Present: Robbie Teahen (phone), Cheryl Cluchey, Elaine McCullough, Bill Knapp, Leonard Johnson, John Urbanick, Enid Carlson, Ellen Haneline, Dave Nicol

Absent: Gloria Lukusa-Barnett, Kristen Salomonson

Facilitator: Robbie Teahen

The meeting commenced at 3:00/p in CSS302. Robbie asked for comments on the minutes from the last meeting. There was a bit of discussion regarding what committees were to receive the Plante Moran recommendations and the top five recommendations that require immediate attention. It was a moot point as the recommendations were sent to the FAB and Advancing Online Task Force shortly after the last EMAT meeting. The minutes of the last meeting were adjusted for accuracy. The minutes were approved as edited.

The next item of business was massaging and coming to agreement with the EMAT goals and the priorities that need to be addressed for the academic year 2008-09, both follow.

It became very apparent in the discussions that funding and budget for the online effort needs to be clear with respect to current practice before a recommendation for alternatives can be proposed. Enid is currently getting information as to the practice of the institutions who are touted as best practice schools as well as our peer institutions. The compilation of that information will be available shortly. How much does it cost versus what is the University realizing as revenue. The EMAT agreed it would review the costs and revenues for online learning at Ferris.

The EMAT agreed to send out the goals and priorities of the EMAT to the Chairs, Deans, FAB, and Advancing Online Task Force for their review and comments. The committee also agreed that prior to formalizing these goals and priorities, it will request for all input from the various committees, chairs and deans be provided to the EMAT by December 1, 2008.

Proposed Goals and Vision for FerrisOnline™

In support of the mission of Ferris State University and in concert with the Ferris strategic plan, FerrisOnline™ will pursue the following goals:

1. Assure that the effectiveness of online learning meets or exceeds that of face-to-face as measured by (for example)
   a. Achievement of learning outcomes
   b. Course completion and success
   c. Student satisfaction

2. Strategically increase fully online SCH
   a. Accompany growth in online student enrollment with appropriate increases in faculty, technology support, and other personnel and resources
   b. Increase the proportion of students who are enrolled from other states or nations

    c. Develop a promotion strategy for making Ferris options known throughout Michigan and beyond

3. Increase the proportion of faculty who utilize FerrisConnect to enhance the learners' educational experiences
    a. Utilize technology and learning tools and strategies that enhance the quality of the learning experience

4. Offer students more options to meet their educational goals
    a. Increase the number of courses and programs offered fully online or blended, including expansion of on-campus enrollments in blended formats
    b. Redefine student support services so that students may complete individual courses or programs (certificates to degrees)

5. Encourage Colleges to develop their plans for online and share those with the EMAT so that appropriate resources can be identified and/or deployed and a more systematic approach can be facilitated

6. Recommend an efficient budget model for online instruction at Ferris to assure its growth and sustainability
    a. Consider total revenue/total expenses
    b. Consider comparative costs of online with f2f

With the agreement in the goals, Robbie collected and created the priority issues that the EMAT believes they need to address this next academic year. The list is not necessarily in the order of priority and is subject to change depending upon the feedback of the groups that are reviewing them.

Priority Issues

- Develop a blanket entry web presence so no one gets missed and students know their options with respect to online course offerings. Students need to be able to get all the necessary information for taking an online course whether it is getting their books, learning the technology, understanding their readiness for online learning, HelpDesk support, and student services support.
    o Information must be prominent
- Revisit the vision given the Plante Moran recommendation. At least get clarity on how online learning integrates, supports, and meets the University's vision and purpose.
    o Who are we committed to serving? (future agenda)
        ▪ People at our sites
        ▪ Other states?

- Help FerrisConnect users in finding broadband WiFi by possibly negotiating with major cellular providers and broadband satellite providers to provide subsidized data rate plans for FSU users Student access - "gorilla in the room," FerrisConnect incompatibility with dial-up –" (3)
- Money/resources. Understand the cost, benefit, and revenue that online learning is currently generating for the University and recommend a budget model that allows growth and sustainability.
- Recommend formal policies that support online learning, the students it serves and the faculty who provide it(class size, classes to be developed, payment for supplies, etc.) (2)
    - Issue of design to reasonably accommodate students (e.g. wireless card vs. cable connections) – can't do same level of video, etc. and design accordingly.   Need to develop and articulate that plan. Need to know who our students are and their capabilities (technology, etc.)
- Student readiness – Recommend a model for student success online. Help the students to acquire the knowledge of what is expected, and how they can meet those expectations. Possibly recommend that student readiness and FerrisConnect orientation be included in the FSUS100 curriculum. Make sure student competency is recorded so they don't have to keep repeating an assessment or tutorial for something they already know. Include a provision for transfer students and guest students as well. FSUS 100 not an answer today if students who are here are already in 2nd or later year.
- Authentication . ..that the student is the student and we meet Federal mandates.

The meeting was adjourned at 5:00/p on November 3, 2008. The next meeting is November 21, 2008 at 10:00/a in CSS302.

Respectfully submitted,

Enid Carlson