

AGENDA BOOK

DISTANCE LEARNING ADVISORY COMMITTEE



Being Held At

**Western Kentucky University
Carroll Knicely Conference Center**

(Please find map and directions at the end of the book)

<http://www.wku.edu/Tour/directions.html>

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Wednesday, November 13, 2002

10:00 A.M. Central Time - 12:00 NOON Central Time

AGENDA BOOK
DISTANCE LEARNING ADVISORY COMMITTEE
NOVEMBER 13, 2002

Agenda

Chair's Call to Order

Roll Call

Approval of Minutes

President Ransdell's Welcoming Remarks

Chair's Introductory Remarks

1. Discussion: State of Georgia's Decision to Eliminate Out-of-State Tuition for Online Programs.
2. Presentation: KyEducators.org, a program of the Education Professional Standards Board.
3. Presentation: Center for Information Technology Enterprise and connectkentucky.
4. Updates and Announcements: a) Revised definitions of "KYVU student" and "KYVU course"; b) Statewide conference about online compliance with the Americans with Disabilities Act and with Section 508 of the Rehabilitation Act; c) the KYVU's new student information system; d) Introduction of e-commerce capability; e) Fund for the Improvement of Postsecondary Education grant, and Institute of Museum and Library Services grant; f) Request for proposals for instructional support services; g) Request for proposals for revolving loan fund; and h) Request for proposals for instructional design on small projects.

Other Business

Adjourn

Minutes
Distance Learning Advisory Committee
August 26, 2002

**The Distance Learning Advisory Committee (DLAC) met
August 26, 2002, at 9:00 a.m. (ET) on the campus of Northern
Kentucky University.**

ROLL CALL

The following members were present: Doug Robinson (representing Aldona Valicenti), Allen Rose, Ron Eaglin, Virginia Fox, Elizabeth Wachtel (representing Joanne Glasser), James Nelson, John Hicks (representing James Ramsey), John Yates (representing King Alexander), Robert Johnson (representing Michael McCall), Paul Bibbins, Daniel Rabuzzi (chairing the meeting in absence of Sue Hodges Moore), Rob Wyatt (representing Gary Ransdell), William Pfeifle (representing Lee Todd), Joel Griffith (representing Viola Miller), James Votruba.

Also present: Sherri Noxel (Council on Postsecondary Education staff), Myk Garn, Miko Pattie, Norma Northern, Gene Ranvier (all Kentucky Virtual University staff), Sandy Cook (Kentucky Community and Technical College staff), Gary Pratt, Linda Neitzel, Carol Beere, Craig Agneberg, Arne Almquist, and other NKU faculty and staff.

*APPROVAL OF
MINUTES*

The minutes of the May 1, 2002 meeting were approved as distributed.

*WELCOMING
REMARKS*

President Votruba thanked everyone for attending. He thought it was a good idea for DLAC to visit the campuses. He was pleased to mention that NKU has record enrollment. He commented on the role of the Internet as a "push" and "pull" model: Pushing programs as with the new collaborative Bachelor's in Organizational Studies (BOS) Program with the KCTCS, and pulling programs not available on campus.

*CHAIR'S
INTRODUCTORY
REMARKS*

Mr. Rabuzzi thanked Mr. Votruba and his staff for welcoming the DLAC committee members to the first-ever DLAC meeting outside Frankfort. He commented that the BOS Steering

Committee would meet with KYVU staff today after the DLAC meeting. He stated that the KYVU, as well as many other Kentucky universities and the KCTCS, are also enrolling record numbers of students, reflecting the groundswell created by House Bill 1, the postsecondary reform act of 1997.

Mr. Rabuzzi was pleased to note that the KYVU marketing team, led by Sue Patrick, won three awards at the Kentucky Association of Government Communicators' annual awards ceremony, including first place for the KYVU website. They also took second place for communications and marketing statewide and second place for the Kentucky Virtual Library annual report.

