

**AGENDA BOOK**  
**DISTANCE LEARNING ADVISORY COMMITTEE MEETING**  
**9:30 a.m. - 11:30 a.m., WEDNESDAY, DECEMBER 5, 2001**  
**To be held in Conference Room A at the Council on Postsecondary Education,**  
**Frankfort, Kentucky**

Roll Call

Approval of Minutes

Chair's Introductory Remarks

1. Information: KYVL as National Model
2. Discussion: Performance Goals
3. Information: Collaboration Agreement with the Kentucky Community and Technical College System
4. Information: FIPSE Grant Proposal
5. Discussion: Eligibility of Distance Learners to Receive Federal Financial Aid
6. Information: Requests for Proposals
7. Information: Update on Major Projects, Staff Changes

Other Business

Next Meeting: February 6, 2002

Adjournment

**MINUTES**  
**Distance Learning Advisory Committee Meeting**  
**October 3, 2001**

**The Distance Learning Advisory Committee (DLAC) met October 3, 2001, 10:00 a.m. (ET) at the Council on Postsecondary Education in Frankfort, Kentucky. Gordon Davies presided.**

*ROLL CALL*

The following members were present: Gary Cox, Gordon Davies, Ronald Eaglin, Mike Clark (representing Virginia Fox), Mike Marsden (representing Joanne Glasser), Michael McCall, Viola Miller, James Nelson, Daniel Rabuzzi, Richard Kirchmeyer (representing Gary Ransdell), George Reid, Cassandra Bagley (representing Allen Rose), John Shumaker, Joan Taylor, Lee Todd, Aldona Valicenti, James Votruba, Linda Pittenger (representing Gene Wilhoit).

Also present: Ron Legon, Dan Girlowski, Miko Pattie, Randolph Hollingsworth, Norma Northern, Myk Garn, Sue Patrick, Bill Swinford, Charlene Davis, Gene Ranvier, Sue Moore, David Ballard, Dan Connell, Ron Moore, Bob Wiggins, Gary Pratt, Nancy Lang and Dan Harrison.

*APPROVAL OF  
MINUTES*

The minutes of the March 7, 2001 meeting were approved as distributed.

Mr. Davies began the meeting by noting that it had been about a year since the DLAC had met to discuss policy issues. There were no action items at the last meeting, held March 7, 2001. Gordon introduced Daniel Rabuzzi as the acting CEO of the Kentucky Virtual University (since the June departure of Mary Beth Susman) and the Vice President for Economic Initiatives at the Council on Postsecondary Education.

Mr. Rabuzzi gave an update on the Kentucky Virtual University and the Kentucky Virtual Library. The strategy of the KYVU has evolved since the last meeting. The focus is on adult education, teacher preparation, and professional development for state and local government workers, in addition to working closely with Kentucky's universities and colleges. Dr. Rabuzzi introduced guest speakers Ron Legon, provost of the University of Baltimore, and his colleague Dan Girlowski, interim dean of the University of Baltimore's Merrick School of Business. Mr. Legon and Mr. Girlowski presented information on the University of Baltimore's Web MBA, now offered through the KYVU. The University of Baltimore is the KYVU's first full-scale, out-of-state academic partner.

Mr. Rabuzzi discussed KYVU statistics. KYVU began operations in the fall semester 1999, with around 300 students and nine programs. Today, the KYVU has 5,452 students and 29 programs. Of the students enrolled, 80-90 percent are from campuses within our system. The KYVU plans to

reach out to students who are not enrolled at campuses, such as working adults and place-bound individuals. Half of the students are older than the 18-22 range, and over two-thirds are female.

The Virtual Library has an average of 600,000 searches per month. These are searches on the databases, not just web hits. The Virtual Library databases cost about \$1.8 million a year for the statewide license that is shared with the university, K-12 and municipal libraries. There is a tremendous cost savings to the state to have the databases available through the Virtual Library.

The KYVU has 24 staff members, plus three staff members funded by Adult Education and Literacy. The operating budget is \$6.4 million, which includes \$800,000 for the databases and \$2.3 million for statewide infrastructure and the KET satellite. The two major sources of outside funding are from adult education the Educational Professional Standards Board. The KYVU is venturing into non-traditional markets and is responding to state agencies' requests to deliver programs online.

