

**MINUTES**  
**Distance Learning Advisory Committee Meeting**  
**February 28, 2000**

The Distance Learning Advisory Committee (DLAC) met February 28, 2000, 9:30 a.m. (ET), at the Council on Postsecondary Education in Frankfort, Kentucky. Chair Todd presided.

*ROLL CALL*

The following members were present: Lee Todd, Nancy Ward (representing Viola Miller), Gary S. Cox, Virginia Fox, Ben Carr (representing Charles Wethington), Merl Hackbart, George Reid, Ronald Eaglin, Mike Marsden (representing Robert Kustra), Mary Beth Susman, Gordon Davies, Roger Burge (representing James Ramsey), Gary Brockway (representing Kern Alexander), Michael McCall, Dick Kirchmeyer (representing Gary Ransdell), David Ballard (representing Aldona Valicenti), Allen Rose, James Nelson, Ron Moore (representing John Shumaker).

*APPROVAL OF  
MINUTES*

There being no corrections, the minutes of the August 25, 1999, meeting were approved as distributed.

*CEO REPORT*

Dr. Susman introduced Sue Patrick, Director of Marketing, and Norma Northern, Chief Financial Officer, and then presented a spring semester enrollment update. She stated that KCVU has an enrollment of 1,724 in approximately 140 classes and that enrollment stems from 116 Kentucky counties, 7 foreign countries, and 18 states.

Mr. Todd inquired as to the students' motivations for taking courses. Dr. Susman stated that a first semester survey addressing the issue had been included in a CPE report, but that she would also send the entire survey to members of DLAC.

Dr. Susman reported that KCVU is in the process of distributing an RFP for an MBA and also working with the University of Kentucky to create an online master's of library and information science program. In addition, KCVU is working on a memorandum of agreement with the Department of Military Affairs whereby workstations would be put in armories in three locations.

Dr. Susman reported that the president of BellSouth nominated the CPE KCVU as a candidate for a Computer World's Smithsonian award for the KCVU.

KCTCS is developing an online systemwide Associate of Arts degree with a business emphasis which will start in the fall

Dr. Susman stated that she would be sending out an RFP to all Kentucky public institutions for an online MBA program. There was discussion regarding accreditation and prescriptive issues. Presently, Kentucky institutions have the first right of refusal, but there is no specified time limit. Mr. Todd stated that if in-state institutions are not responsive, that the market place can be, but opening it up to the rest of the world would have to be approved by the Council on Postsecondary Education. Dr. Eaglin stated that Morehead State University is not trying to capture the MBA market and would be willing to take on partners. Mr. Hackbart said that some reasonable criteria should be determined for making a decision as to which MBA program is selected. Dr. Susman stated that KCVU has \$200,000 to loan to institutions for program development. Dr. Davies stated that since course development is a huge expense, the best and cheapest way could possibly be to purchase an MBA program. Dr. Eaglin stated MoSU already has an online MBA program and has spent hundreds of thousands of dollars in its development. Dr. Susman asked if Morehead had the ability to license the courses to another institution, and that the difficulty in that would be that the MBA is not written in Eduprise. Dr. Votruba stated that the market will require and the public will demand that colleges/universities become worldwide intellectual brokers. He questioned the notion of programs offered via the web be self-supporting while programs on campus are subsidized through public investment. Mr. Hackbart suggested that the DLAC get some guidance from CPE in the areas of policy. Dr. Cox requested a copy of the RFP when it was distributed.

Dr. Susman stated that she would like for the universities to put whole programs online and not wait for KCVU to request a certain one.

Dr. Susman stated that a letter had been sent to legislators with a map indicating where they have constituents that registered at KCVU.

#### *MARKETING REPORT*

Sue Patrick briefed the committee regarding KCVU marketing strategies. She stated that a stratified random sample survey recently had been developed by the UK Survey Research Center. Although early in the process, those responding that they were interested in pursuing higher education indicated an extreme interest in online education. Ms. Patrick stated that she hoped to have the completed report by the end of the month. An RFP will be issued for a marketing communications firm to review and analyze the results and to assist KCVU in developing a strategic marketing plan for three enrollment periods.

#### *THE KENTUCKY VIRTUAL HIGH SCHOOL*

Dr. Susman stated that Kentucky is the only state having a virtual high school, a virtual university, and a virtual library and that the three refer to themselves as the three sisters. She introduced Terri Young from the

Kentucky Virtual High School who briefed the committee on the virtual high school referring to the KVHS Fact Sheet in the agenda book. She stated that currently KVHS is working with KCVU to determine which courses offered by KCVU are taught by teachers that have high school certification whereby KVHS could offer those courses for dual credit. There would be a link from the KVHS website directly to KCVU for the students to take those courses.

*KENTUCKY  
COMMON-  
WEALTH  
VIRTUAL  
LIBRARY  
UPDATE*

Miko Pattie updated the committee on KCVL's mission, budget, staff, and usage statistics. She stated that a cost recovery scheme is being developed for private institutions and other libraries wanting to join the common library management system, Endeavor. Ms. Pattie stated she would like to see partnerships built in order to bring services to all citizens. Dr. Davies inquired as to the possibility of linking the Virtual Library to Georgia's virtual library, Galileo. Ms. Pattie stated that some services provided by KCVL to the entire state are still a long way off via Galileo strategy. Although Galileo has a better set of databases, KCVL has a self-paced tutorial and special digitized collections in archives which Galileo doesn't have. She stated that KCVL needs to be known and that it would be of great help for the universities to put a link to KCVL on the top of their web page. President Reid asked that he receive material sent to the KSU library in order to make him more aware of the situation.

*COST  
RECOVERY  
STRATEGIES*

Dr. Susman stated that while funding is probably in place for KCVU for the next two years, it is not too soon to implement processes that generate revenues to support continued services and investment in curriculum production and faculty training. Opportunities for revenues include non-profit and for-profit organizations, partnerships with retailers, licensing curriculum, and testing and assessment. President Eaglin stated that the virtual university could actually become a broker for institutions to license and sell their intellectual property. Mr. Todd stated that decisions needed to be made quickly and that before the next DLAC meeting is held, a smaller group of individuals should meet to focus on some of the "business issues." Dr. Susman stated that KCVU is already partnering with Houghton Mifflin and in the process of creating a developmental reading course. KCVU will get royalties from the product, but that the current challenge KCVU faces is state procurement procedures.

*DISCUSSION  
ITEMS*

Dr. Susman stated that as a heads up, future systems which make it simple to transfer courses would be the most successful. She also suggested that each institution review its residency requirements, especially the ones requiring 25 percent of the coursework be taken by individuals on its campus.