

\$\*(1'\$

67((5,1\* &200,77((  
IRUPSOHPHQW DWRPS Strategic Plan for Online Education  
7HDPV 0HHWLQJ  
1RYHPEHU

D E S P

&KDLU 5DOSL:ELI0R&KIDIRUJH (OOHQEHUJ  
0HPEHUVQLORZLFJ \*)0RWRUQ 0F5RULH 0RQLQB`

STATE UNIVERSITY SYSTEM OF FLORIDA  
STEERING COMMITTEE  
SUS 2025 Strategic Plan for Online Education  
November 18, 2020

SUBJECT: Approval of Minutes

BB

PROPOSED STEERING COMMITTEE ACTION

& R Q V L D S U R R V W P L Q X W H V 6 W H W & K H P L V P W H W K H J O G D R Q X D U \ D Q G D U F K

BACKGROUND INFORMATION

& R P P L W W H H P H P E H D Q G Z I F R O D V S E M R W D H L Q X W H V R I W K H P H H W K H O G D R Q X D U \ D Q G D U F K

---

Supporting Documentation Included: Minutes, January 29, 2020  
Minutes, March 5, 2020

Facilitators/ Presenters: Chair Wilcox

MEETING NOTES  
STEERING COMMITTEE FOR THE  
IMPLEMENTATION OF THE 2025 STRATEGIC PLAN FOR ONLINE EDUCATION  
FLORIDA STATE UNIVERSITY  
TALLAHASSEE, FLORIDA  
January 29, 2020

1. Call to Order and Opening Remarks

Chair Ralph Wilcox convened the meeting at 3:00 p.m. on January 29, 2020. The following members present: Provost Bret Danilowicz, George Ellenberg, Ken Furton, Joe Glover, Sally McRae, and Associate Vice Chancellor Nancy McKee (noting).

## 5. Marketing

Brittany Wise indicated there is a System \$300,000 campaign to target out-of-state industries to raise awareness of the value of the SUS. When people click on the ads, they will land on a page that will include a blurb about universities' offerings, including online offerings. They will then be able to go to the "For Business" tab on the flbog.edu site. The campaign started in November and will wrap up in late March/early April.

Mike Dieckman said the FLVC catalog will be used to assist with marketing. Bob Hartnett said he will create

MEETING NOTES  
 STEERING COMMITTEE FOR THE  
 IMPLEMENTATION OF THE 2025 STRATEGIC PLAN FOR ONLINE EDUCATION  
 Electronic Communication  
 March 5 2020

Performance Metrics: Enrollment Goals for Undergraduate and Graduate Students

On March 5, 2020, Associate Vice Chancellor Nancy McKee emailed the Steering Committee regarding the two performance measures and goals for which the Committee had recommended no changes to the Board's Innovation and Online Committee at its meeting on October 30, 2019. The IO had requested additional data for both measures.

Provost Wilcox reviewed the additional data provided by the Board's Office of Data Analytics and asked that Dr. McKee obtain feedback on the changes he thought should be recommended to the Innovation and Online Committee for the 2025 Strategic Plan for Online Education:

1. **CURRENT:** Percentage of SUS undergraduate students enrolling in one or more online courses each year: 75%
  - x REVISED Recommended Goal: 60%
  - x Supporting Data:

8 Q G H D G U D W H 6 W X G H Q W V ( Q U R O O H G L Q D W / H D V W 2  
 ' L V W D Q F H / H D U Q V Q J

\$ & \$ '( 0 , 8 < ( \$ 5	\$ 7 / ( \$ 6 2 1 ( ' /	' / 2 1 / <	0 , ; ( ' 1 2 ' /

% 2 \* 2 ' \$ D Q D O \ V L V G D W D H [ W U D F W H G

2. CURRENT:



## Key Deliverables

The key deliverables comprise a description of the work to be performed:

- x Host and coordinate the annual TOPkit Workshop in a virtual format, awarding a badge for participation, and continually enhancing this offering.
- x Maintain TOPkit.org and host additional openly licensed resources on the TOPkit website.
- x Communicate effective best practices, tips, and features monthly via TOPkit Digest e-newsletter.
- x Facilitate or coordinate professional development webinars or coordination of Online CoLAB speed networking events.
- x Conduct an annual needs assessment or focus group of key stakeholders about faculty development trends, needs, and competency gaps. Share these results.

