

## **CALL TO ORDER**

Nelson Vincent and Kristi Nelson opened the meeting with introductions around the table. Nelson reviewed the charge for the committee and emphasized the need for communication and cross-collaboration across all five of the IT Governance councils. They thanked the members for agreeing to serve and said this is the right mix of technology and academic professionals to develop the IT road map for UC. Further, Kristi reminded the group that eLearning is not restricted to online learning but encompasses all technologies utilized in curriculum and learning development.

Present: Chris Edwards, Melinda Rhodes-DiSalvo, Dani Peterson, BJ Zirger, Melody Clark, Eugene Rutz, Leslie Schick, Pamela Greenstone, Janine Morris, Paul Foster, Adrienne Lane, Patricia Goedl, Sarah Schroeder, Pamela Rankey, Robert Roke

Online: Dawn Clineman

Apologies: Matt Rota, Sue Trakas, Ruth Benander, Jeff Nainaparampil

## **BUSINESS**

### **Framework for Consideration of Work**

Chris Edwards outlined some of the challenges and priorities for this group and introduced the 6S model (attached) to help develop a framework for a common language to facilitate communication. One major hurdle will be the challenge of adopting standardized tools without curtailing individual creativity. Standardization is not a bad word. Outside of Blackboard, there are no other enterprise-wide learning tools. Some standardization must be adopted in order to create a deep knowledge base of expertise, to decrease the steep learning curve for newcomers and to take advantage of the scale of economies with standardization.

There are pockets of expertise in which technology and subject matter synergies are occurring, and with great results, but not in a formalized and substantive way at the University level.

Tools and resources are being applied differentially across campus. Melinda Rhodes-DiSalvo added that often technical language can appear to be inclusive or exclusive to certain pedagogies or approaches and disciplines.

There are three key domains in learning based systems and each one has its own language and culture. They are content creation, content delivery mechanisms and content designers. Often faculty play a role across all of them. One of this group's challenges is to engage the community so that all domains overlap and integrate to support learning.

Eugene Rutz cautioned the group to be mindful that IT language is often used in a way that makes it seem like the technology is driving the learning objectives instead of the content or pedagogy driving the learning objectives. This committee needs to be aware of that and create communication strategies to overcome those perceptions.

There was discussion around the idea of eliminating the word “standardization” and instead using words like “researched-based” and “best practices.” The goal is not to standardize course content but to standardize the tools, support models, and delivery mechanisms.

The committee needs to develop a marketing and communication plan so that everyone knows what tools and training options are in place. It was suggested that the CET&L drive this initiative. Robert said we should offer faculty a spectrum of technology tools to use but let each individual choose the ones that work best for her or him.

## **Blackboard Upgrade**

Paul Foster provided a status report on the Blackboard upgrade process (summary attached) and stressed the need for more involvement in the decision making process from the core academic and IT supports groups from all colleges. There are multiple town hall meetings (listed below) and the Never Stop Learning Tour hosted by Blackboard all day October 28 at TUC. This new version is really a system rebuild not just an upgrade.

### **Blackboard Town Hall Meetings**

- Oct 23 – Town Hall for College of Nursing (9:00 – 11:00 Procter 276)
- Dec 4 – Town Hall for UCBA (9:30 – 11:30 Muntz 119)
- Dec 5 – Town Hall for Clermont (9:30 – 11:30 Krueger Auditorium)

One of the reasons the choice was made to stay with the Blackboard product is because of the significant investment the university has already made in the product and that Blackboard the vendor has undergone a radical transformation with all new leadership. They committed to a higher level of support for UC and Paul and Melinda are part of a working group that communicates with Blackboard and UC constituencies to develop training. BJ Zirger suggested that we include in the marketing materials the rationale behind selecting Blackboard as the LMS instead of choosing a new product. Identify Blackboard’s strengths and how the tools such as the grade book, course development and project based learning tools, etc., can enhance content development and delivery for faculty.

Should Tom Robinette be the central coordinator for the marketing campaign? What about asking President Ono to help with marketing? Student government also needs to be actively involved and included in developing communication strategies.

## **Membership Responsibilities and Review/Working Groups**

Chris and Melinda asked the members of the council to engage the university community as broadly as possible to involve faculty, instructional designers and marketing professionals as needed. Dani Peterson mentioned work on quality assurance done as part of the Blue Ribbon Task Force. This document will be shared with the committee.

The group discussed the idea of creating subcommittees to focus on specific tasks and the need for a centralized platform for document sharing and collaborative writing sessions, discussion groups, etc.

Melinda talked about the makeup of the current 21-member roster and noted that some colleges and disciplines are not well represented. She asked for suggestions for additional members from communications and marketing or CCM – we have Lisa Meloncon from A&S now. Warren Huff will be joining the committee in spring semester.

The co-chairs created an eLearning Committee Issue/Action Form (attached) and requested that all members and subcommittees or work groups submit it in advance. Submitting it in advance will help promote productive discussions by affording everyone adequate prep time to perform research and to bring well thought out ideas to the table.

## **ACTION ITEMS**

- |                   |   |                                                                                                                                                                                     |
|-------------------|---|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Committee Members | - | Submit suggestions for additional members from communications and marketing or CCM.                                                                                                 |
| Committee Members | - | Review the early wins list Chris provided (attached) and bring suggested priorities that may or may not be on the list to the next meeting.                                         |
| Co-Chairs         | - | Meet with Jane Haniefy (UCIT-PMO) to develop a standard set of communication tools for this group to use.                                                                           |
| Co-Chairs         | - | Forward relevant documents and recommendation from the Blue Ribbon Committee task force to all committee members and post them in a centralized repository before the next meeting. |
| Committee Members | - | Volunteer to serve on or lead one of the subcommittees below and meet once before the next meeting.                                                                                 |
- Marketing and communication
  - Instructional design
  - Professional development
  - eLearning pedagogy

- Distance Education and MOOCs

## **ADJOURNMENT**

October 2, 2013 10:00 a.m.

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