

University of Washington
Faculty Council on Teaching and Learning

March 31st, 2016

10:30am - noon

Gerberding 142

Meeting Synopsis:

1. Call to order
 2. Review of the minutes from March 3rd, 2016
 3. Report of Subcommittee on Teaching and Learning Effectiveness
 4. Search and screen committee for a new UWEO assistant vice provost position
 5. Discussion on a name change for UWEO
 6. Plans for Spring quarter
 7. Good of the order
 8. Adjourn
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1) Call to order

Wilkes called the meeting to order at 10:30 a.m.

2) Review of the minutes from March 3rd, 2016

The minutes from March 3rd, 2016 were approved as written.

3) Report of Subcommittee on Teaching and Learning Effectiveness

Sugatan explained the Subcommittee on Teaching Effectiveness is developing a document listing UW Seattle campus resources for faculty. She explained the subcommittee plans to create a map of resources that is more visually appealing, and the raw data being compiled will be used to provide the basis for this work. She noted the subcommittee is also gathering information on resources within departments, schools, and colleges, and distinguishing which of these are available to all faculty or only faculty affiliated with the campus unit. It was noted FCTL members are encouraged to forward information on resources offered in their own departments/schools/colleges to the subcommittee.

After some discussion, it was noted campus offices and agencies who change their names often cause confusion when information on the name change is not effectively disseminated. Sugatan explained broadcasting information on UW office name changes is another goal of the subcommittee. Wilkes explained perhaps UW-IT should be notified if a resource or agency is changed or updated as one standard, so this information might be made widely available to campus.

Lowell (Director, Office of Educational Assessment) explained a similar project (to the resource map) is underway within the Center for Teaching and Learning (CTL), and there may be some synergies between the CTL and the subcommittee for both projects.

4) Search and screen committee for a new UWEO assistant vice provost position

Rovy Branon (Director, UW Educational Outreach) explained a search has begun for a new Assistant/Associate Vice Provost (AVP) within UW Educational Outreach (UW-EO), and he would like for a few members of the council to consider participating on the adjoining search committee. He explained they will not use a search firm for this process, and currently there are currently 14 applicants with a desired 30-40 applicant pool. Members Peterson and Gillis-Bridges volunteered to be on the search committee.

Branon explained in terms of candidates, they are looking for those with a background in academic programs and/or foreign language courses and programs.

Lewis (Director, Academic and Collaborative Applications, UW-IT) asked that someone from his office sit on the search committee. Branon explained a member from that office is welcome.

5) Discussion on a name change for UWEO

Branon explained that the President and Interim Provost have approved a name change for UW-Educational Outreach (UWEO). After considerable consultation with the marketing firm Hornall-Anderson, it has been found that the word "Outreach" is a dated term with varying connotations. After a question, Branon explained that only the umbrella title of UWEO will change (and some associated marketing/branding), and no changes are planned for the organization's mission, specific programs, or structure.

Branon explained many name suggestions were rejected outright. He explained the goal is to land on a name that says a lot on its own, while simultaneously not infringing on other UW programs, schools, or colleges. He noted they rejected names that were very narrow, and also very those that were very broad. He explained, ultimately, the name that was settled on is "University of Washington Continuum College." Branon explained that very little external testing for this name has occurred at this point, and the council is one of the earliest groups to offer feedback. He asked for council feedback on the proposed name. Below are comments received by council members during this discussion:

- ❖ It was noted the acronym (UWCC) reads/sounds like a community college, with the potential to cause confusion.
- ❖ A member noted the term "college" is misleading as the UW is a university.
- ❖ It was noted "college" is an academic term, which is a pro.
- ❖ A member noted "continuum" sounds like a generic buzzword.
- ❖ A member noted she does not know what "continuum college" means on its own, though hearing the description has caused her to like the name.
- ❖ A member expressed that she likes the proposed name, and does not think it sounds like a community college because the acronym would include "UW." She explained in terms of UW Educational Outreach representing UW's accessible educational programs, the name is well-suited.

