

AGENDA BOOK

DISTANCE LEARNING ADVISORY COMMITTEE

Council on Postsecondary Education, Conference Room A
1024 Capital Center Drive
Frankfort, Kentucky 40601
Phone (502) 573-1555 for Directions

Wednesday, May 1, 2002
9:00 a.m. ET

Roll Call

Approval of Minutes

Chair's Introductory Remarks

1. Information: The KYVU Call Center.
2. Information: Course Management System Software.
3. Information: Web-based Learning Alliance with West Virginia.
4. Updates on DLAC Items.
5. Updates on Major KYVU Projects.

Other Business

Next Meeting: August 26, 2002 at Northern Kentucky University.

Adjournment.

Minutes
Distance Learning Advisory Committee
February 6, 2002

The Distance Learning Advisory Committee (DLAC) met February 6, 2002, 9:00 a.m. (ET) at the Attorney General's Conference Room B in Frankfort, Kentucky. Gordon Davies presided.

ROLL CALL

The following members were present: Gordon Davies, Dan Connell (representing Ronald Eaglin), Virginia Fox, Elizabeth Wachtel (representing Joanne Glasser), Mark Bengal (representing Viola Miller), James Nelson, Daniel Rabuzzi, Robert Wyatt (representing Gary Ransdell), Terry Magel (representing George Reid), Allen Rose, Joan Taylor, Bill Pfeifle (representing Lee Todd), Doug Robinson (representing Aldona Valicenti), James Votruba, Linda Pittenger (representing Gene Wilhoit)

Also present: Charlene Davis, Sherri Noxel, Randolph Hollingsworth, Myk Garn, Miko Pattie, Norma Northern, Sue Patrick, Gene Ranvier, Sue Moore, Karyn Hascal, Cheryl King, Mike Clark, Jim Applegate, Dennis Taulbee, Gary Pratt.

APPROVAL OF MINUTES

The minutes of the December 5, 2001 meeting were approved as distributed.

Mr. Davies began the meeting and asked Daniel Rabuzzi to go through the agenda items. Mr. Davies stated that the agenda would require some thought as the Virtual University further defines its mission.

Mr. Rabuzzi started the meeting with an announcement about the Virtual Library. Tanzi Merritt, a reference librarian for the Virtual Library, won a prestigious national award from the 3M Company to attend the American Library Association Conference in June.

Mr. Rabuzzi discussed the first agenda item: Defining and Counting KYVU Students. Mr. Rabuzzi asked for approval from the committee to form a task force to determine a consistent, acceptable definition of a "KYVU student" and a "KYVU course". This task force will have representatives from several institutions in the system, as well as from the Department of Adult Education and Literacy, the Educational Professional Standards Board, and the Governmental Services Center. This taskforce will also help to determine the goals for the KYVU.

Virginia Fox said that emphasis should be on accelerating students through the programs. She mentioned that there is a value and merit in

pushing six- and eight-year students through the system faster. Ms. Fox stated that there is a need to examine what is “success.”

Mr. Rabuzzi discussed ancillary measurements and the management software that is being developed to count website hits and call center calls to determine how effectively and efficiently we are serving clients.

Mr. Rabuzzi discussed the contracts and partnerships with the Department of Adult Education and Literacy, the Educational Professional Standards Board, the Governmental Services Center, and the Department of Mental Health and Retardation Services. These agencies have approached the Virtual University about putting their services online. We are contracting to serve this need for these agencies.

Mr. Davies stated that the only way to reduce costs is to increase enrollment.

James Votruba stated that the Virtual University is playing a more powerful role for the Commonwealth with these partnerships.

Mr. Rabuzzi mentioned that the marketing team is working together to reach out to tens of thousands of people.

Jim Applegate discussed the possibility of using KYMentor.org as a one-stop shop for postsecondary education. He also mentioned that the CPE and the KYVU are working on a Fund for the Improvement of Postsecondary Education (FIPSE) Grant for full service advising.

Mr. Davies asked the committee for approval to assemble a taskforce to establish definitions for the Virtual University.

Motion was seconded and unanimously approved.

Daniel Rabuzzi discussed the second agenda item: Kentucky Virtual Library Performance Goals. Mr. Rabuzzi asked the committee for approval of performance goals as stated in the agenda.

Miko Pattie outlined the four matrices of the Virtual Library for which they would like to set performance goals, which are annual database searches, audience size for training, responses to reference desk queries, and books and other materials sent by interlibrary loan service.

Miko Pattie mentioned that it is very important for teachers to learn how to use the KYVL website.