## Efficiencies Comparative to Previous TOPkit Efforts

The initial proposed budget for TOPkit, \$2,333,150 with an average cost per year for the next 5 years of \$466,330. Compare that to the proposed total cost for 5 years at \$233,150 with an average cost per year for the next 5 years of \$46,630.

Listed are efficiencies built into the proposed project plan that differs from the previous TOPkit efforts:

- x Hosting the TOPkit Workshop in a virtual format
- x Reducing maintenance of the calendar of events
- x Decreasing number of team members contributing to the overall team effort
- x Holding fewer TOPkit Advisory Board Meetings
- x Streamlining communications
- x Increasing coordination efforts with greater reliance on contributors for key TOPkit community efforts
- x Decreasing production efforts, like website development and content creation

These efficiencies serve to place concentrated efforts on activities that hold potentially more impact toward the goal of fostering a culture of quality online education across the state of Florida.



## TOPkit Advisory Board Members

0HP EHV JXLGH 723NLW·V HYROXWLRQ DQG SURPRWH LWV I  
events as part of the larger State University System of Florida and Florida College  
System effort to foster a culture of quality online education.

- x Tom Tu, EdS (Chair), Distance Learning & Student Services, Florida Virtual Campus
- x Amanda Major, EdD, CPLP, PMP, Instructional Designer, University of Central Florida
- x Cindy DeLuca, EdD, Assistant Vice Provost, University of South Florida
- x Phil Simpson, PhD, Provost for Titusville Campu s & Eastern Florida Online, Eastern Florida State College
- x Wendy Howard, EdD, Program Director, Pegasus Innovation Lab, University of Central Florida
- x Brian Marchman, PhD, Assistant Provost and Director Distance & Continuing Education , University of Florida
- x Kendall St. Hilaire, EdD, Assistant Dean of the Virtual Campus, Indian River State College
- x John Opper, PhD, Executive Director Distance Learning and Student Services , Florida Virtual Campus
- x Tom Cavanagh, PhD, Vice Provost for Digital Learning, University of Central Florida
- x Meredith Montgomery (Administrative Support), Administrative and Special Events Coordinator, Florida Virtual Campus
- x Willie Freeman, Director for eLearning, Florida Atlantic University
- x Kelvin Thompson, EdD, Executive Director, Center for Distributed Learning, University of Central Florida
- x Page Jerzak, Assistant Vice President of Academic Technology and Training, Sante Fe College
- x Rozy Parlette, Assistant Director of Online Course Development, University of North Florida

---

Supporting Documentation Included: TOPkit Project 5-Year Renewal Request  
TOPkit Contributions from Universities

Facilitators/ Presenters: Dr. Tom Cavanagh

TOPkitProject Renewal Request



Pricing for TOPkit Renewal Request (July 1, 2021 to June 30, 2026)

TOPkit Project Renewal Request





^]Pv](] vř }vřœ] μš]]v ^]v ^'} >]À \_

)URP 723NLW V LQFH SWLRQ RQ )HEUXDU\ WR SUHVHQW 723NDW DRQWRJISEXRWHGLWR SRVRV  
GHHORS PHQW FRPSOLPHQW DU\ WR WKH HIIRUWV RI )ORULGD 9LUWXDO &VPSXP RQYORUXIFOL R  
)ORULGD &ROOTRHSILFWWRPHUHGE\ 723NLW SUPYIRGWH SWDHOQLQJO GXYGDRSHLQJ DQG HYDOXDW  
SURJUDPV ZLWK PRGOV IRU RWKHU LQVWLWXWLRQV WR DGRSW DQG DPHSQW IRUFLM LRSOXLGH  
SURGXFLQJ D UHSRUW LGHQWLVW HGSWDR JDISVFDQ RQ XJW ZHOO DV WKH GRZQORDGDEOH VDPSC  
K\EULG FRXUVHV

7KH PRVW UHFHQW 723NLW 2QOLQH &R/\$% VSHHG QHWZRUNLQJ HYHQW UHFHLYHG H[FHOHQW  
x UHSRUWHG WKDW WKMLZHGZLWKUWKB RYHUDOO VHVLRQ  
x UHSRUWHG WKDW WKH\ ZHUH ZHUWKRORZPH&RDS% VDWLWLGXGWLQR  
x UHSRUWHG WKDW WKH\ ZHUH YHU\ RU VPRHZKDW VDWLVLHG ZLWK WKH LQVWUXFWLR  
x UHSRUWHG WKDW WKH\ ZHUH YHU\ RU VPRHZKDW VDWLVLHG ZLWK WKH LQVWUXFWLR  
x UHSRUWHG WKDW WKH\ ZHUH YHU\ VDWLVLHG ZLWK WKH YDOXH RI SRWHQWLDO RXWF

