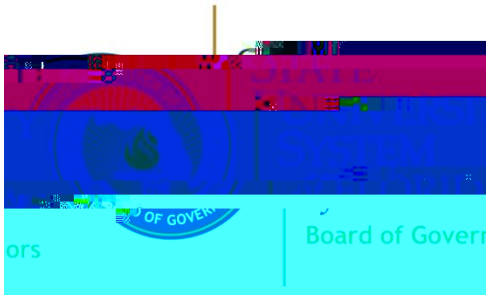

AGENDA

STEERING COMMITTEE
for Implementation of the *2025 Strategic Plan for Online Education*

Room 243, Graham University Center
Florida International University
January 30, 2019
11:00 a.m. – 12:30 p.m.

1. Call to Order and Opening Remarks — Dr. Ralph Wilcox, Chair

   a. November 7, 2018 Meeting Notes
   b. Update: 2019 Summary Agenda

2. For Approval

   a. Statewide Marketing — Joseph Riquelme,

   b. Online Student Retention & Success: Proposal for Webinar Series — Dr. Vicki Brown,

3. For Update

   a. 2025 Online Strategic Plan – Goals & Tactics — Committee Members, SC Workgroup Chairs

   b. Quality Designations — Dr. Deb Miller, Dr. Kelvin Thompson,

4. Concluding Remarks and Adjournment — Chair Wilcox

ATTACHMENT: Workgroup Updates

2025 Strategic Plan for Online Education

should focus on targeted degree programs of need. Chair Wilcox stressed the need to target specific populations, particularly underserved areas of the state.

The Committee discussed the challenges of funding a statewide marketing campaign and recognized that it would likely be a multi-million-dollar initiative. Partnership efforts with corporations and other business entities may be an avenue to advertise to employees the value of a postsecondary degree. Chair Wilcox deferred further action on this issue pending discussions with selected staff to develop a specific, cost effective plan for the marketing of SUS online programs that will target underserved populations and geographic areas. The Committee concurred.

Dr. Vicki Brown (FAU) highlighted the work of the Student Support Workgroup that developed a student support services scorecard that includes a review of retention programs and services that are provided for online students.

Mr. Robbie Fuselier (FSU) reviewed retention strategies that are in place at FSU for online students which emphasize orientation programs, well-trained advising and mentoring, and academic readiness courses. Special programs are made available to at-risk students. Key components of FSU programs include ongoing communication with online students and an emphasis on student engagement and connectedness. Other distance learning leaders participated in the discussion and provided additional information on successful retention initiatives in the SUS.

Chair Wilcox expressed the value in identifying best practices to share across the SUS. He recommended the development of a state level effort to enable successful retention initiatives to be shared among SUS faculty and student support services personnel. The Committee discussed alternative strategies to do this, including webinars and statewide meetings. The Online Innovation Summit that is planned for Spring 2019 may be an appropriate venue for a session on retention best practices for online students.

STEMPowered Florida

Ms. Cummings reported on the October 23-24 SUS Faculty Symposium, STEMPowered Florida, hosted by UF Online. Over 160 attendees, representing 16 universities, participated in the Symposium that promoted the sharing among faculty of best practices for the online delivery of STEM curriculum, particularly

STEM labs. Ms. Cummings highlighted conference sessions and said that the central value of the Symposium was the collaboration among faculty to share approaches for the delivery of online courses and lab curricula in the STEM fields.

January [FSU]	1. Approval: Funding Proposal for online STEM labs (Andy/Evie) 2. Approval: Plans for Shared Programs Task Force (Pam) 3. Approval: Report on use of data analytic tools (joseph) 4. Approval: Report on technology and processes needed for multiple, accelerated terms (Joseph) 5. Discussion: Student Services Scorecard report (Vicki) 6.	

January 30, 2019

For Approval.

ACCESS Goal 2. The State University System will create an environment favorable to the growth of online education.

- *Tactic 2.1.2: Obtain funding for statewide marketing and recruiting to expand online enrollments.*
- *Tactic 1.1.5: Provide a statewide marketing campaign to build awareness for fully online degree programs and courses offered throughout the state by the SUS and the Florida College System.*

In past meetings, the Steering Committee has discussed alternative marketing strategies designed to increase awareness of online program offerings in the State University System. SUS distance learning representatives provided input and feedback on marketing alternatives. Challenges were identified relating to cost and accessibility and members agreed that a marketing campaign should tout the strengths of the SUS, should focus on targeted degree programs (ed 2093(paign)vshouT0 0(de)10(g)dep4(d)3(t)3(u)3(e)6(d 2n(g)dep4(E

The strategy should also promote a unified message and brand that emphasizes the state system of 12 universities, highlighting collaborative efforts among the state universities, and promoting open and equitable articulation among institutions.

