

University of Washington
Faculty Council on Educational Outreach (FCEO)
Friday, March 13, 2009 10:00 a.m.
36 Gerberding Hall

Acting Chair Bill Erdly called the meeting to order at 10:03 a.m.

Meeting Synopsis:

1. Approval of minutes from the February 27, 2009 meeting.
2. Identify FCEO goals for the remainder of the year – see attachment (Bill Erdly).
3. Adjournment

1. Approval of the minutes from the February 27, 2009 meeting

The minutes were approved as amended.

2. Identify FCEO goals for the remainder of the year

Acting Chair Bill Erdly announced that the main agenda item for this FCEO meeting would be to identify FCEO goals for the remainder of the year. Chair Breitner, who was absent from this meeting, indicated a series of issues identified in previous meeting minutes that she felt deserved further consideration. Acting on Chair Breitner's behalf, Erdly offered some suggestions with regard to the Council's goals. Among them were: developing a process methodology for the development on online distance learning (DL) courses, approval and strategies for self-sustaining credit courses, intellectual property with regard to DL course development, learning management systems (LMS) collaborative tools, and an FCEO strategic planning outline. Erdly noted that FCEO's mission is to give advice from a faculty perspective regarding Educational Outreach and to bring awareness to UW faculty. Much discussion among Council members followed and members thought a good way to process the information would be to identify a process to bring DL to a department and then to name the core barriers which prevent the goal from being realized.

David Szatmary, Vice Provost for Educational Outreach, stated that DL is a burning issue and advised the Council that he would be presenting a DL strategy to the Board of Regents. His office has been approached by several departments who wish to pursue various types of DL fee-based degree and certificate programs. Szatmary would send the information he has to the Council for their review.

Wells asked the Council if they could define the metrics to measure success in a DL program. He suggested revenue, enrollments and access as possible markers. Erdly agreed and suggested the Council come up with a process guide and methodology for DL course creation. There was some discussion regarding course approval and accreditation. Wells identified quality and content as major standards and suggested having a mandatory review process by the academic unit as an output of the process guide.

Regarding the time to implement a new course into DL, Szatmary stated that for a five credit undergraduate course implementation takes about six months. Discussion followed among Council members regarding revenue streams for DL and fee-based courses.

Chair Erdly and Council member Wells felt some good could come from following an already established and successful model, and asked Szatmary if there was a model in use in Education Outreach. Szatmary stated there was not an official UW model but felt it could be helpful to suggest that the EO approach is working. Wilkes felt the communication should come from the President's office. Erdly felt the first group to contact should be the faculty and noted the importance of extra earning opportunities during these economically challenging times. He suggested that FCEO come up with an outline for the model first, then have faculty participate in a survey to identify their wants and needs. Discussion followed regarding barriers, opportunities and metrics for success for the development of a DL model. Advantages such as flexibility, increased revenues, access and service to the community were all discussed. Chair Erdly identified communication strategy as a barrier to success. He stated it would be helpful to break down the DL model into sub-categories so that FCEO can understand the basic infrastructure. He identified marketing, advertising, and activities as potential sub-categories. Szatmary acknowledged a break-down structure within his office; however he noted that they break down activities by the product, such as degree or certificate. He stated he would get a draft of DL strategy to FCEO members in the upcoming weeks for their review.

The meeting was adjourned at 11:34 a.m.

*Minutes by Kelly Baker, Council Support Specialist
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Present: **Faculty:** Erdly, Meijer-Irons, Marsh, Olavarria, Wells, Wilkes
 President's Designee: Szatmary
 Ex Officio Reps: Albert, Brown

Absent: **Faculty:** Breitner, Harrison, Kyes, Yeh, Zierler
 Ex Officio Reps: Allen, Ray

FCEO Tasks and Metrics – Idea Summary 3/13/09 – by Bill Erdly

Below is a summary of goals and activities identified by FCEO on March 13, 2009 for review and consideration. Several metrics are identified to help us measure internal progress and provide reporting to external constituents – these can be expanded on in subsequent meetings. These ideas were generated in the context that FCEO’s mission is to give advice from a faculty perspective regarding Educational Outreach and to bring awareness to UW faculty on issues important to them.

FCEO Goal/Activity:

- 1) Develop a process methodology and guide for the development of online distance learning (DL) courses, approval and strategies for self-sustaining credit courses.
 - Identify barriers for developing courses and/or programs (state-funded and self-sustaining) from faculty, departmental and institutional perspectives.
 - Measure revenue potential (projected versus actual).
 - Course content and quality assurance must be assessed on a regular basis and reported by the department. How does DL-course compare to on-site learning in terms of achievement of academic competencies?
 - Determine standards for establishing MOA’s between EO and academic units.
 - What is the length of time between DL/outreach concept and actual implementation? What are the key factors that influence this time period?

- 2) Provide intellectual property information and agreements for course preparers to ensure consistency in understanding for faculty members, the department/sponsoring unit, and others.

- 3) Assist with requirements and faculty oversight to identify, implement and monitor learning management systems as related to EO activities.

- 4) Create a communication strategy to help facilitate faculty understanding of DL/EO functions and strategic planning.
 - Maintain summary of communication events, approaches and intended audiences
 - Provide SEC update/summary indicating new programs, projects, courses and other relevant activities.
 - Review DL strategy document as presented to Board of Regents, UW leadership.

- 5) Support a survey strategy – short- and long-term approach for monitoring core benchmarks, issues and opportunities for faculty, departments, the institution and community/industry.

- 6) Review cost-accounting system/approach and core metrics related to DL-course implementations, self-sustaining and certificate programs.

- 7) Maintain documentation that provides for on-going comparative analyses of the UW EO model compared to those used at other institutions.
- Review marketing/advertising strategies, alignment with UW mission and strategic planning, organizational structure and resource use/needs/limitations, participation and input from community/industry partners (via meetings, panels, conferences, etc.).
 - Examine program flexibility, increased revenues, access to students, and service components/elements to the community.