7KH DQQXDO 723NLW :RUNVKRSV RFFXUULQJ HYHU\ 0DUFK UHFHLYHG LPBFFXVUUGJURDQDQWFKV  
UHFHLYHG WKHVH UDWLQJV  
x UHSRUWHG WKDW WKH :RUNVKRS°Hđ0Y'IS Hđ0Y'ME`

TOPkit





### Key Stakeholders

6WDNHKROGHUV GHGLFDWHG WR WKH SURMHFW

3URMHFW VRU	6WDWH 8QLYHUVLW\ 6\ VWHP L&R X QFH OLRG H \$VDG H PLF
3URMHFW 3DUWQH	8QLYHUVLW\ RI &HQWUDO )ORULGD V 'LYLVLRQ RI 'LJLWDO 3, V 7KRPDV &DYDQDJK 3K' DQG :HQQ\ +RZDUG (G'
3URMHFW 0DQDJHU	\$PDQGD ( 0DMRU (G' &3/3 303
3URMHFW 7HDP 0HPEHUV	&KDUORW WR H RUGLQDWRU %UHQ %H RUGLQDWRU 6XH %D RUGLQDWRU -RVHSG/OR\ -DPHV 3DUDGLVR 5RVO\Q 0LOOHU 'HQLVH /RZH





### Project Milestones

6LJQLILFDQW SURZILHFKV PWOHWWROGH HQG GDWHV IRU HDFK \H DU RI WKH 723NLW FRQWLQXDWLR

0LOHVWRQH	6W DUW 'DWH	(QG 'DWH
-----------	-------------	----------

:HEVLWH 0DLQWHQDQFH <H DU





### Project Budget

5 HFXUULRQHSW QVHV

ODMRU \$FWLYLWLHV	7 RW
\$QQXDO 723NLW :RHDVYKRS	
\$QQXDO :HEVLWH 0DL<QMDHQDQFH	
0RQWKO\ &RPPXQLFHDWLRQV 2YHU <HUV	
)DFLOLWDWLRQ RI 723NBWU&RHDVYKRS <HUV	
\$QQXDO \$VVHVYRHDVY	
727\$/	

\$GGLQJ ZHEVLWH UHVRXUFHV PRGHV LQVFXUDVSKELVYDF\ PHDVXUHV SOXJ  
 A3URIHVVLQRQDO GHYHORSPHQW RU QHWZRUNLQJ HYHQWV



## TOPkitProject Renewal Request



### Efficiencies Comparative to Previous TOPkit Efforts

7KH LQLWLDO SURSRVHG EXGHIWUHG UWT2 DNLYD FWHQ 'HYHORISPHQWZDRU 2QZLQHQDQF D JHLRQV  
SHU \RIDU &RPSWVWRWKHSDURSDO FRVW IRU ZHUVKDDW DJH FRVVR USHWKHHQURW \HDUV

- /LVWHG DUH HIILFLHQSRHSRVEKGOVWVWDMRVGWSKHUOV IURP WKH SUHYLRXV 723NLW HIIRUWV
- x +RVWVQH 723NLW :RUNVKRS LQ D YLUWXDO IRUPDW
- x 5HGKQDLQWHQDQFH RI WKH FDOHQGDU RI HYHQWV
- x 'HFUHLQXPEHWPPHPEHUV FRQWULEXWLQJ WR WKH RYHUDOO WHDP HIIRUW
- x +ROGHQWU3NSQYLVRU\ %RDUG 0HHWLQJV
- x 6WUHDQRQXPQLFDWLRQV
- x , @PLQDPRUGLQDWZRWKHUHWU UHOLDQFH RQ FRQWULEYRë %~% V

UQJ få`  
LQJ

#

Univ.	<u>UG</u>	<u>Grad</u>	<u>Total</u>	<u>%</u>	<u>Allocation</u>
FAMU	7,768	1,999	9,767	3.1%	\$ 1,429
FAU	21,922	3,495	25,417	8.0%	\$ 3,719
FGCU	12,449	919	13,368	4.2%	\$ 1,956
FIU	39,896	8,398	48,294	15.2%	\$ 7,067
FL POLY	1,266	20	1,286	0.4%	\$ 188
FSU	32,257	7,493	39,750	12.5%	\$ 5,816
NCF	879	20	899	0.3%	\$ 133
UCF	52,423	6,435	58,858	18.5%	\$ 8,612
UF	37,786	14,087	51,873	16.3%	\$ 7,590
UNF	13,282				

