

EXECUTIVE COMMITTEE MINUTES

Present: Fech, Flowers, Konecky, LaCost, Lindquist, McCollough, Prochaska-Cue, Rapkin, Stock

Absent: Bolin, Franti, Schubert, Shea

Date: February 24, 2010

Location: 420 University Terrace

Note: These are not verbatim minutes. They are a summary of the discussions at the Executive Committee meeting as corrected by those participating.

1.0 Call to Order

Fech called the meeting to order at 3:02 p.m.

2.0 Arnold Bateman, Director, Online Worldwide

Fech noted that the majority of the faculty members he has talked to feel that Online Worldwide is a great endeavor but there is concern with how it will be managed and revenues distributed. He stated that intellectual property and academic freedom are some of the issues of concern. He noted that the Committee met and discussed with Interim SVCAA Weissinger concerns about the over arching curriculum review structure and how the faculty would retain autonomy over the curriculum. He pointed out that there is concern that the faculty's control over the curriculum could be lost or modified in some way.

Bateman noted that the initiative for Online Worldwide started sometime ago. He stated that it became apparent that if the university was going to compete in distance education, changes would need to be made. He stated that resources would need to be pooled and distance education would need to be coordinated. He pointed out that the distance education market is becoming increasingly more competitive, particularly with the formation of the University of Phoenix, other for profit institutions and some of the large public institutions.

Bateman stated that the primary purpose of the efforts to create Online Worldwide is to market our distance education courses with a single brand. This will allow us to better position ourselves within the state and nationally. He stated that the university wants to better serve Nebraskans and the people of the state want better access to the university. He stated that the idea is that the coordination and promotion of Online Worldwide will generate revenue for departments that produce and deliver these courses and will also increase the amount of national and international students.

Bateman stated that all of the academic responsibility of the courses resides with the campuses. He noted that the approval of courses, the selection of faculty to teach the

courses, and developing the curriculum are still retained within the departments and colleges. He stated that none of this has changed.

Bateman stated that the issue of intellectual property has not been a major issue for the Online Worldwide Steering Committee because there is an existing policy that was approved by the Board of Regents. However, if the faculty feels that there are some significant issues that need to be discussed in regards to intellectual property rights and distance education courses, then conversations need to take place.

Bateman stated that Online Worldwide has no intentions of owning the curriculum at the campus level. He pointed out that the curriculum has to be approved at the campus level. He stated that both President Milliken and Provost Pratt have made it clear that how courses are taught will be decided by the faculty. He stated that his office will help facilitate discussion between the campuses in order to create joint programs, but the faculty of the campuses involved will need to decide what courses will make up the program.

Konecky noted that there are core courses that are taught on each campus. She asked how it will be determined which campus will offer these core courses for distance education. Bateman stated that this is a concern that has been expressed by the deans at UNL about similar programs. He noted that there are some programs that UNK delivers that are similar to the ones delivered by the College of Education and Human Sciences at UNL. One of the problems is that the pricing for the UNK courses is lower. He acknowledged that this is an issue that needs to be addressed and reported that some headway is being made here. The Chief Academic Officers from the two campuses have been asked by the Provost to address this issue and recommend a solution.

Bateman reported that at the end of November the chief academic officers from the four campuses, the provost and directors of distance education from each of the campuses were brought together to discuss Online Worldwide. He stated that one of the questions posed to the group and raised in the NU Distance Education Business Plan, August 2008, is how the university will deal with competing programs and duplicate courses. He noted that the business plan that was created laid out a strategy which requires a business plan be created for any distance education program that is developed. He stated that any new distance education program will have to be reviewed by the chief academic officers' council. The council will need to address issues of duplicate programs and help the university work through this problem. He pointed out that having duplicate programs where there is not some coordination and collaborations between campuses may not be a very good use of resources. He stated that this council has been asked to discuss what is perceived as duplicate programs.

