied for a $35,000 Online Worldwide Grant and received that. The program will start next year. The MBA is restructuring to a blended program.
- eCampus and Graduate Studies together purchased a CRM (Customer Relationship Management) software program called Talisma. Should be up and going within the next year.
- Hiring a CRM Marketing Analyst position for eCampus and Graduate Studies
Online Worldwide Update – Gloria Vavricka
- Annual Report just went to press – Gloria will give members a copy when it becomes available
- Campus Conversations event will be November 4 from 11:30 a.m.-1:00 p.m. (each university campus takes a turn hosting a speaker that presents topics relative to online education). This full-day event will be held on the UNL campus. The keynote address is “Terms of Engagement: Understanding Student Engagement in Today’s University Classroom,” and there will be other workshops and presentations in addition to the keynote luncheon. The luncheon will be live-streamed, if you cannot attend in person. There is no charge for attending, however, pre-registration is required and needs to be done by October 27.
- OWW will be doing another symposium on May 14, 2015. It will be held at the Cornhusker Hotel again. Steve McGahan is on the planning committee for this year. No topic has been formalized yet, but there will be a reduced number of sessions. RFPs will be sent out.

ADA Compliance Update – Steve McGahan
- David Luker and Steve McGahan are on an ad hoc committee that Steve put together to address ADA issues with our online and blended courses.
- Main focus of committee is putting together an online training session for ADA issues – making an awareness of more students with disabilities...what the university, department, faculty, and student responsibilities are. The training is a lot about being proactive when developing your course with these guidelines instead of reactive.
- Working on instructional modules now and plan to offer it for the Spring 2015 semester. It will be fully online.
- Faculty can contact their eCampus Instructional Designer and ask them to gauge how their online course stacks up as far as ADA compliance.

Coursera/MOOCs Update – Roger Davis
- Faculty Senate (FS) has established an ad hoc MOOC committee – they have met once
- Committee looked at the University of Illinois document, got everyone up to speed, looked at issues, what are some strategies to use for the issues, what do we have, what don’t we have, what is the intellectual property provision at the University of Nebraska, and Coursera contract provisions.
- Borrowed from the report of the University of Illinois as a working model for UNK
- Membership has changed on the committee, so after that finalizes, there will be another meeting to do a quick review for the new people. Decide if we want to add or customize the template
- MOOCs have changed from what they originally started out as – they are now opportunities to use expanded platforms for a tri-part community of enrollment. The communities of people taking MOOCs now are: 1) students enrolling for college credit, 2) those getting the Coursera Certificate of Achievement – receiving credit in lieu of taking a class or receiving CEUs, 3) and those just interested in the information for their personal gain - auditing. These different levels of enrollment can have different costs as well as different access to materials and faculty member.
- We have most of the pieces in place to do this type of MOOC (3 enrollment tiers) we think.
- The committee will submit a report to Faculty Senate this semester. There is still an issue with UNK in terms of negotiations. The committee recommendation in terms of concerns about Intellectual Property is that the course is the property of the faculty member. In terms of concerns about such things as ownership of revenue, particularly advertising on sites, Coursera
allows advertising on your site, and there’s a revenue stream, that issue needs to be decided upon and resolved. The issue of revenue and workload is part of what should be on the table right now in negotiations.

- UNMC is offering an initial MOOC right now with about 5,000 enrolled.
- The History department has tossed around the idea of offering an undergraduate history course as a MOOC maybe using the Kelly Funds.
- Roger Davis is “auditing” a MOOC right now. David Luker has also audited a MOOC – what he noticed about the format was there were a lot of assignments thrown out for group discussion.
- Steve McGahan explained the three levels as such:
  - Low-level – student to content (auditing)
  - Mid-level – student to content AND student to student (certificate)
  - High-level – student to content AND student to student AND student to instructor (credit)
    - The more you pay for a MOOC the more you increase the mode of interaction and the more it becomes like an online course.
- Gloria asked if the Coursera contract will need to be redone. Roger felt a memorandum of understanding could be created and attached with the contract if needed.

Erin Bush expressed her enjoyment in teaching one of her summer courses using the blended format. Roger Davis asked if everyone had received the information regarding the Call for Proposals Kelly Fund. This is grant money that is awarded each year for fostering research in improving teaching in the University. This year’s theme is about blended courses. Roger will email everyone a copy.

Our next meeting will be Tuesday, December 2 at 3:30 p.m. in CMCT/Room 250.

Respectfully submitted,
Julie Saalfeld