

Deans Council
March 12, 2012
1:30 PM
Allen 611

Members Present: Jerry Gilbert (chair), Steven Brown, Tim Chamblee, Lou D'Abramo, Jerry Emison, Kent Hoblet, Julia Hodges, George Hopper, Joan Lucas, Pat Matthes (for Frances Coleman), Elton Moore (for Richard Blackburn), Gary Myers, Sharon Oswald, Sarah Rajala, Peter Ryan, Chris Snyder, Butch Stokes, Judy Spencer, Jim West.

Others Present: Don Buffum, Sharon Carr, Teresa Gammill, Allison Pearson, Judy Spencer.

Minutes Taken By: Ann Ray.

1. Upon a motion by Gary Myers and second by Sarah Rajala, the minutes of the February 27, 2012, meeting were approved unanimously with no corrections.
2. Announcements:
 - a. Jerry Gilbert stated that the university's Strategic Plan is complete and the President's Committee on Planning is now reviewing feedback comments.
 - b. Dr. Gilbert announced that he will be out of town traveling to meet with four or five institutions in China and Korea and will out of the office for 11 days. His email will be forwarded to a gmail account which will be checked by Martha Thomas. He will also have a cell phone for contact.
 - c. Christopher Snyder reported on the MSU Distinguished Scholars spring trip of approximately 30 students traveling to Atlanta.
3. Academic Operating Policies:
 - a. AOP 13.08 Travel by Faculty and Staff (propose to rescind):
 - i. Dr. Gilbert presented the recommendation from the Associate Deans Council to merge the AOP13.08 with OP 62.01 Travel Operating Policy and rescind the AOP.
 - i. Don Buffman and Sharon Carr have reviewed the two documents and were present for any questions.
 - ii. After discussion, George Hopper made the motion and Kent Hoblet seconded to approve the OP (with one minor edit) and to rescind the AOP at a later date. The motion was amended and seconded to approve the OP 62.01(with edit) and the rescissions of the AOP 13.08 as a package to move forward to Faculty Senate for action. The motion was carried unanimously.
4. NSSE and FSSE Results.
 - a. Tim Chamblee announced that this will be the second year for MSU to participate in The Chronicle for Higher Education 2012 Great Colleges to Work for survey. He noted that last year's response rate was low and encouraged participation in the survey. There will be 600 employees from a random process selection that will be asked to complete the survey.
 - b. The Office of Institutional Research and Effectiveness will be sending out IE reports from last year. There was a 100% completion rate from 350 units on campus. The data from the last four years are showing positive results increasing each year. There will be several help sessions held

over the summer for assistance with the IE reports that will have a deadline date of August 31, 2012.

- c. Dr. Chamblee provided a handout of the National Survey of Student Engagement (NSSE) 2011 Results and the Faculty Survey of Student Engagement (FSSE) 2011 Results.
 - i. One item that was added to the survey was a self-comparison to the previous year to see if there was improvement or making progress against the national average.
 - ii. The FSSE survey questions were similar to student questions. There is not a national mean for comparison due to different types of institutions.
 - iii. The FSSE survey will provide faculty perceptions of student engagement and can also be used to assist in the development of the QEP.
5. Funding Model for AOCE.
 - a. A handout of the Distance Education (campus 5) Responsibilities and New Financial Model for AOCE & Distance Revenue Sharing was provided and presented to the council by Allison Pearson and Julia Hodges, co – Interim Executive Directors of AOCE.
 - i. The Distance Education Policy will be the responsibility of the Provost and Executive Vice President.
 - ii. The Vice President for Budget and Financing has reviewed the funding model as reflected in the handout.
 - iii. Curriculum will be determined by academic departments and colleges, and courses taught by their faculty for compliance of SACS requirements.
 - iv. The Master Schedule will be created with the academic departments and colleges directly with Registrar.
 - v. Advising distance education student and registration issues will be handled by the colleges, academic departments, and faculty.
 - vi. Instructional staffing of additional lectures or faculty will be processed by colleges and academic departments as well as proper training.
 - vii. The AOCE unit will coordinate with the Center for Teaching and Learning for curriculum development, instructional design support, and provide training and technical support for instructional technologies.
 - viii. AOCE will develop general marketing and promotions and assist colleges and academic departments in targeted recruitment of distance students to distance degree and certificate program. AOCE will provide analytics reports on conversions of recruitment activities.
 - ix. AOCE will work with the Registrar and other units for re-evaluating admissions, drops, adds, and withdrawals processing for distance students.
 - x. AOCE will provide overall reporting and feedback to colleges and academic departments on SACS requirements.
 - xi. The AOCE unit will be responsible for providing distance education legal compliance and provide information to colleges and academic departments.