Lindquist noted that some faculty members at one campus might feel that courses offered for a degree program at another campus do not meet the standards of the same program at their own campus, but the courses will be listed as a university program. He asked how this problem will be resolved. Bateman stated that multipurpose programs will need to have a business plan, but pointed out that the curriculum is still controlled at the campus

level. He stated that some common standards for distance education courses need to be agreed on. He noted that there are some interdisciplinary programs at UNL and asked if there is a mechanism in place to facilitate the creation of these programs. Lindquist stated that he was not aware of a mechanism and this is one of the reasons for the concern.

Fech pointed out that having a single brand to identify Online Worldwide is a double-edged sword. It is positive in that it is identifiable and marketable but it is not a homogeneous product.

Rapkin asked if a student could go all the way through a distance education program and not be aware of what campus the course was generated from. Bateman stated that when the Online Worldwide website was being developed there was a considerable discussion with Sharon Stephan, Assistant Vice President for Communications & Marketing who has administrative responsibility for the Online Worldwide website about campus identification. He stated that the accreditation links on the website link identify the campus. He noted that a lot of feedback regarding the website has been received from the faculty. He stated that when a student clicks on a program "Apply Now" on the website it will immediately direct him/her to the home campus application form. He stated that when the student registers for program courses it is through their home campus.

Rapkin stated that he noticed that the website lists the College of Arts & Sciences at UNO but there is also the College of Arts & Sciences at UNL. He questioned whether this creates more redundancy. Bateman stated that UNO has a College of Arts and Sciences and they offer several distance education courses.

Konecky asked if it is possible for a student to take courses from the different campuses. Bateman stated that this is occurring now with some of the educational courses at UNO and UNL. LaCost noted that this has been occurring for some time but the current system is not very functional.

Bateman cited the Great Plains Initiative as an example of faculty coming from different programs and campuses to work together. He stated that Dean Kostelnik has pointed out that in order for this to work participants must be treated equally. He stated that this is an upfront ground rule that must be followed in order for joint programs to succeed.

Prochaska-Cue noted that her department had one of the first distance education degree programs. She pointed out that students who completed the program received a degree from their home program and campus. She asked how this would be accomplished with Online Worldwide programs. Bateman stated that students would be admitted to a program with a home campus.

Fech noted that President Milliken mentioned that there are 250,000 adults in Nebraska without degrees and that these people would be one of the targets for Online Worldwide. Bateman stated that there has not been a lot of focus yet on these individuals but a key to

the program is to serve more Nebraskans. He pointed out that one of UNO's strongest distance education programs is the bachelor of general studies which allows people to take courses in several different concentrations.

Bateman reported that the only undergraduate degree completion program at UNL is through CASNR. He stated that UNK has two or three of these programs. He noted that UNK's strongest strength is with the College of Education program followed by a master's of biology program. He pointed out that research shows that there is a greater need for undergraduate distance education programs, particularly in business.

Fech asked if there is an estimate of how many of the 250,000 Nebraskans would get an online degree. Bateman stated that it is difficult to get a good feel for this but based on experience about 10-15% would seek a degree. He noted that many of these people would come in as transfer students.

McCullough stated that she completely read the report that was provided to the deans and questioned where the second survey is that is mentioned in the report. Bateman stated that this was a marketing study which was conducted and that he could provide it to those who are interested.

McCullough pointed out that Online Worldwide calls for the university to follow an academic integrated model. She asked how this would affect the flagship campus and inquired about the start up funds provided for creating courses. Bateman stated that one representative from each campus on the steering committee reviews grant proposals and determine which proposals will be funded. He pointed out that these programs must be approved by the department chair, curriculum committee, and dean. He noted that some of the grant proposals are for courses that are already taught on campus but would be new to distance education.

Fech noted that there have been many institutions where outreach efforts have failed. He asked what steps are being done to ensure that we won't fail. Bateman stated that he is most familiar with the University of Illinois case. He noted that \$22 million was invested in distance education at this university but they created a fifth campus. They also didn't deal with intellectual property issues and wound up competing against themselves. He noted that Colorado State University set up a similar program and struggled for awhile but has been able to work through their issues.