Statewide Marketing Goals

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STATE UNIVERSITY SYSTEM OF FLORIDA
STEERING COMMITTEE
SUS 2025 Strategic Plan for Online Education
January 30, 2019

SUBJECT: Online Student Support in the State University System

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PROPOSED STEERING COMMITTEE ACTION

For Approval.

BACKGROUND INFORMATION

At its November 2018 meeting, the Steering Committee expressed interest in providing a state level venue to enable universities to share best practices regarding student success initiatives and renivGROUr1594 ntuete 9(g)-3(aes)4( )-259(rfo)-5( )214.94 nl3(it)3(i)-3160student S. t

STATE UNIVERSITY SYSTEM OF FLORIDA
STEERING COMMITTEE
SUS 2025 Strategic Plan for Online Education
January 30, 2019

SUBJECT: 2025 Online Strategic Plan: Update of Goals and Tactics

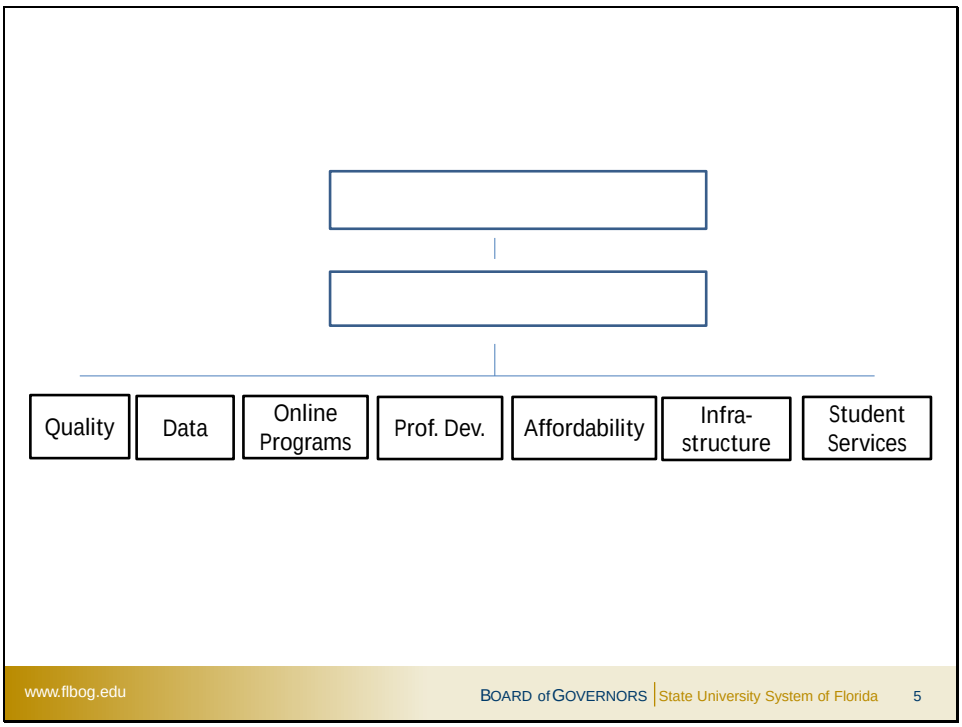
PROPOSED STEERING COMMITTEE ACTION