- xii. AOCE will work to research new instructional technologies and coordinate policy and practice on proctoring of exams for distance courses.
 - xiii. There will be further discussion of the future of college and high school independent study, and the Bachelor of Science in Interdisciplinary Studies distance degree.
- b. There was review and discussion of proposed changes with assumption of future reporting of International Education and Study Abroad, the TV center, and the Academic Outreach component of AOCE to function with a different financial model beginning July 1, 2012.
 - i. The revenue sharing of 55% (of campus 5 tuition) and 80% (of campus 5 distance fees) will be returned to the colleges with deans responsible for allocating the money to academic units to fund instruction.
 - ii. There was further review and discussion of the possible ways for faculty to teach distance courses, uses of the distance tuition & fees returned to the colleges, and other conditions.
6. Benchmarking Updates.
- a. Dr. Hodges stated that the Benchmarking committee has been working to fairly and accurately give credit of research to the departments.
 - b. Kevin Edelblute and Richard Swann are reviewing awards for a three year average and a more accurate approach for dividing credit.
 - c. Dr. Hodges stated that Mr. Swann will be scheduled for a later meeting to share numbers.
 - d. The committee will ask Deans to review and possibly others involved as suggested during the discussion.
7. Other Items:
- a. Peter Ryan announced several events that will be held in celebration of the 150th anniversary of the Morrill Act which established the land-grant university system.
 - i. The Gamma Sigma Delta inaugural spring seminar will be held on March 29 at 3:00 at Tully Auditorium in Thompson Hall. Dr. James Giesen, professor in the Department of History and the executive secretary of the national Agricultural History Society will be the speaker. A reception will follow in the lobby.
 - ii. MSU will host a symposium in the fall which will feature the president of the Association of Public and Land-Grand Universities (APLU), and the USDA Undersecretary.
 - iii. MSU will be participating in the Smithsonian Folklife Festival to be held in Washington, DC during the summer.

The meeting was adjourned at 3:08 p.m.

Handouts

Distance Education (<i>campus 5</i>) Responsibilities <i>Distance Education. Distance education is a formal educational process in which the majority of the instruction (interaction between students and instructors and among students) in a course occurs when students and instructors are not in the same place. Instruction may be synchronous or asynchronous. A distance education course may use the internet; one-way and two-way transmissions through open broadcast, closed circuit, cable, microwave, broadband lines, fiber optics, satellite, or wireless communications devices; audio conferencing; or video cassettes, DVD's, and CD-ROMs if used as part of the distance learning course or program.</i> <i>SACS, The Principles of Accreditation</i>	Unit Responsible
Distance Education Policy - Fiscal Management & Oversight <ul style="list-style-type: none"> • <i>Setting and revising the revenue sharing model for distance education courses</i> • <i>AOCE Reporting relationship in Academic Affairs</i> • <i>Establishing policy/guidelines on use of distance education revenues for overload pay, course development fees, distance fees, and other uses of revenue</i> • <i>Transferring percentages of campus 5 courses tuition and fees, as determined by the Provost and Executive Vice President</i> • <i>Providing MSU oversight of distance education proceeds</i> • <i>Providing reports and analysis to Colleges and Academic Departments on use of distance revenues</i> • <i>Establishing within-college practices regarding the disbursement of distance education tuition and fee proceeds to academic units, including paying for incremental instructional costs, course development costs for both on -campus and distance courses, etc.</i> 	<i>Provost and Executive Vice President Hodges, Gilbert</i> <i>VP Budget & Finance; Controller</i> <i>Deans</i>
Curriculum <ul style="list-style-type: none"> • <i>Determining curriculum, course design, course content, method of delivery</i> • <i>Completing UCCC process and approval for courses/programs as Campus 5</i> • <i>Creating Master Class Schedule directly with Registrar</i> 	<i>Faculty in Academic Departments & Colleges</i> <i>Academic Departments</i>
Advising Students <ul style="list-style-type: none"> • <i>Advising students for curriculum requirements and course registrations</i> • <i>Providing RAC numbers to distance education (<i>campus 5</i>) students</i> • <i>Providing overrides and registering students in courses</i> 	<i>Colleges, Academic Departments, & Faculty</i>
Instructional Staffing <ul style="list-style-type: none"> • <i>Recruiting, hiring, and payroll for any additional lecturers or faculty</i> • <i>Reviewing and providing required faculty credentials</i> • <i>Establishing College and Academic Department guidelines for training and preparation of instructional staff prior to teaching an online course</i> • <i>Reviewing course enrollment, course content, and providing oversight of on-line instruction</i> • <i>Having instructional staff enter all grades in Banner or have a designated departmental person to enter grades</i> • <i>Reviewing of course evaluations and making needed adjustments in staffing or course design</i> 	<i>Colleges & Academic Departments</i>