Bateman stated that the university has shied away from creating a fifth campus. He reiterated that courses and programs are to be kept and delivered by the departments and that the University of Nebraska Distance Education Business supported by the President Council wants the same faculty and programs being taught on campus for the distance education programs. This is consistent with the market research conducted by Educational Marketing Group (EMG) for the University of Nebraska.

Fech asked if adjuncts will be used to teach the distance education courses. Bateman stated that this will have to be decided by the departments. He pointed out that the brand

drivers that were developed by President Milliken, Chancellors, Chief Academic Offices and with the help of EMG consultants in September 2008, refer to the same faculty members that teach on campus will teach distance education courses.

Lindquist pointed out that creating an online degree program from an existing resident degree program will likely cost considerably more than \$25,000. He asked where this money is going to come from. Bateman noted that UNL has a better structure for course designs than the other campuses. He noted that many of the faculty can do some of the creation for courses already.

Lindquist asked if UNL has enough design people to create these courses. Bateman stated that each college at UNL offering distance education courses has someone in structural design that can offer assistance.

Konecky asked how Online Worldwide plans to handle students' access to campus resources. She pointed out that currently each student has access only to their home campus resources. Bateman stated that this has been a challenging issue for some time now and is one of the reasons for having Dean Giesecke on the steering committee. He noted that it becomes a bigger challenge when a student registers for a course on a different campus. He stated that in the past the student would register for a course and this would put them into the student information system. He noted that one of the challenges is how to make it easier for a student to take a course from another campus.

Konecky pointed out that the cost for the campus resources is based on FTE, and asked if money was being set aside to help continue to pay for the resources. Bateman stated that there has been discussion about this. He noted that the tuition revenue goes into the tuition fund for the university and funds are allocated for each campus. Konecky noted that this does not mean that any funding comes back to the Libraries. Bateman stated that the money should go back to the departments that create and teach the online courses.

Bateman stated that a recent Association of Public and Land-Grant University – Sloan National Commission on Online Learning study surveyed 11,000 faculty members at various institutions and showed that faculty members feel that one of the keys to success in public institutions is that campus administrators support distance education. He asked how distance education fits into college and departments strategic plans.

McCollough agreed that most faculty members would feel that distance education is important, but stated that those involved in developing the courses say it takes a tremendous amount of time. She pointed out that faculty members do not get any buy out from other responsibilities to develop these courses so it is an additional work load.

McCollough noted that UNK does not have an anthropology program. She asked about synchronized teaching and whether it is feasible to do this with the other campuses. Bateman stated that this has happened with some courses. McCollough stated that she is aware of Breeze but has heard that there are a lot of difficulties with using it. Bateman agreed that this could be done but faculty from both campuses need to sit down and talk

out the details. McCollough stated that there is no mechanism for faculty members from the different campuses to come together to talk. Bateman asked what would help facilitate this. McCollough stated that discussions on revenue and how it would be shared would be helpful. Bateman stated that there are models, such as the Great Plains Initiative, that could be looked at.

Bateman noted that there have been some problems with Breeze in the past but with the help of IS staff support and EE&O staff many of the problems faculty members from the College of Journalism and Mass Communications were having have been addressed, many of these problems have been fixed. He noted that several faculty members have used it successfully.

McCollough stated that synchronizing courses with the community colleges could allow the university to capture some of the revenue lost to community colleges.

Bateman stated that he is very willing to respond to questions anyone might have and suggested people contact either himself (abateman@nebraska.edu) or Dean Giesecke (jgiesecke1@unl.edu).

3.0 Announcements

3.1 Student Money Management Center

Prochaska-Cue stated that the Student Money Management Center now has an office on the second floor of the city campus union and a website has been developed. She reported that discussions have already been held about developing a satellite program and center on east campus. She noted that a program coordinator has been hired. She reported that the first meeting with volunteers has already been held. She stated that the idea is to have one-on-one training with students. She stated that she will be writing a blog along with the coordinator and the plan is to have a kick off for the center in April.