' 5 \$ ) 7 3 ) , 1 \$ / '

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

SUBJECT: Awards Program for High Quality Online Courses

---

PROPOSED COMMITTEE ACTION

)RU \$SSURYDO

BACKGROUND INFORMATION

Tactic(s): 4XDOLW\Q FRQMXQFWLRQ ZLWK WKH )ORULGD &ROOHJ  
DZDUG V\WVHPS WLRQDO R\QVODPHY HX XZVDHUGV IRU RQOLQH FR  
RQ MRLQWO\ GHYHORSHG RU VHOHFWHG UXEULFV VXFK DV  
0DWWHUV 40 UXEULF DQG RU VLPLODU UXEULFV 7KH ILU  
WKHYHQV\LVW\ OHYHO 7KH VHFRQG OHYHO WKH 'LVWLQJXLV  
OHYHO DZDUG JLYHQ E\ D VWDWHZLGH HYDOXDWLRQ FRPF  
&KDQFHORUUV 4XDOLW\ \$ZDUG WKDW UH\$WVHWQWV WKH E

Status: 7KH FRPPLWWHH DSSURYHG SUHYLRXVO\ 0DUFK  
4XDOLW\ WDFWLF FDOOLQJ IRU 3« LGHQWLILFDWLRQ >L  
3UHVLGHQWUV \$ZDUG )ORULGDUV 4XDOLW\ \$ZDUG 'DQ7KH  
4XDOLW\ :RUNJURXS LV UHYLHZLQJ H[LVWLQJ LQVWLWXWLF  
DORQJ ZLWK H[HPSODU DZDUGV SURJUDPV QDWLRQZLGH WR

Recommendation(s):

Alignment Between Quality Courses and Awards Program

,W LV UHFRPPHQGHG WKDW )ORULGDUV GHVLJQDWLRQ  
SUHUHTXLVLWH IRU DZDUG VXEPLVVLRQV )XUWKHU ZKLOH  
FRXUVH GHVLJQ LV LV UHFRPPHQGHG WKDW VHEURK IHVH  
WHDFKLQJ RI RQOLQH FRXUVHV >ZLWK (Suggested Addition) LV RQ TX

Relationship Between Award Levels

,W LV UHFRPPHQGHG WKDW WKH WKUHH QVWLQJXLV  
2QOLQH 7HDFKLQJ \$ZDUG DQG &KDQFHORUUV 4XDOLW\ \$Z  
ULJRU DQG QRWRULHW\ ZLWK 3UHVLGHQWUV \$ZDUGV EHLQJ





'5\$)7 3),1\$/'

" \$Q LQVWUXFWRU QDUUDWLYH EH VXEPLWWHG IRU UHYL  
H[HPSODU\ FKDUDFWHULVWLFV RI WKH VXEPLWWHG RQC

Number and Frequency of Award Offerings

,W LV UHFRPPHQGHG WKDW WKH WKUHH OHYHOV RI DZ



Materials available:

- x 11 courses
- x 2 assignments
- x 1 discussion post
- x 1 Canvas page

total number of downloads:

) D O O

Course	College Algebra	MAC1105	Kevin Knudson	UF	2	1
Course	Expository and Argumentative Writing	ENC1101	Alison Reynolds	UF	0	1
Course	Argument and Persuasion	ENC1102	Alison Reynolds	UF	0	1
Course	Theatre Appreciation	THE2000	Charlie Mitchell	UF	1	0
Course	Physics 1	PHY2053	Shawn Weatherford & Robert DeSerio	UF	1	0
Course	USF Returning to Campus		Denise Haunstetter	USF	2	2
Course	English Composition I	ENC1101	Emily Proulx	UCF	5	3
Course	CTE Online Toolkit		Jennifer Smith	UF	37	2
Discussion	What is Racism and Who Can Be a Racist? The Great Debate League		Bruce Stroube	FAMU	0	0
Page	What if Proctorio is Not Working		Autar Kaw	USF	26	1



USF	Dr. Cindy DeLuca Associate Vice President, Innovative Education
UWF	Dr. Lisa Blalock Associate Professor, Psychology