ACTION ITEM

Mr. Rabuzzi introduced Sherri Noxel, who is director of the comprehensive database for all postsecondary institutions in Kentucky, and Gene Ranvier, Chief Student Services Officer of the KYVU. DLAC, at its February 6, 2002 meeting, asked the KYVU to form a task force to propose definitions of "KYVU student" and "KYVU course." Mr. Ranvier, and Ms. Noxel led the taskforce, which included Robert Johnson (KCTCS), Ed Klee (Governmental Services Center), Linda Nesbitt (NKU), Reecie Stagnolia (Department for Adult Education and Literacy), Cassandra Bagley (Cabinet for Workforce Development), and Daniel Rabuzzi (KYVU). The task force recommended three things, as outlined in the August 26, 2002 DLAC agenda book: 1.) The term "learner" replace "student"; 2.) Three criteria, any one of which a learner must meet to be counted as a KYVU learner; and 3.) A KYVU course will consist solely of KYVU learners as defined in 2 above. Mr. Rabuzzi reviewed and discussed these three items with DLAC members. He stressed that the intent was to improve data collection and accountability measures for the KYVU. He noted that the KYVU and the council would work closely with the institutional campuses to put the proposed revisions into effect, and that the changes would not go into effect until July 1, 2003.

Mr. Ranvier made the point that the KYVU counts learners so that it can be held accountable for its services and level of funding. Since all the learners served by the KYVU are primarily learners enrolled at a specific university, at the KCTCS, or in a state government agency program, the KYVU has no separate learners of its own. Institutions would not lose headcount or enrollment as a result of the proposed change.

Ms. Noxell was asked to elaborate and she stated that the council has been collecting enrollment data from the campuses for about 22 years. From the academic enrollment perspective, the council

looks forward to the approval of the definition. There has been a placeholder in the reporting fields asking institutions to label their course sections exclusively for KYVU students. The alternative would be to identify individual students as KYVU students. Ms. Noxel thought that would be more problematic in terms of student information when trying to track particular types of student with a particular criterion. A uniform definition of a KYVU course will be very helpful to the council and should also aid the campuses.

Ms. Fox questioned whether the proposed definitions are relevant to the council. What does the council plan to do with this information?

Mr. Rabuzzi remarked that the KYVU does not know, with certainty, how many students it has because of inconsistencies in definition and in data collection. The proposed definitions, and their uniform application, will help the KYVU as an operating unit within the council. Specifically, the proposed changes will help the KYVU better understand what value the KYVU brings to the learners it serves. He hoped to have an approval of the definition today to take to the September 22 council meeting for the council's approval.

Ms. Fox suggested that perhaps the council should look at all distance learning activities statewide, both inside and outside the KYVU, and that all distance learning be measured.

Mr. Rabuzzi agreed that that might be something for the council to consider.

Secretary Rose stressed the importance of distance learning to the Cabinet for Workforce Development. He said that the cabinet had just visited all 54 technical schools and that the deputy commissioner emphasized KYVU at each stop. He stressed the importance of distance learning to many constituencies, including family farmers.

President Eaglin complimented the KYVU on its efforts to standardize definitions and improve data collection. He also stated that learner retention is an issue at all the institutions, and wondered if the KYVU was adequately measuring retention. He raised a concern that the KYVU might be measuring learners only at the gateway and not once they have gone on to other institutions in the system. He wondered if the proposed definition might not be based too much on the concept of "users" of KYVU software.

Mr. Rabuzzi stated that the KYVU had considered using the term “user,” but had opted to recommend “learner” instead.

Ms. Fox wondered if there was software that could track adult learners, for example, to show that they came from Morehead’s program, or from the Department for Adult Education & Literacy. Being able to do so would help identify and count outreach or retention measures.

Mr. Rabuzzi stated that the KYVU is building a new student information system that will link with the Department for Adult Education & Literacy, which will be a step in the direction Ms. Fox and President Eaglin suggest.

Mr. Votruba suggested that perhaps the focus of KYVU is the nontraditional, non-credit student wanting skills updating and training.