<p>Curriculum Development & Instructional Design Support – New Distance Programs</p> <ul style="list-style-type: none"> • Consulting with academic units establishing new distance degree programs for best practices, market identification, quality rubrics, • Providing start-up grants to new distance degree programs who have completed UCCC approvals and completed MyCourses & CTL101 Training. • Providing instructional designers to guide & assist in converting curriculum into on-line format 	<p>CTL/AOCE AOCE (unfunded currently) CTL/AOCE (unfunded currently)</p>
<p>Instructional Training for Faculty for Distance Education</p> <ul style="list-style-type: none"> • Providing training in MyCourses • Coordinating and publishing training schedules for all instructional technology training, including Camtasia, Wimba, and other technologies owned and controlled by other units, such as ITS or the Library • Providing training for faculty to include best practices in distance education instruction (CTL101) • Providing training for faculty to include quality rubrics for evaluation of distance education instruction (CTL101) • Providing training for faculty to include instructional design (CTL101) • Reporting percentage of faculty trained in each College/distance program 	<p>CTL</p>
<p>Technical Support for Faculty for Instructional Technologies</p>	<p>CTL</p>
<p>Distance Student Support Services</p> <ul style="list-style-type: none"> • Instructional Technology support and assistance (help desk) • Administering Readiness Assessments for prospective distance students • Developing and administering on-line orientation for distance students 	<p>AOCE. ITS Help Desk AOCE</p>
<p>Market Analysis/ Market Research</p> <ul style="list-style-type: none"> • Identifying relevant populations of non-traditional, place-bound students for each distance degree program or certificate • Conducting necessary market research to identify target markets and relevant market persona • Identifying state and regional niche locations, including employers, professional organizations, etc. for identified populations 	<p>AOCE</p>
<p>Marketing Promotions</p> <ul style="list-style-type: none"> • Developing general marketing and promotions to establish MSU's public relations image for all distance education degree programs and certificates • Developing marketing promotions specifically linked to identified target populations • Developing specific marketing materials, including brochures, flyers, web pages, social media, print and broadcast media, etc. for both general public relations and program specific marketing 	<p>AOCE</p>
<p>Recruitment of Distance Students</p> <ul style="list-style-type: none"> • Assisting Colleges and Academic Departments in targeted recruitment of distance students to distance degree and certificate programs • Tracking success of marketing and recruitment efforts using appropriate analytics via a Customer Relationship Management (CRM) system similar to the Enrollment Management system used by MSU Admissions to track undergraduate recruiting. • Providing analytics reports on conversions of recruitment activities into 	<p>AOCE</p>

<i>applications and registrations to Colleges and Academic Departments.</i>	
Admissions, Drops, Adds, Withdrawals Processing for distance students (campus 5)	<i>Currently performed by AOCE. Need to Re-evaluate with Phil Bonfanti, Butch Stokes, & Lou D'Abramo. The Graduate School is working on process for unclassified graduate students to receive RAC and advising.</i>
SACS Compliance for MSU Distance education <ul style="list-style-type: none"> <i>Providing overall reporting of distance education efforts for MSU</i> <i>Providing feedback to Colleges and Academic Departments on SACS requirements and reporting results.</i> 	<i>AOCE interfacing with ORIE</i>
Distance Education Legal Compliance <ul style="list-style-type: none"> <i>Providing oversight, guidance, and compliance for MSU on legal requirements associated with Distance Education, e.g., DOE Title IV compliance with interstate commerce; Accessibility compliance, etc.</i> <i>Providing information to Colleges and Academic Departments with regard to legal requirements</i> <i>Coordinating access information for support services for distance students, including financial aid, library, etc.</i> 	<i>AOCE</i>
Instructional Technology Research and Testing <ul style="list-style-type: none"> <i>Establishing an instructional technology fund</i> <i>Researching new instructional technologies and conducting trial tests of new instructional technologies, e.g., synchronous collaborative technologies, remote proctoring, etc.</i> 	<i>Consortium of 4 units: Academic Affairs, CTL, ITS, AOCE (currently unfunded)</i>
Proctoring Practices Coordination <ul style="list-style-type: none"> <i>Coordinating policy and practice on proctoring of exams for distance courses</i> <i>Proctoring center?</i> 	<i>AOCE</i>
College Independent Study – via distance technology	<i>AOCE</i>
High School Independent Study – via distance technology	<i>AOCE</i>
Bachelor of Science in Interdisciplinary Studies – Advising & Records	<i>AOCE as directed by the BSIS faculty committee in the College of Arts & Sciences</i>