Branon explained the goal of the effort was to better explain who and what the organization is, as there is some ignorance around this. He noted they were seeking feedback from the firm on how to project a definition of the organization through the rebranding of its name.

He noted in one of the remaining FCTL meetings, he would like to take some time to consider additional branding and strategies for UWEO as the effort progresses. He explained he is interested in hearing what the mission and goals of the council will be in the next year, as well. It was noted this item might be best addressed in the May council meeting.

Additionally, it was noted the section of the faculty code covering continuing education was ratified in 1989, and it would be prudent to revisit this section in the next academic year as one concrete task of the council.

6) Plans for Spring quarter

Wilkes noted the end of the year is approaching and the annual report of the council will be finalized in the coming months. He explained that all subcommittee chairs should send written information to be included in this report by the time of the May meeting.

Lewis noted in preparation for this report and in planning for the next academic year, he has several potential items that will benefit from FCTL consultation. He listed and described these for the council:

1. A new academic online tool for students is being piloted titled "GPS." It is designed (among other things) to provide information to students on the median GPAs of admitted-students to certain academic programs in the last year. He explained this tool currently exists in a test environment, and asked if the council would like to preview it. It was agreed the council will preview the web tool. A member noted an academic advisor should be present for this discussion.
2. It was noted institutional data is showing that UW web service *Turnitin* is very expensive and not widely used. Lewis explained his office gleaned some data on cost versus usage, and he would like to present this to the council and consider continued university utilization of *Turnitin*. The item was agreed to be reviewed.
3. A product is being piloted to replace current classroom "clicker" technology, which allows students to use their mobile phones (and other similar devices) for this purpose. Lewis explained the Interim Provost stated he would fund replacement technology for students. The item was agreed to.
4. Lewis noted progress has been made on considering which Catalyst tools will be retired. He explained the survey tool *Web Q* will not be retired. He noted his office would benefit from consultation with the council on this topic.
5. Lewis explained UW "alpine" email software will be retired in the coming academic year.
6. Lewis explained a component of the analytics tool *Civitas* has some innovative and somewhat controversial features which might be discussed by the council. He explained that the software gets into an institutional "grey area."

7. Lewis noted FERPA issues have arisen over a new student initiative to begin using social media to communicate for academic purposes.

Wilkes thanked Lewis for a brief background into each of the proposed agenda items. He noted the May FCTL meeting we will be used to focus on both Branon's and Lewis' proposed agenda items.

7) Good of the order

Kalikoff noted the CTL is currently posting information on its website concerning teaching international students and associated best practices. She explained that not all this information is generated by the Center. She noted the Center for Teaching and Learning is also hosting the results of a faculty survey relating to the instruction of international students on its website. The survey posed questions pertaining to both the needs of students and faculty, current best practices, and what challenges persist. She explained she would send the link to these results to the council.

Sugatan noted the HUB (Husky Union Building) Annual Symposium for Innovative Research on Teaching and Learning will be held on April 19th.

It was noted the Subcommittee on Teaching Effectiveness will present again in the next meeting.

Wilkes explained the meeting room will be reserved until 12:30 p.m. for the May council meeting.

8) Adjourn

Wilkes adjourned the meeting at 12:00 p.m.

Minutes by Joey Burgess, jmbg@uw.edu, council support analyst

Present: **Faculty:** Jennifer Taggart, Dan Turner, Jeff Wilkes, Kimberlee Gillis-Bridges, Timea Tihanyi, Kathleen Peterson
Ex-officio reps: Terry Ann Jankowski, Eldridge Alcantara
Guests: Rovy Branon, Tom Lewis, Nana Lowell, Christine Sugatan, Beth Kalikoff

Absent: **Faculty:** David Masuda, Ellen McGough, Jaime Olavarria, Jan Spyridakis, Brenda Zierler, Fred Bookstein
Ex-officio reps: Lucas Gordon
President's designee: Ed Taylor