3.2 Cultural Insensitivity Issue on Campus

McCollough stated that U.N.I.T.E., the University of Nebraska Inter-tribal Exchange student group, was meeting with ASUN tonight to discuss the issue of students dressing up in Native American regalia and dancing at some of the home football games. She noted that the students of U.N.I.T.E. were going to express their concerns and how offensive the actions are to Native Americans. She pointed out that the students involved probably did not realize what they did was offensive. She noted that most people do not understand the religious importance and significance of the headdress.

Griffin stated that it is her understanding that the members of U.N.I.T.E. and some Native American staff members on campus were not only upset by what the students did, but what made matters even worse is the lack of response by the administration to address the issue.

Stock pointed out that the action by the students was tasteless and the administration should take a stand on the issue. Griffin noted that creating a diverse faculty and student body has been an emphasis of the campus but the sincerity of these efforts is suspect

when the administration fails to respond to legitimate concerns from a recognized minority student group on campus.

Konecky suggested that the issue could be used to educate people. The Committee agreed to see what the outcome is of the ASUN meeting on the issue.

4.0 Minutes of 2/17/10

No major changes were made to the minutes.

5.0 Unfinished Business

5.1 Proposed Changes to Student Code of Conduct

Flowers recommended that this action be tabled until the academic integrity team is formed. He noted that he is working on getting the appropriate people together to begin work on this effort.

5.2 Senate Elections

Fech stated that Senate elections for the Executive Committee, President-Elect, and Secretary will be conducted at the April 27th meeting. He asked the Executive Committee for help in recruiting candidates for these positions. Griffin noted that there are no representatives on the Committee from the following colleges: Architecture, Business Administration, Fine Arts, Journalism, and Law. She stated that two members of the Executive Committee will need to be replaced in addition to the officers.

5.3 Status of Current Projects

Fech noted that the group working on the conflict of interest policy is just beginning to meet. Lindquist stated that another meeting is set for March 11 and that the Board of Regents still needs to approve the changes to the NU policy.

Fech reported that there will be a meeting of the Faculty Senate Presidents from all four campuses with VP for Business and Finance Keith Dietze to discuss health care benefits.

Fech stated that the issue of coordinating class schedules for east and city campuses has been sent to Dr. Hawkey, chair of Registration and Records, for his input.

Fech stated that the Senate will receive information regarding increasing faculty attendance at graduation.

Fech reported that Paul Royster, Coordinator for the Libraries, will be speaking to the Senate on UNL's digital commons institutional repository.

Lindquist reported that the ad hoc committee on the policy for handling allegations of research misconduct is meeting on Friday to finalize some changes in response to Emeriti Professor McShane's comments and the implications of the motion that was passed at the February Senate meeting. He stated that more than likely, action on the policy will need to be postponed until the first meeting in April.

Prochaska-Cue stated that she is working on reviewing the final proposed wording to the budget reduction procedures. She stated that she will be sending the document to the BRRRC as information to let them know what is being presented by the Executive Committee.

6.0 New Business

6.1 ASUN Proposed Reading Day

Fech reported that a graduate ASUN representative is proposing that one day of the 15th week be set aside as a reading day before finals. Prochaska-Cue asked if the suggestion calls for no classes being held that day. Fech stated that this is what is being suggested.

Lindquist noted that all of the institutions listed as having a reading day start their final exams on Thursday or Friday so one or two days is given before the start of exams as a day to prepare for exams. He pointed out that our final exams do not begin until the week after the 15th week.

The meeting was adjourned at 5:00 p.m. The next meeting of the Executive Committee will be on Wednesday, March 3 at 3:00 pm. The meeting will be held in 201 Canfield Administration Building. The minutes are respectfully submitted by Karen Griffin, Coordinator and David Rapkin, Secretary.