

DL Committee Meeting Minutes (Full Committee)

Meeting Date - - 3/22/'07

Members: Curtis Dowdle, Andrea Rowland, Barbara Putman, Carolyn Porter, David Kochersberger, Deb Klavohn, Dennis Keough, Duane Wesolick, Judy Abell, Kurt Berger, Linda Dyke, Christy Deaver, Linda Venturo, Phil Weast, Scott Cline, Scott Baker, Sheri Turk, Toni Knott

Attended: Barbara Putman, Carolyn Porter, David Kochersberger, Dennis Keough, Kurt Berger, Linda Dyke, Linda Venturo, Scott Cline, Sheri Turk, Toni Knott

Guests: none

Agenda: Revisit status of subcommittees. Discuss next steps of the VOH issue. Discuss QM rubric adoption issue and discussion on marketing online programs.

Meeting notes:

Keough opened the meeting suggesting a compromise on the issue of maintaining vs. dissolving sub-committees. The suggested compromise would dissolve both the Student Services subcommittee and the Marketing subcommittee while leaving the Faculty & Staff Development subcommittee intact. A show of hands approved the compromise 9 for the compromise and 1 abstention. Keough will send an email to the absent committee members asking if they support - or not - the compromise.

Keough told the Instructional Administrator (IA) Committee of our work regarding the "Virtual Office Hours" (VOH). Carolyn P. has met with Faculty Senate Pres., and V-P of Instruction. IA thanks the DL committee for opening this discussion. Carolyn will reserve agenda time at a forthcoming IA meeting to discuss next steps.

Keough presented to IA the recommendation of this committee for formal support of the QM Rubric as a benchmark for online courses. The committee received endorsement of the QM Rubric to the extent that the rubric should be used as informal, good-practices, guide for course developers rather than a tool for "policing" course standards. IA recommended that 100 additional QM Rubric brochures be distributed to faculty at the earliest opportunity. DL committee suggests a cover letter be distributed along with the brochures underscoring endorsement of the rubric by DL Committee and IA. Keough will draft that cover letter.

IA also indicated approval for the online "Student Opinion Survey" to be modified to reflect QM rubric benchmarks. Scott C. and the subcommittee will lead the effort for survey modification. Carolyn and the subcommittee will work on the mechanics of mentoring. Training will also likely be tackled by this subcommittee.

Discussion of marketing online programs followed.

Recognizing that DL committee and individual program coordinators have little knowledge of the evolving marketing industry, members suggested that DL growth could be enhanced with the addition of professional and explicit marketing guidance with an emphasis on less traditional marketing channels such as social networking Internet websites e.g., FaceBook, MySpace, uTube.

Dennis read the email from Andrea R., forwarded to Keough on March 22nd, suggesting that each program identify and communicate their needs to the Dean and the PIO office to aid in the development of monies allocation for marketing the college as a whole.

The committee suggests a marketing specialist familiar with Internet marketing be brought on-board.

Linda V. showcased the DL website redesign that included a marketing component comprised of live video with program coordinators and instructors.

The DL website re-design was previewed by the committee with the recommendation, echoing that of the IA committee that the redesign “go-live” at the earliest opportunity.

Next meeting of full committee: TBA

Possible guests: TBA

Topics:

Report on Student Opinion Survey and QM Rubric and VOH.