Present: Robbie Teahen, Cheryl Cluchey, , Dave Nicol, , Elaine McCullough, Bill Knapp, Kristen Salomonson, Leonard Johnson

Absent: Ellen Haneline , Gloria Lukusa-Barnett, John Urbanick

Facilitator: Robbie Teahen

The Draft Online Learning Plan

Robbie reminded the group that the online plan provided to members of this group has NOT been vetted far and at this stage represents only her thinking of almost a year ago regarding what online learning could or should look like at Ferris. It was developed in response to the President's request for a plan, and the President has reviewed it. However, there are several aspects of the plan that were not consistent with his thinking of what Ferris should do. Thus, the EMAT team is asked to use the plan as just one additional piece of information that may (or may not) inform our future recommendations. All are invited to bring forth other ideas from our varied sources and perspectives.

Relationship of Entities

Robbie presented a schematic illustrating the relationships and communication dynamic of the E-Learning Management Advisory Team (EMAT) with the now Ferris Advisory Board (formally the FerrisConnect Trainers), the Advancing Online Task Force (made up of faculty) and the Office of Academic Affairs.
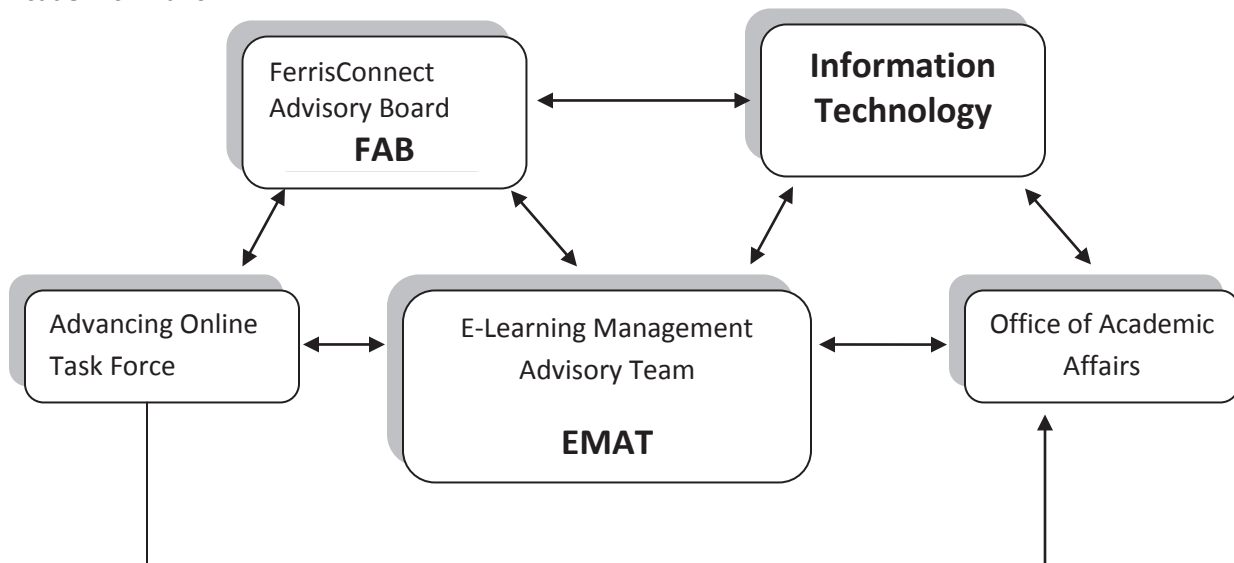
FerrisConnect Advisory Board (FAB) – The primary mission of the Ferris Connect Advisory Board is to work hand in hand with the Faculty Center for Teaching and Learning, Information Technology Services, and faculty to support their growth in the use of current and emerging learning technologies. This group will recommend and influence the actions, directions, and recommendations that emanate from the Advancing Online Task Force and the EMAT. Some of their responsibilities will include but not be exclusive to: preparing faculty for online learning, informing the e-learning administrator of various issues related to FerrisConnect as well as the FCTL. They will continue to learn and grow as the products

evolve from WebCT to Bb to the new generation product that will be introduced within the next couple of years.