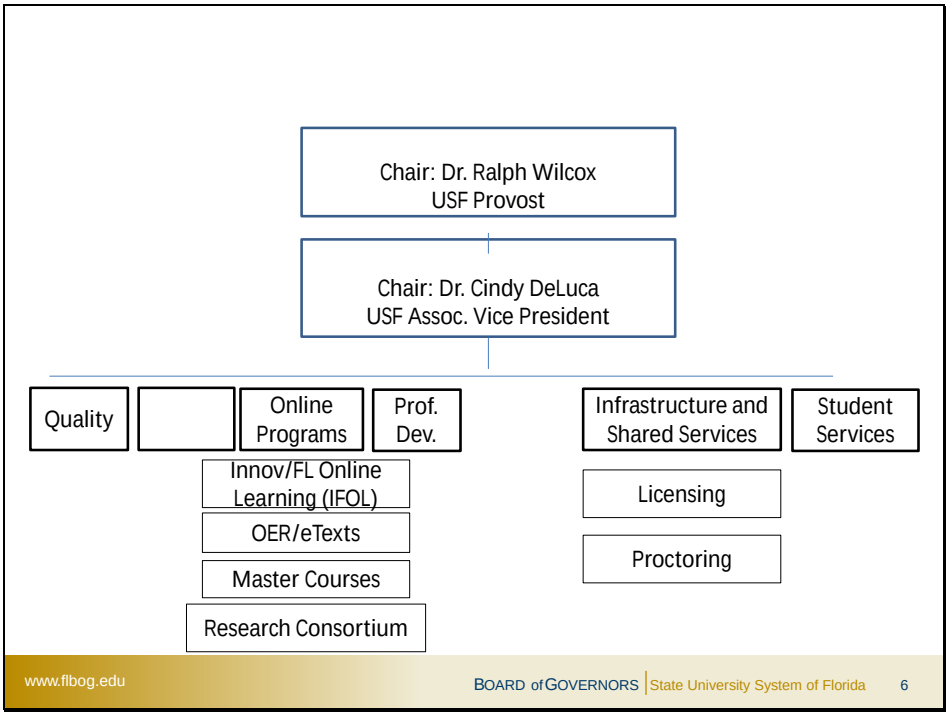
For update

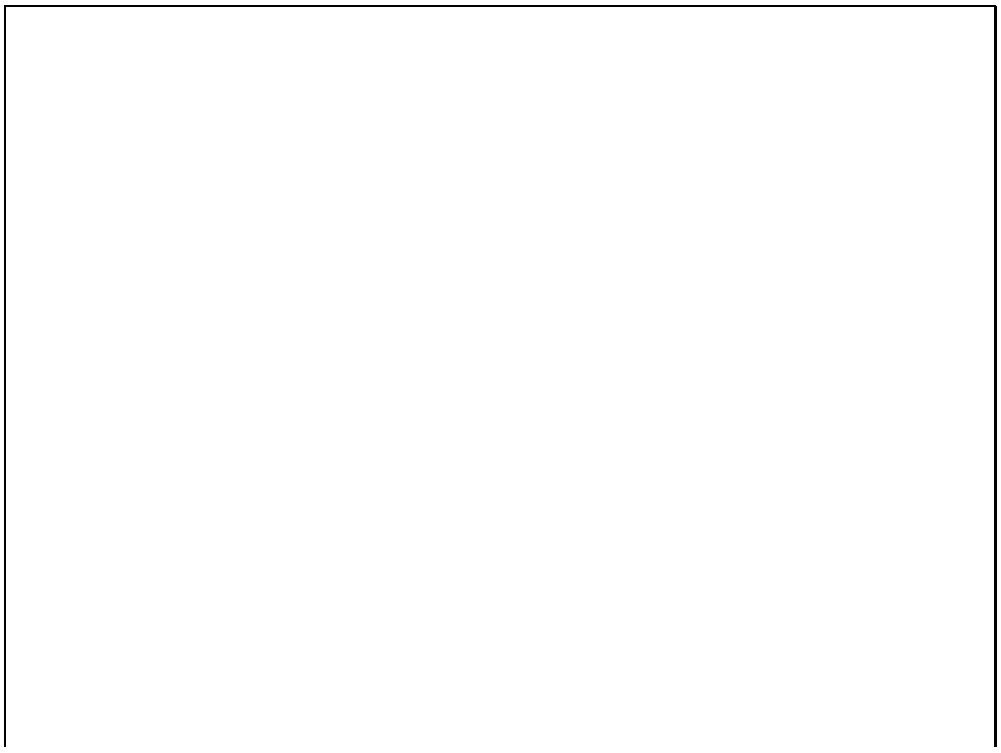
BACKGROUND INFORMATION

The 2025 Strategic Plan for Online Education was approved by the Board of Governors in November 2015 and SUS workgroups were established to implement the Goals and Tactics recommended in the Plan. In November 2017, the Steering Committee and the Board of Governors Online Committee received a status report on the implementation

BOARD of GOVERNORS
State University System of Florida


Quality
Data
Online Programs
Prof. Dev.
Affordability
Infra-structure
Student Services


Chair: Dr. Ralph Wilcox
USF Provost
Chair: Dr. Cindy DeLuca
USF Assoc. Vice President
Quality
Online Programs
Prof. Dev.
Infrastructure and Shared Services
Student Services
Innov/FL Online Learning (IFOL)
OER/eTexts
Master Courses
Research Consortium
Licensing
Proctoring



Strategy 2.1: Conduct and share research about online education to improve quality.

