

Present: Stacy Anderson, Marilyn Bejma, Cheryl Cluchey, Teresa Cook, Julie Coon, Jacklyn Hughes, Elaine McCullough David Nichol, Robbie Teahen, Deb Thalner, Spencer Tower and John Urbanick

Call to Order: 10:30 a.m.

THE ONLINE COURSES FAIR

Elaine reported that sixteen faculty members will be giving presentations at the Online Courses Fair October 28, along with eight informational people. Presentations will be made on Quality Matters, online certification, and Blackboard 9.1. Teresa Cook and Spence Tower from our team will be presenting the 11 recommendations reviewed by the Academic Senate and Atomic Learning, respectively. Mindy Baumgartner and Heather Wauldron are to be congratulated and thanked for the outstanding graphic arts and advertising for the fair.

Before leaving for another meeting, Elaine confirmed that she will be part of the student-readiness subcommittee.

THE COLLEGE NETWORK

Robbie introduced Marcie Mealia, Vice President of Academic Partnership Development for the College Network, who will be speaking today, along with Mark Ivory, Vice President of Corporate Development, about what their company can offer our online-learning program. Marcie distributed brochures that gave us background on The College Network and what services it offers.

The company offers self-directed courses (no faculty needed). Field representatives meet with schools to determine what Gen Ed courses can be offered by this company, whose revenue is generated by selling students the courses they need. If Ferris were to partner with the College Network, the students would be placed in Ferris courses. After an initial interest is shown by a potential student, College Network contacts the student and sets up a face-to-face consultation to see what the student's needs are. The company advises students on what it takes to fulfill their educational goals.

All of College Network's courses are Gen Ed – nothing beyond year 2, with the exception of a custom master-content course authored by the partner faculty. Courses are developed by faculty, peer reviewed, designed so that the student goes through them on their own.

Comments and Questions:

Comment: We could handle students in Michigan, other states could be handled by College Network.
CN: College Network is very aware of what state laws are and will work with Ferris on what states we have permission to work with.

Comment: This model is such that students are on campus taking course-specific classes while taking Gen Ed courses online.

CN: Correct; and by the time the students get to our courses, they are very good students.

Question: Is there a time frame?

CN: No time frame, but there could be one if Ferris wants it.

Question: Quality Matters?

CN: The courses adhere to the rubrics as the courses are developed. The syllabi contain the histories of who has developed the courses. If the student is an audio learner, they can have the questions read to them.

Question: How are self-directed students guaranteed to get through the course?

CN: We give them every opportunity and they are tested along the way. We have a Call Center manned 12 hours a day, and students are given guidance to call when they first sign up. We discuss the course and deadlines, and we provide coaching services and resources to find help. The Call Center is manned by bachelor-degreed support personnel, who also offer basic IT support.

Question: What percentage actually pass?

CN: Tracking just started in February and no solid data is available yet.

Comment: It was suggested that this company's student-success information be shared with Dean Potter, who heads our retention efforts.

CN: ACE reviews are done for our company. ACE personnel visit CN's office and review courses for academic soundness, and at the end of the process they will decide if the course is deemed one that will receive its recommendation.

Question: Will you be able to map Gen Ed courses to our outcomes?

CN: We will share our syllabus to see if it matches your outcome expectations, and the course does undergo a review process every three years by ACE.

Comment: ACE is a very common method of evaluation in the military.

Question: What is a passing grade?

CN: 70% is needed for completion.

Question: How is the final exam given?

CN: The student takes the final exam when ready by notifying CN; 24 hours are needed for proctoring. Identity verification and a room browse by webcam are done. We offer several quizzes and exams after each chapter. Discussion is still open on whether or not a student can bypass all other tests and go straight to the final exam.

Question: What is the cost for each proctor?

CN: The cost is built into the cost of the modules, and that may be up to \$525. Ferris's Gen Ed courses offered through a portal would be \$450. CN's costs do not qualify under financial aid; such aid comes in when a student applies and receives it through our partner university. Lending is available through us. We are required to put on our website what the average loan amount per student is in certificate courses.

Question: What are the interaction points with the students?

CN: First a student would meet with an advisor; second would be an advisory call to the student to see what is needed, and then every three weeks or so there is a follow-up contact, depending on the student. The next touchpoint would be when the student schedules a test. An 800-number is available for the student to contact the company whenever necessary. There are reaching-out calls made whenever a student has not logged in for 30

days. Discussion threads are also used for student interaction. If an advisor cannot answer a student's question, an expert is available. As a company, CN is becoming more proactive with its students. Learn.com is the platform CN is using. A student is able to bookmark the point where he/she stopped and then log back into that spot. A student can also listen to a course, see it on-screen, and print out the page.

Question: Is it ADA?

CN: We are pretty sure it is, but Marcie will have to double check. Courses are moveable using a flashdrive, and developers are working on offering courses as apps. Only one course has a required textbook, and that is provided at no extra charge. Quizzes are in several formats and graded automatically, and essay-type questions are reviewed by an academic expert.

Question: What is the minimum software requirement?

CN: Because it is offered on the network, high-speed is needed and a webcam is provided by the company. A timed quiz does let the student know he cannot log out until completed. CN courses are for motivated students or those who are missing a few hours to get their degrees. Many adults can complete these courses without disrupting their lives. CN offers an alternate way to take courses when university enrollment is full. The company can provide Ferris with rosters of institutions who are using the program.

Comment: Resources for prepping for exams is valuable.

CN: The company can work with a university to develop any needed courses to prepare students to be comfortable and competent to take the online courses.

Question: If a new student comes to us from CN, how do we get them into our system?

CN: They would apply directly to Ferris so they would be admitted the same as other students. Students going through the CN portal from Ferris would already be Ferris students. The company would provide a list of what we accept as ACE-certified so students will know that what is offered will be accepted by Ferris. College Network can also customize the portal to look like a Ferris page.

STATE AUTHORIZATION

We have to be fully compliant by 2014. Robbie and Cheryl will meet to work on this, while Mo is working on data on internships. We will be proceeding with a moderate sense of urgency.

PAULA HAGSTROM'S REPLACEMENT

After solicitation of faculty, only one expression of interest (emerging technology) has been received. Julie would like to invite another faculty member and call the position an at-large member. We do need a CAHS person, and Julie hopes to have someone for our next meeting.

ROUNDTABLE

Next meeting we will discuss student readiness.

NEXT MEETING

Thursday, November 3, 2011 10:30 am to 12:00 pm CSS-302

Meeting adjourned at 12:00 p.m.

Respectfully submitted,

Marilyn Bejma