Advancing Online Task Force – The task force's overarching goal is to improve the quality and expand the quantity of fully online offerings for Ferris State University. In making improvements in fully online, blended and web-enhanced instruction, the task force's primary work will focus on the educational process, the courses, faculty support , student readiness, etc. This group will receive information and recommendations from FAB but will most directly provide recommendations and communication to the EMAT and Academic Affairs. Last year, for example, the Task Force undertook the SAI to address online learning and delivery along with student orientation. Both projects succeeded in improving and meeting current needs, but they remain a work in progress.

E-Learning Management Advisory Team (EMAT) – This team is tasked to focus on the overall strategy from a university-wide perspective, planning for growth, and pursuing a vision for Ferris online presence on the higher education landscape. Its focus is on fully online learning and how that is supported financially, technically, and with human resources. With respect to its areas of responsibilities, it will receive input and recommendations from the Advancing Online Task Force, FAB and IT for establishing policies, standards, procedures, guidelines, and prioritization of financial investments. It will work with the FCTL, IT and its various applications groups in determining roles and responsibilities. It will work with Academic Affairs along with the input from the other groups and divisions to set strategic direction. The intent of this group's work is strategy and philosophy as well as recommending priorities. It is not a group that is charged with operationalizing online learning.

Facts to be considered as the EMAT moves forward:

Vision and strategy is not definitive at this point given:

- **Commitment**: The commitment to the community and campus. Growth was experienced on campus this year, but it was double digit growth online at the extended learning sites. The trend for online is going to increase, the population for entering freshman is decreasing, the economy, particularly Michigan's is poor requiring many students to work close to, if not, full time in order to go to school. Many are opting to stay at home to save on costs. Online is becoming more attractive to both the traditional and non-traditional students.

- **Budget**: Online growth and income has all gone into the general fund, i.e. there is no "budget" for online course offerings, programs, growth, support, etc.   The College of Professional and Technological Studies (formally UCEL and FSU-GR) is experiencing a different model of income generation and accounting with respect to the colleges it serves and the programs it delivers. It is still delivering online programs and courses, but not generating any money from them due to the changes in accounting. CPTS pay faculty for online development (conversions) and delivery of overload courses. Colleges pay faculty for in load online courses. Two thirds of the courses taught online are in load.

- **Multiple Committees**: There are several groups on campus all participating in this discussion while looking at it from different perspectives. It is necessary to bring confluence to these discussions in order for a vision and strategy to be effective. FAB, EMAT, Advancing Online Task Force, the Senate's committee on e-learning, an emerging committee on course loads with respect to online learning, IT's applications committees, Strategic Initiative's stakeholder meetings, etc. The question becomes, what is redundant?

- **Current concerns**: As this team moves ahead in setting vision and direction, it needs to consider that the University is not able to currently support the non-traditional student as well as it does its on-campus students due to the levels of infrastructure development and experience. There is a perception that there may not be enough staff in student services or IT to support the increased number of off-campus non-traditional students and the higher number of faculty who are teaching these online sections. With respect to cost, FTIAC's are the least expensive to support compared to the non-traditional student with their several transcripts and often a reduced or part time course load.

Given the current state, it is critical that Academic Affairs, with the input from EMAT and the other groups, develop recommendations that can be taken to the President for direction, managed growth, and support of that growth . The meeting was adjourned at 10:00/a. The next meeting is scheduled for Friday, October 24, 2008 at 8:30-10:15AM in CSS302.   Following the meeting, because of the feel of some need for urgency, it was determined that this team will meet twice a month through the end of the year to craft a recommendation for an overall structure of how fully online learning is going to work within the Ferris State University structures and how it fits into the Ferris future.

Subsequent to the meeting, several additional meetings were convened.   October 10 from 8-10 a.m. in CSS 302 is now scheduled.