Mr. Rabuzzi agreed, emphasizing that the new definition makes the most sense for use in KYVU’s partnerships with the Education Professional Standards Board, the Governmental Services Center, the Department for Adult Education & Literacy, and other not-for-credit providers.

Motion made and approved to adopt the definition of "KYVU Student" and “KYVU Course” as outlined in the agenda book.

*INFORMATION
ITEM*

Mr. Rabuzzi stated the KYVU concluded the procurement process for new technology infrastructure providers and that Embanet Inc. (Toronto, Canada) took over the functions and duties of Eduprise Inc. whose contract ended June 30. Embanet is subcontracting with Decision Academic Graphics (DAG) (Ottawa, Canada) to create a new student information system for the KYVU. DAG is ahead of schedule and plans to go live with the first module of the new system September 23rd.

*INFORMATION
ITEM*

Mr. Rabuzzi asked Mr. Garn to report on online compliance with the Americans with Disabilities Act and with Section 508, Rehabilitation Act. Mr. Garn reported that the KYVU has been discussing with campus ADA coordinators, chief academic officers, and distance education coordinators how to ensure that websites and online courses comply with the relevant federal laws. The KYVU will hold a one-day workshop October 9 on ADA compliance; Eastern Kentucky University will host the event. The KYVU will pay for one representative from each institution to participate.

*INFORMATION
ITEM*

Mr. Rabuzzi announced that there is \$475,000 available in the third round competition from the KYVU Revolving Loan Fund to co-fund online course creation. KYVU will issue an RFP in the middle of September. Review of proposals will take place this fall and award announcements made in January or February.

*INFORMATION
ITEM*

Carol Beere, Craig Agneberg and Chris Steigler, all of NKU, presented a project being worked on in partnerships with KCTCS and KYVU to create the Web-Based Bachelor's Degree Completion Program in Organizational Studies. Carole Beere mentioned that the BOS Steering Committee is crucial. Craig Agneberg said they are also doing a 6-hour training module to train faculty how to teach online and to highlight effective use of materials, library resources, and interactive media to make the environment more appealing to the online user. (Please contact Marcy Parker at marcy.parker@kyvu.org if you would like a copy of the NKU BOS presentation.)

President Eaglin stated that faculty development issues need to be looked at, as Morehead and other universities have spent a lot of money on training but have not found a way to recapture those costs.

President Votruba stated that there is a need to look at how online course development and online teaching are treated in the tenure process. Are there unit incentives as well as individual faculty incentives to promote this kind of work?

President Eaglin supports the collaborative work of NKU and KCTCS.

UPDATE

Mr. Rabuzzi stated that the Kentucky Virtual Library hosted a well-attended intellectual property workshop, August 5, led by national expert Professor Laura Gasaway from the University of North Carolina-Chapel Hill and co-sponsored by the Southeastern Library Network. The KYVL paid for one representative to attend from each Kentucky institution. In other KYVL news, the Kid's Portal—a site introducing children to the importance and joy of research and online literacy—went live this summer: http://www.kyvl.org/html/kids/f_portal.html

UPDATE

Mr. Rabuzzi stated the West Virginia collaboration has launched with 274 preliminary class enrollments [176 unduplicated headcount as of October 28, 2002]. Information for future launches for EPSB and Adult Education will be discussed at the next meeting. Title IV of the Higher Education Act: the U.S. Department of Education in August put forth a proposal that would substantially change the “12

hour rule and third party recruitment rules for financial aid.”
October 7th is the deadline for comments.

*INFORMATION
ITEM*

Mr. Rabuzzi stated that Georgia in June eliminated the distinction between instate and out-of-state tuition rates for online learning. The Southern Regional Education Board has proposed that other SREB states consider what Georgia has done. Mr. Rabuzzi recommended that DLAC discuss Georgia’s model at the November DLAC meeting, and DLAC members agreed.

ADJOURN

The meeting adjourned at 10:55 a.m.

The next meeting will be held November 13, 2002 at Western Kentucky University.