James Nelson stated the continued partnership with the KYVL and schools is imperative.

Mr. Davies asked for questions about the standards and goals that have been set for the Virtual Library.

The committee approved the performance goals listed below for the Kentucky Virtual Library for 2001-2002 and 2002-2003.

1. Annual database searches: 5,500,000 for 2001-2002, and 6,200,000 for 2002-2003. (Actual performance in 2000-2001: 5,034,745 searches).
2. Audience size for KYVL training: 1,500 individuals for 2001-2002, and 1,800 for 2002-2003 (2000-2001 actual: 1,367 people). These are face-to-face training sessions. The KYVL will soon put its training online, and will seek approval for revised targets once it has experience with the online presentations.
3. Responses to reference desk queries: 1,600 responses per full-time equivalent librarian per year for 2001-2002, and 2,000 responses for 2002-2003 (2000-2001 actual: 1,154 responses).
4. Books and other library items sent by interlibrary loan service to other Kentucky libraries: 77,000 items for 2001-2002, and 85,000 items for 2002-2003 (actual in 2000-2001: 70,221 items).

Daniel Rabuzzi discussed the third agenda item: Update on KYVU Projects.

Mr. Rabuzzi emphasized the Educational Professional Standards Board certification courses and e-commerce capability. Mr. Rabuzzi stated that e-commerce capability would open new opportunities for the Virtual University and the partnering agencies.

Mr. Davies discussed the need to work closely with other agencies that have e-commerce capability to deal with security issues.

Mr. Rabuzzi stated the Virtual University is working for the Governmental Services Center; the KYVU has begun to develop online training modules for state employees. The KYVU intends to increase its activity in this area. In January, the KYVU participated in the initial meeting of the Enterprise eLearning Team convened by the EMPOWER Kentucky Center for Excellence in Government. The team will explore prospects for collaborative online learning within and for state and local government. Participants include representatives from the Governors Office of Technology, the Kentucky Technical and Community College System, Governmental Services Center, and the Department of Technical Schools.

Mr. Rabuzzi highlighted several other projects the Virtual University is currently involved in for example, the work for the Department of Adult Education and Literacy. The FIPSE Grant Proposal for software and training for the KYVU call center is being drafted. The purpose is to create a statewide “electronic guidance counselor.”

Mr. Rabuzzi discussed Title IV regarding financial aid for students. There are restrictions for distance education. There will be a workshop on Wednesday, February 20, 2002 at the University of Louisville. Invitations were sent out to institutions.

Mr. Rabuzzi discussed the revolving fund for which a request for proposals was sent out in November 2001. KYVU received nine proposals. The award announcement will be made by March 1, 2002.

Mr. Rabuzzi discussed the several requests for proposals that the Virtual University is sending out. There are a total of four, which include the course management system, systems and software integration, and instructional design and products. [In February the KYVU combined two of the request for proposals, so the total is three.]

Mr. Davies concluded the meeting by thanking the committee for their time and input.

ADJOURN

The meeting adjourned at 10:45 a.m.

The next meeting will be held May 1, 2002.

The KYVU Call Center

The Kentucky Virtual University call center is essential for the success of the KYVU's students. As the core of the KYVU's student services, the call center guides and advises students (and faculty) on almost all aspects of online learning, registers students, solves a remarkable range of student and faculty problems, and maintains the catalog and database. Below is a composite "day in the life" of the call center to give DLAC a sense of the call center's role and to spur discussion of how the call center might be used in new ways to foster learning online. Call center staff will join the DLAC meeting.

The call center is open 8:00 a.m.- 9:00 p.m. Monday-Friday, and 3:00 p.m.-9:00 p.m. Sunday—you can reach them at 1-877-740-4357. On a given day, the call center staff of five might field 50 to 200 telephone calls and 100 e-mail inquiries. These inquiries come from current and prospective, traditional and nontraditional, in-state and out-of-state students: from the adult needing basic education or the GED seeker to individuals needing work training or wanting financial assistance to continue their education; from students wanting online courses to those interested in campus classes only; from students searching for a particular course to those wanting advice on full degree programs; from individuals wanting to register for classes to those needing help to access their class or who are experiencing technical difficulties.