November 2017

	Create a research consortium to share and present research, determine research needs, and identify collaborative projects.
	Develop a process to share research-basT0 g0 G0.25 w 1 j /TT4 9.96 Tf199.92

Strategy 2.1: Conduct and share research about online education to improve quality.

January 2019 (update by JR)

	Create a research consortium to share and present research, determine research needs, and identify collaborative projects.
	Develop a process to share research-based best practices.

Strategy 2.2: Provide the infrastructure needed to support the development and delivery of online education

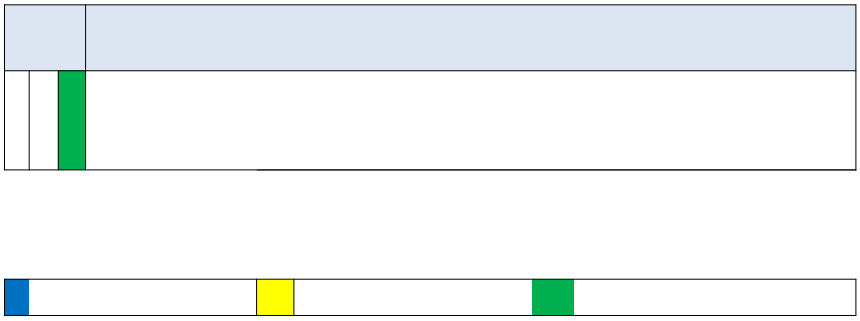
January 2019 (update by JR)

	Develop a structure to facilitate collaboration system-wide in evaluating, recommending, and purchasing software to ensure cost efficiencies and effectiveness.
	Ensure that each institution has the technology needed to provide quality online education.
	Ensure universities review their infrastructure to confirm that students can easily access their online instruction.

Not Started | Initial stages | Full steam ahead

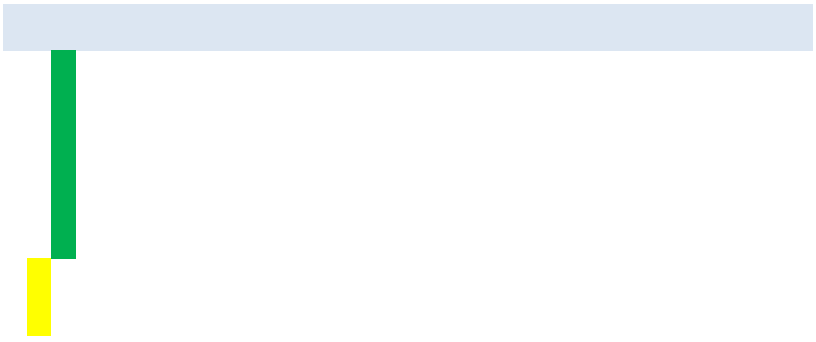
Strategy 2.3: Ensure support services that promote student success are available for online students.

November 2017



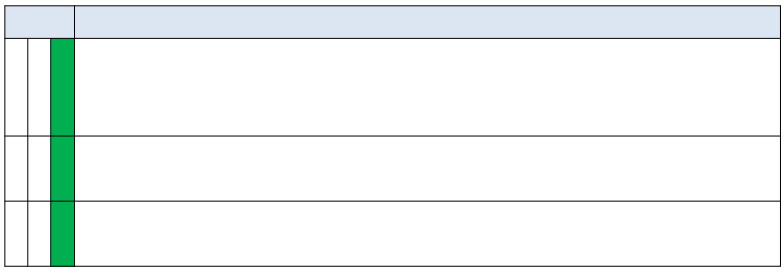
Strategy 1.1: Increase enrollment in online education.

January 2019 (update by JR)



Strategy 1.1: Increase enrollment in online education (cont.)