**AGENDA ITEM 1:
DISCUSSION. State of Georgia's Decision to Eliminate Out-of-State Tuition for
Online Programs.**

Georgia Governor Roy E. Barnes, chairman of the Southern Regional Education Board, urged other states in June to follow Georgia's lead and adopt electronic tuition rates that are not based on where a student lives. Georgia has eliminated in-state and out-of-state tuition charges for distance learning by setting electronic tuition rates. The SREB is asking its member states to consider this model.

At the August 26 DLAC meeting, the KYVU acquainted DLAC with the Georgia model and the SREB's request, and DLAC agreed that it should discuss these items at its November 13 meeting.

The KYVU has spoken with SREB and with several SREB states on this topic, and continues to gather information. Tuition and fees for online learning vary greatly, even within individual states. Georgia's elimination of an in-state/out-of-state differential must be viewed together with Georgia's approval for its institutions to charge a higher tuition rate for electronic learning than the in-state resident tuition rate, regardless of where the learner resides. Thus, a learner resident in Georgia may have to pay a higher tuition rate to take an online course from a Georgia university than he or she would to take the equivalent course on campus. What the higher rate might be varies from institution to institution. There is no statewide electronic tuition rate in Georgia.

In response to DLAC's request, the KYVU has compiled the tuition rates and fees for online learning charged by Kentucky's public universities and colleges (attached at the end of this agenda item).

**KYVU Survey of Kentucky Tuition and Fees
for Online Courses and Programs
November 2002**

Institution	Tuition and fees charged for online courses and programs
Department of Adult Education and Literacy Jane Martel	We do not charge for our online courses. They are closed to all but DAEL providers.
Eastern Kentucky University	Traditional resident & nonresident rates No additional fees for online courses <i>Exception by program:</i> MS/LPS: \$599 per credit hour for all participants
KCTCS Sandy Cook	Traditional resident & nonresident rates No additional fees for online courses <i>Exception by program:</i> The KCTCS & West Virginia partnership agreement stipulates a tuition rate of 120% for the West Virginia students.
Kentucky State University	Traditional resident & nonresident rates No additional fees for online courses
Morehead State University Dan Connell	Traditional resident & nonresident rates \$32/credit hour fee for online courses <i>Exception by program:</i> MBA: in-state/out-of-state per credit hour is: \$213 / \$313
Murray State University	Traditional Resident & nonresident rates \$30 per semester hour course fee for all Internet/KYVU courses
Northern Kentucky University	Traditional resident & nonresident rates No additional fees for online courses
University of Kentucky Lexington Community College	Traditional resident & nonresident rates No additional fees for online courses
University of Louisville John Welsh	For all online, ITV and telecourses we charge 125% of the resident tuition for resident and nonresident students alike.

Institution	Tuition and fees charged for online courses and programs
	No additional fees for online courses
<p>Western Kentucky University Rob Wyatt</p>	<p>WKU Distance Learning Course Rates are 120% of the full time resident tuition for full-time students and 120% of the per credit hour resident rate for part-time students</p> <p><u>Part-time distance-learning rate</u> is for all part-time students, regardless of residency, enrolling in online, web-based courses.</p> <p><u>Full-time distance-learning rate</u> applies to any student who takes a full-time load comprised exclusively of online courses web-based courses.</p> <p>No additional fees for online courses</p>

AGENDA ITEM 2:

PRESENTATION. KyEducators.org, A Program of the Education Professional Standards Board.

The Education Professional Standards Board (EPSB)—in its mission to provide a quality educator for every Kentucky classroom--created *KyEducators.org* (www.kyeducators.org) to enhance the professional growth of Kentucky educators. The EPSB is responsible for and owns the content on *KyEducators.org*. The EPSB partnered with the KYVU for the technical creation, maintenance, and deployment of curricular modules on *KyEducators.org*. The EPSB directed the KYVU to sub-contract with Louisville-based educational development specialists, The Learning House, for creation of the first modules. Among the first modules are the Kentucky Teacher Internship Program (KTIP) training for KTIP committee members, and the Continuing Education Option (COE): Building the Plan. Education experts, including Kentucky higher education faculty and P-12 educators, have assisted and advised throughout the development process.