The adult education initiative has become a major part of call center responsibilities. In addition to classes for adult educators, the Department for Adult Education and Literacy (DAEL) offers through the KYVU courses in basic skills, job skills, GED preparation, and English and writing skills, using electronic courseware such as Destinations, PLATO and WIN. DAEL's television and radio advertisements generate phone inquiries from individuals who want to get their GED but don't know where to turn and from individuals who want to continue their education but don't know how to begin or where to get financing. After determining their interests and needs, and usually offering some needed encouragement, the call center staff puts callers in touch with a local adult education center, the GED Connection through KET, the Kentucky Higher Education Assistance Authority, and a campus contact who can advise them, as appropriate. Likewise, the call center supports the Education Professional Standards Board's Kyeducators.org professional development initiative.

Course registration and catalog maintenance fill much of the call center's day. Call center staff manually register the many students who seek to register by e-mail or by phone. Call center staff often discuss with prospective and current students the registration and approval process and class schedules. The call center updates the online course catalog and the KYVU student information system to prepare for each registration period. As classes begin, the staff's typical day includes helping students access their online courses. The staff's familiarity with each of the electronic course management systems helps them identify and often fix technical problems for students; the staff otherwise refers such problems to the KYVU's third-party technical help-desk. Referrals for other problems might be to registrars, faculty, program coordinators, distance learning advisors, and state and local adult education providers.

Course Management System Software

In April the KYVU concluded a procurement process with the Cabinet for Finance and Administration, contracting with two providers of course management system software: WebCT, and CyberLearning Labs (whose product is the “Angel” platform). Course management systems (CMS), also known as learning platforms, are fundamental components of the KYVU’s technology. Kentucky’s postsecondary institutions and state agencies could create and offer their courses on these two CMS’s through the KYVU’s licenses. The KYVU was created, in part, to offer a common statewide learning platform (or platforms, as is now the case), and would like to discuss this possibility again with the entities represented at DLAC. Interest in a statewide platform appears to be growing, judging from the Council of Chief Academic Officers’ March 25 request to the Council on Postsecondary Education to consider that very strategy.

Web-Based Learning Alliance With West Virginia

***Information
DLAC Item 3
May 1, 2002***

In June 2002, the Council on Postsecondary Education and the Kentucky Virtual University (KYVU) will sign a memorandum of agreement with the Kentucky Community and Technical College System (KCTCS) and the West Virginia Higher Education Policy Commission to create an alliance for online learning. Under the agreement, up to 400 West Virginia community college students will enroll in 2002 in specified KCTCS courses offered through the KYVU, paying 120% of the applicable Kentucky in-state tuition rate. The West Virginia students will have full access to the Kentucky Virtual Library, with the West Virginia commission paying an annual \$5,000 access fee. West Virginia faculty will be invited to collaborate in the delivery of existing KCTCS programs. The KCTCS and the West Virginia commission may share the cost of professional development for jointly held faculty training, and will initiate a faculty-driven peer review process to ensure continuous quality improvement for the shared programs. The KCTCS and the West Virginia commission will explore the joint creation of web-based courses and programs, sharing equally the cost of development and deployment. By pooling their resources in this way, the KCTCS and the West Virginia commission--supported by the council and the KYVU--will be able to create and deliver online programs that neither could fully deliver on its own. Students in Kentucky and West Virginia will be better and more efficiently served.

Updates on DLAC Items

- As discussed at DLAC's December 5, 2001 and February 6, 2002 meetings: On February 20, 2002 KYVU sponsored a Title IV workshop at the Shelby Campus of the University of Louisville. 65 representatives of 14 Kentucky postsecondary institutions and organizations attended the workshop. Cheryl Leibovitz, of the U.S. Department of Education Student Financial Assistance office, discussed current issues in consortial arrangements and distance learning, including the use of non-standard terms, implications of the 12-hour rule, and discussions of specific case examples that Kentucky institutions are encountering. Additional issues raised by the session were addressed in follow-on consultation with KYVU and the institutions. Copies of the presentation are available at the KYVU website: <http://www.kyvuu.org/news/presentations.asp>.
- As approved by DLAC at its February 6, 2002 meeting, the KYVU has created a taskforce to propose definitions of "KYVU student" and "KYVU course." Gene Ranvier, director of student services at the KYVU, and Sherri Noxel, manager of the comprehensive database at the Council on Postsecondary Education, will lead the taskforce. Other members will come from the Cabinet for Workforce Development, the Kentucky Community and Technical College System, Northern Kentucky University, and the Governmental Services Center. The taskforce will propose its definitions at DLAC's August, 2002 meeting.

Updates on Major KYVU Projects

The KYVU's chief executive officer will briefly report on the status of major projects, including the initiatives with the Department for Adult Education and Literacy, and the Education Professional Standards Board.