

MINUTES
STATE UNIVERSITY SYSTEM OF FLORIDA
TASK FORCE ON STRATEGIC PLANNING FOR ONLINE EDUCATION
Conference Call
October 6, 2015

1. Call to Order

Chair Hitt convened the meeting at 1:30 p.m. on October 6, 2015, with the following members present: Mr. Harrison DuBosar, Dr. Shawn Felton, President Kent Fuchs, President Judy Genshaft, Dr. Pam Northrup, and President Mark Rosenberg. A quorum was present.

2. Approval of Committee Meeting Minutes

President Genshaft moved that the Committee approve the minutes of the meeting held on September 2, 2015, as presented. Dr. Felton seconded the motion, and the members concurred.

3. Review Preliminary Draft of 2025 SUS Strategic Plan

Chair Hitt stated that, after reviewing feedback received on the Vision statement, as well as general comments, he had no revisions to suggest. No revisions were suggested by other members.

Dr. Shawn Felton led the discussion on key feedback received on the Quality sections:

- A suggestion was made in the feedback to include a caveat in the plan to recognize that technology will continue to change.
- A suggestion was also made to compare student learning outcome scores in online and classroom courses. President Hitt asked how those student learning outcomes would be measured. Dr. Northrup mentioned that accreditation criteria already require equivalencies between online and face-to-face courses. She suggested that concerns could be addressed if the strategic plan made clear that the focus will be on quality, not just on expansion. President Genshaft asked Dr. Cindy DeLuca for comments. Dr. DeLuca said the faculty at the University of South Florida were concerned that grades may not be the best indicator of student learning, because faculty grading standards are not consistent across the system, or even across courses. She suggested the strategic plan include a recommendation that a committee be formed to develop a clear metric. Dr. Felton agreed that would be a way to approach it. President Hitt said he would be comfortable using grades to measure success. It's been accepted for face-to-face courses.
- One question asked in the feedback was whether a faculty development goal of 15% was too low. President Hitt indicated that the 15% referred to all faculty.

- Another question in the feedback was whether the System would be certifying Quality Matters or some other rubric in the performance indicator for quality courses in the distance learning catalog.

Dr. Mark Rosenberg led the discussion on key feedback received on the Access sections:

- Feedback was received on the need to include online content for students with disabilities. Dr. Rosenberg suggested adding a tactic that required each institution to develop and implement a policy to ensure access to students with disabilities.
- A suggestion was received to recognize UF Online's statutory responsibilities. Dr. Rosenberg suggested that Dr. Nancy McKee determine how best to address this issue in the plan.
- A suggestion was received to differentiate between "distance learning" and "online education."
- A question was also received about the nine credit hours required for summer. President Rosenberg suggested that the required nine credit hours could be fulfilled by taking online courses during the summer. Mr. DuBosar said students would like that approach a lot. Dr. McKee indicated that the Board regulation for summer hours does not prohibit those hours from being taken online, but the regulation was developed as a way to obtain better utilization of facilities, and it was developed before online education became pervasive. President Rosenberg suggested that the plan could help clarify that summer hours could be satisfied online. He suggested that Dr. McKee draft the appropriate wording and Chair Hitt agreed.

Dr. Pam Northrup led the discussion on key feedback received on the Affordability sections.

- A suggestion was received that only textbooks be purchased that are accessible to students with disabilities. Dr. Northrup said that language is being put into contracts now by librarians and other groups. President Hitt said this issue should be flagged by putting a statement in, because of federal accessibility requirements. The best approach is through contracts, rather than an ad-hoc solution. He said the campus student accessibility services offices could be engaged in this discussion, and asked if Dr. McKee would work with the Board staff who made the suggestion to ensure the plan has the right statement in the right place.
- There were several comments regarding the development of content to be shared, with some saying it would be a good thing to do and others questioning whether there would be problems with faculty freedoms. Dr. Northrup said that maybe the plan should articulate that master course development would not be required, but would be available. Dr. Felton agreed that clarification would be important about academic freedom and outside curriculum. Assumptions were being made that were not the intent of the Task Force.

- There was one statement in the feedback about inconsistencies regarding tuition levels. The plan would be worth another read to ensure it does not imply the system wants to admit more out-of-state students with lower tuition.

Dr. McKee indicated that the writer would have edits to her by Friday and, after she and Joel Hartman reviewed the revised draft, she would distribute it to Task Force members over the week-end. Members would need to individually send her feedback fairly quickly, because the revised plan would be placed in the agenda packet for the Innovation and Online Committee on the following Tuesday.

She said that the Task Force would present the draft strategic plan to the Board of Governors Innovation and Online Committee at its meeting the morning of November 4. Task Force members would be sitting at the table with Committee members for the discussion. She is arranging a call with several university staff who have been helping with the work of the Task Force so they can assist with determining quality courses and student services that could be demonstrated to the Committee at the beginning of the meeting.

Chair Hitt asked Dr. McKee to add percentages to the bar charts on page 13.

Governor Lautenbach expressed his appreciation to the Task Force for the development of a high quality plan that will make an impact across the state for years to come.

4. Concluding Remarks and Adjournment

Chair Hitt opened the floor for public comment. There was none.

Chair Hitt adjourned the meeting at 2:23 p.m.