To address teacher shortages in special education, EPSB and educators from the Institutions of Higher Education Consortium are developing other curricular modules for *KyEducators.org*, including:

- New-to-Kentucky Teacher
- Introduction to Special Education
- Introduction to Learning Behavior Disorders
- Behavior Management of Students with Disabilities.

The Institutions of Higher Education Consortium consists of special education faculty representing all colleges and universities in Kentucky with special education preparatory programs as well as representatives from the Kentucky Department of Education. Faculty from Western Kentucky University, Eastern Kentucky University, Morehead University, the University of Louisville, the University of Kentucky, Murray State University, and Brescia College are working on the special education modules for *KyEducators.org*. The modules will orient new teachers to the special education classroom and prepare them to begin teaching while they pursue their special education teaching certificate through a college or university program.

Dr. Phillip S. Rogers, EPSB Director of Testing, Research, and Internship, will present *KyEducators.org* to DLAC.

AGENDA ITEM 3:

PRESENTATION. connectkentucky and the Center for Information Technology Enterprise.

Connectkentucky is a three-year statewide initiative of The Kentucky Innovation Commission (the public-private and interagency advisory board created by the Kentucky Innovation Act of 2000) that will assess and plan for the Commonwealth's readiness to participate in the networked world.

Connectkentucky is a public-private partnership, co-chaired by John R. Hall (retired Chairman of the Board and Chief Executive Officer of Ashland, Inc., and a member of the Council on Postsecondary Education) and William G. Brundage (Kentucky Commissioner of the Office of the New Economy). Partners include the Kentucky Community and Technical College System, the University of Kentucky, the University of Louisville, Western Kentucky University, the Kentucky League of Cities, the Appalachian Regional Commission, the Office of the New Economy, the Governor's Office of Technology, the Information Technology Resource Center, Ashland, Belcan, BellSouth, Broadwing, Humana, UPS, USEC, Yum!, Toyota, and other corporations. For more information, see <http://www.citeinc.com/connect.html>.

The Center for Information Technology Enterprise is the project manager for connectkentucky. Founded and run by WKU business professor Linda Johnson, the CITE is a technology and strategy consulting firm based in Bowling Green. See www.citeinc.com.

The report refers several times to the KYVU. One of the success measures connectkentucky proposes for its statewide action agenda is "increased enrollments in Kentucky's Virtual University by 50% by the year 2005" (page 18). The report's other findings have direct bearing on the KYVU too. For example, in some areas of the state, average file download speed was significantly less than network connection speed. In the Lexington-Louisville-northern Kentucky region, average connection speed was considerably lower than elsewhere in the state, indicating a lack of capacity in Kentucky's most urbanized areas. On a more positive note (though hardly acceptable as a final statistic), 68% of the state's population has access to broadband service.

Representatives from CITE and the Governor's Office of Technology will present the highlights from connectkentucky's "Report 2002: Kentucky Prepares for the Networked World," released in late September. As the report notes: "Kentucky's network infrastructure is its building block for the new economy. It is as critical to the state's ability to compete in creating and maintaining new jobs as any other type of infrastructure, such as roads or sewer lines" (page 5).

**AGENDA ITEM 4:
UPDATES AND ANNOUNCEMENTS.**

A.) The Council on Postsecondary Education approved September 22, 2002 the definitions of “KYVU student” and “KYVU course” approved August 26, 2002 by DLAC (see the August 26 DLAC agenda book for the definitions).

B.) On October 9, 2002, the KYVU convened and Eastern Kentucky University hosted the first statewide conference on compliance for Websites and online courses with the Americans with Disabilities Act and Section 508 of the Rehabilitation Act. Representative Harry Moberly introduced the event. There were over one hundred participants from 32 institutions and agencies. Curtis Edmonds of the Southeast Disability and Business Technical Assistance Center (Atlanta) and Georgia Institute of Technology was the keynote speaker. Kristina Krampe and Linda Gassaway of the University of Kentucky, and Deb Bauder of the University of Louisville were also speakers. Representatives from CyberLearningLabs Inc. (providers of the ANGEL platform), WebCT, Blackboard, and eCollege discussed how their companies are striving to meet the requirements of the legislation.