New Financial Model for AOCE & Distance Revenue Sharing

Assumptions:

- International Education and Study Abroad moved to the International Institute and will maintain some auxiliary aspects to its funding.
- Continuing Education, the non-academic component of AOCE, will be moved to another unit and will continue to function as an auxiliary.
- The TV Center may be transferred to another reporting unit.
- The Academic Outreach component of AOCE will remain in Memorial Hall and function with a different financial model, beginning July 1, 2012.
 - AOCE has reduced staffing and will be hard funded.
 - AOCE will no longer process distance tuition and fees to the colleges (ending at the end of Summer term, 2012).
 - Tuition and fee transfers will be administered by the Controller to the Colleges, providing more timely transfer of tuition and fees beginning in advance of the semester, and providing more transparency and accountability.
 - AOCE will no longer provide instructional or developmental contracts.
- To ensure on-campus and distance equivalency as required by SACS, the Colleges will be responsible for all academically-related functions related to their distance education courses, degrees, and certificates, including curriculum, instructional staffing, course development, advising, registration, etc.

Revenue Sharing:

Distance Tuition

55% of Campus 5 tuition returned to the Colleges.

The College deans would be responsible for allocating the money to academic units to fund instruction.

Distance Fees

80% of Campus 5 distance fees returned to the Colleges.

Campus 1 students in Campus 5 Courses (TBD)

Tuition sharing from campus 1 students in campus 5 courses may be re-evaluated. The amount of tuition returned to the colleges will be considerably less than the 55%.

Possible Ways for Faculty to Teach:

- On-load for no extra pay (available for all faculty types)
- Instructors with a 4-4 load can teach one additional course per semester as an overload.
- Adjunct faculty may be hired on a course-by-course basis as lecturers.
- Associate and Full Professors with a 3-3 load can teach one additional course per semester as an overload.
- Instructors may be paid up to \$4,500 per course as an overload. Colleges/departments may either restrict payment on a prorated basis with tuition from enrollment or may supplement it from other distance education funds up to the max/cap.

- Associate Professors may be paid up to \$7,000 per course as an overload. They will be paid 8% of their nine-month salary up to the cap, depending on the actual enrollment. Colleges/departments may either restrict payment on a prorated basis with tuition from enrollment or may supplement it from other distance education funds up to the max/cap.
- Professors may be paid up to \$8,000 per course as an overload. They will be paid 8% of their nine-month salary up to the cap, depending on the actual enrollment. Colleges/departments may either restrict payment on a prorated basis with tuition from enrolment or may supplement it from other distance education funds up to the max/cap.
- Any instructional staff teaching a distance course should first complete MyCourses training in the CTL and have completion noted in their faculty credentials.

Uses of the Distance Tuition & Fees Returned to the Colleges & Departments:

- Payment of salaries of instructors teaching the distance courses.
- Payment of salaries of staff members who support the distance programs, including graduate students.
- Contractual, commodities, and equipment expenses associated with distance course delivery. Construction of distance education classrooms would also be an appropriate use.
- Marketing of distance education.
- New program development.
- Travel to recruit students or to present results related to distance program.
- Support of campus-one instructional programs: salaries, staff, etc.
- Other items approved through the chain of command to the Provost.

Other Conditions:

- Colleges must keep a reserve of at least 25% of the previous semester's payroll.
- Colleges must return 90-100% of distance tuition to the departments that generated the courses. The departments must cover the cost of instruction.
- Colleges to provide an annual report of the usage of their distance revenues and a briefing on future directions of distance education.
- Keep current policy of charging extra for campus-one students to take AOCE courses. However, the tuition distribution will be different.
- Keep current policy of charging no non-resident tuition to campus-five students.
- No new, additional non-traditional delivery "distance" programs will be developed.