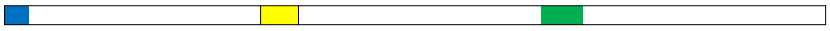
January 2019 (Updated by VB)



Strategy 2.1: Secure the funding necessary to continue expansion of online education.

November 2017

	Determine means to optimize use of distance learning course fee to enhance the design, development, and delivery of online education.
	Obtain funding for statewide marketing and recruiting to expand online enrollments.
	Seek incentive funding to encourage institutions to implement innovations in online education.
	Secure student support resources to ensure students have access to technology required for online education.



Strategy 2.2: Pursue changes to the regulatory environment to enable continued growth in online education.

November 2017

	Clarify that the requirement in the Board of Governors Regulation 6.016 for taking nine credit hours during the summer may be fulfilled by taking such courses online.
	Amend Board of Governors Regulation 7.006 to exclude enrollments in online degree programs from the limitation on the percentage of non-resident students in the system.
	Prot1 j arify

Strategy 3.1: In collaboration with the Florida College System, meet the educational needs of employers in the state.

November 2017

	Encourage universities to work with employers to identify unmet continuing education needs that could be addressed through online education and collaborate with colleges to develop those opportunities.
	Ensure universities are using need and demand data when considering programs for online delivery

Not Started | Initial stages | Full steam ahead

Strategy 3.1: In collaboration with the Florida College System, meet the educational needs of employers in the state.

January 2019 (Updated by CD)

	Encourage universities to work with employers to identify unmet continuing education needs that could be addressed through online education and collaborate with colleges to develop those opportunities.
	Ensure universities are using need and demand data when considering programs for online delivery

Not Started | Initial stages | Full steam ahead

BOARD

Strategy 3.1: Implement innovative instructional models.

November 2017

	Develop or co-develop shared programs.
	Develop or co-develop competency-based and adaptive learning programs.
	Implement a model to assess prior learning for the award of academic credit.
	Develop a series of experimental incubation pilot projects to support new and emerging online education innovations.

Not Started | Initial stages | Full steam ahead

BOARD of GOVERNORS

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STATE UNIVERSITY SYSTEM OF FLORIDA
STEERING COMMITTEE
SUS 2025 Strategic Plan for Online Education

SUBJECT: Online Course Design Quality Designations

PROPOSED STEERING COMMITTEE ACTION

BACKGROUND INFORMATION

1. Course Catalog Quality Indicators Pilot

2. Quality Designations

FLORIDA ONLINE COURSE DESIGN QUALITY DESIGNATIONS

Florida will create a culture of quality for online education by recognizing the development of high-quality online education statewide.

As the demand for online courses in higher education continues to increase, so has the concern for the quality of online education and its impact on student success. While there are many components of online education that can impact student success, the most standardized and least subjective component has to do with the online course design and structure. Just as brick-and-mortar construction standards were used to build traditional face-to-face classrooms, online courses are now being similarly built using rigorous, research-based standards for quality course design and format. The result is increased quality and accessibility of online education

Quality (Q)

Brian Marchman, University of Florida
Elizabeth Metzger, Broward College
Christie Nicholas, University of South Florida
Jessica Rodriguez, Florida International University
Jennifer Smith, University of Florida
Brenda Vose, University of North Florida
Dennis Walpole, University of South Florida

Canvas Site for Quality Workgroup
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Joe Clark, (lead), Florida State University
Kyle Cole, Lake Sumter College
Dave Jaeger, Florida Gulf Coast University
Liying Miao, Florida State University
Deidre Price, Northwest Florida State College
Jennifer Smith, University of Florida

Communication Subcommittee
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Elizabeth Metzger, Broward
Deb Miller, University of North Florida

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Arifa Garman, Gulf Coast State College
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Nathan Neuman, Polk State College
Christie Nicholas, University of South Florida
Brian K. Marchman, University of Florida

Kevin Hulen, University of North Florida KevinticMoriversity of Floridah Fl

Joe Stanis, Florida Gulf Coast University
David deMoya, Florida Gulf Coast University

QM Standards Subcommittee
Alexandra Bitton Bailey, University of Florida

STEERING COMMITTEE

Florida International University

January 30, 2019

WORKGROUP Updates

ADAPTIVE LEARNING WORKGROUP

STEM LABS WORKGROUP

STUDENT SUPPORT WORKGROUP