C.) On October 8, 2002, the KYVU demonstrated the first live module on its new student information system. Nearly thirty colleagues from ten institutions and agencies attended the demonstration.

D.) The KYVU plans to introduce e-commerce capability early in 2003, including the ability for learners to pay for course access directly online with their credit cards. KyEducators.org is the first project where e-commerce will be introduced. On this component, the KYVU has been working closely with EPSB, the Governor’s Office of Technology, and the State Controller’s Office. We will also work with the State Treasury when e-commerce is live. The KYVU is adhering strictly to the technology, accounting, and payment protocols and standards set by GOT, the Controller’s Office, and Treasury. Many other Kentucky state agencies use e-commerce tools for online payments. The KYVU will present the new feature in detail at a DLAC meeting in 2003.

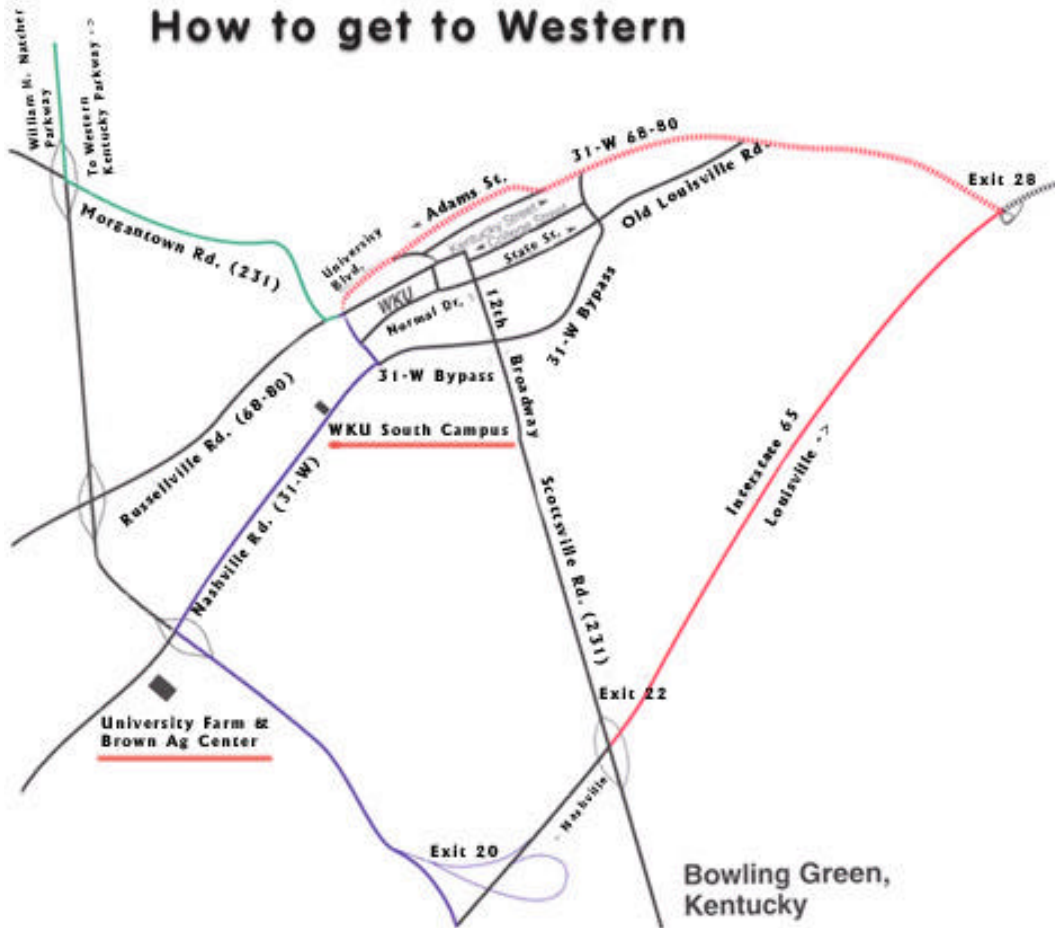
E.) The KYVU was awarded a three-year \$400,000 grant from the Fund for the Improvement of Postsecondary Education to co-fund the creation of the KYVU Coordinated Advising Network (“U CAN”). Key U CAN partners are the Kentucky Community and Technical College System, the Kentucky Higher Education Assistance Authority, the Kentucky Virtual High School, GEAR UP, the Kentucky Counseling Association, and the Kentucky Department for Adult Education and Literacy. The KYVU welcomes participation from all postsecondary institutions and state agencies. The University of Kentucky Library and the Kentucky Virtual Library won a two-year \$210,237 grant from the Institute of Museum and Library Services, a federal agency, to create a digital collection of 950 Kentucky historical volumes from microfilm. The grant

will enable UK and the KYVL to continue digitizing Kentuckiana, and will help provide a model for high-production film-to-digital conversion.

F.) The KYVU anticipates issuing a national request for proposals around December 1, 2002 through the state procurement office for instructional analysis and design services, online tutoring and advising services, online testing modules, and interactive e-mail capabilities.

G.) The KYVU issued in September a request for proposals from Kentucky colleges, universities, and state agencies for online programs to be funded from the KYVU's revolving loan fund. This is the third round of competition for the fund. The deadline is November 15, 2002.

H.) The KYVU issued in October a request for proposals from Kentucky colleges and universities for small online instructional design projects to be funded by the KYVU. The deadline was November 1, 2002.



FROM OWENSBORO TO WKU: Exit Natcher Parkway on US 231. Follow Morgantown Rd. to Russellville Rd. (3 miles), turn left on Russellville Rd., travel about 2/3 of a mile to University Blvd., turn left on University Blvd. Smith Stadium and Diddle Arena will be on your right. An alternative is to turn right on University Blvd., travel to first light and turn left at corner of Normal Dr. and University Blvd.

FROM LOUISVILLE TO WKU: Follow I-65 South to Bowling Green. Use Exit 28 at Corvette Plant, use connector road to 68-80 & 31-W to Bowling Green. Follow 68-80 to WKU. Smith Stadium and Diddle Arena will be on your left.

FROM NASHVILLE TO WKU: Follow I-65 North to Bowling Green. Use Exit 20 (Natcher Parkway). Follow Natcher Parkway north to Exit 4 (US 31-W). Turn right on US 31-W to University Blvd. Take left at stoplight onto University Blvd.

Directions to the Carroll Knicely Conference Center

The Carroll Knicely Conference Center and Department of Continuing is located at South Campus in the Knicely Institute for Economic Development and Conference Center at 2355 Nashville Road in Bowling Green, Kentucky. It is directly across from Potter Children's Home.

From Lexington/Louisville: Take I-65 South to exit 20, Natcher Parkway (formerly known as Green River Parkway). Take Natcher Parkway to exit 4 (31-W). At the end of the exit ramp, turn right onto 31-W (Nashville Road). You will go through 5 stoplights. WKU South Campus is on the left after you go through the fifth stoplight. The Division of Continuing Education and Outreach Programs offices are through the center entrance (there is a 'drive through' cover).

From Nashville/Memphis: Take I-65 North to exit 20, Natcher Parkway (formerly known as Green River Parkway). Take Natcher Parkway to exit 4 (31-W). At the end of the exit ramp, turn right onto 31-W (Nashville Road). You will go through 5 stoplights. WKU South Campus is on the left after you go through the fifth stoplight. The Division of Continuing Education and Outreach Programs offices is through the center entrance (there is a 'drive-through' cover).

From Owensboro: Take Natcher Parkway to exit 4 (31-W). At the end of the exit ramp, turn left onto 31-W (Nashville Road). You will go through 5 stoplights. WKU South Campus is on the left after you go through the fifth stoplight. The Division of Continuing Education and Outreach Programs offices is through the center entrance (there is a 'drive-through' cover).