Mr. Rabuzzi stressed that the KYVU is seeking to reach new markets of learners while continuing to work closely with the universities. The vast majority of the KYVU students are coming through Kentucky Community and Technical College System. KYVU is working very closely with the KCTCS, and the Virtual Library has become the main library for KCTCS students.

Mr. Rabuzzi discussed the comprehensive universities' programs of distinction going online. The first such program is Eastern Kentucky University's Masters Degree in Loss Prevention (a unit within the Justice and Safety program of distinction).

Mr. Rabuzzi stated that the KYVU's greatest added value is student services (tutoring and advising, for example). We need to discuss further what the KYVU can do for the institutions and we need ideas about making services better. Some initiatives are already in place, including online tutorial services (Smarthinking) and an online writing lab (KYVU Write Place).

President Votruba stated that Smarthinking's 24/7 access is an invaluable service. Having this service for traditional as well as non-traditional students is very important.

Mr. Davies brought up the idea of KYVU, together with the KCTCS and possibly other universities, applying for a FIPSE grant to analyze the impact of online tutorial services.

Viola Miller discussed her interest in meeting needs of the working poor. She feels that we need to move to the next level to put education and access together. Tutorial and mentoring assistance is very important to this group of adult learners.

Mr. Davies noted that the KYVU is trying to deliver instructional products online to the adult learning centers.

Viola Miller stated her willingness to engage in dialogue to remove barriers to participation in adult education. If those factors can be addressed, then the next step is to provide education to the working poor.

President Todd mentioned an online service called “homework 911” geared toward high school students.

Linda Pittenger mentioned that the Kentucky Department of Education is not using tutorial services and would like to find opportunities to use these services.

Mike Marsden asked about the student persistence data being collected by the KYVU.

Myk Garn has information about completion rates of students but not specifically about persistence data.

Viola Miller mentioned stopout versus dropout rates and the need to analyze patterns of degree completion.

Mr. Rabuzzi discussed the leading areas of focus for the KYVU: adult education, teacher preparation, certification and in-service training, and training for government employees. Even though the KYVU is reaching out to new kinds of learners, the KYVU is not moving away from university partners. The KYVU wishes to continue working closely with the universities to create new services and products for new learners.

Mr. Rabuzzi mentioned ways in which institutions can help support the success of KYVU initiatives. In particular, the EPSB project includes the need for statewide testing in a proctored environment. In the process of setting up proctored exam sites, the KYVU staff has met with several instances of an institution’s staff not providing the proctoring services. These staff members are not aware of the DLAC policy approved by the CPE that requires all the KYVU partner institutions to provide proctored testing sites for each other.

The KYVU also is concerned about capacity issues and feels the need to work on this issue; several hundred Kentucky students were unable to take the online courses they requested because the course had already filled at the institutions. This lack of capacity is due primarily because more instructors are needed to teach online courses. Gary Cox mentioned concerns about priority being given to students already enrolled at institutions. Mr. Rabuzzi said that most of the students that are not getting in the classes offered by the KYVU are adult learners.

Mr. Rabuzzi welcomed Ron Legon and Dan Girlowski of the University of Baltimore, who described the University of Baltimore's web-based MBA program that is now offered through the KYVU.

Ron Legon thanked the committee for inviting them and introduced the University of Baltimore. UB is a public institution within the state of Maryland system with over 5,000 students (equal to 3,000 FTE students). UB was founded as a private institution in the 1920s, but in 1975 the university became part of the public system. UB's main mission is to serve working adults. The average age of UB's undergraduate and graduate students is 32 years old. The university faces increasing competition within the region from public and private institutions.

Mr. Legon stated that UB's emphasis has always been on student convenience. Sixty percent of the courses are offered at night and on the weekends. The online program is structured differently than the on-campus program.

Enrollment in the web-based MBA has grown steadily, with 30 different states and 11 foreign countries represented. An undergraduate business degree will go online at UB in the fall and an MPA program in January.

Dan Girlowski discussed the MBA program. It is structured similarly to most MBA programs. Mr. Rabuzzi discussed the partnership between the KYVU and UB, concluding that the two should leverage resources together.

Gordon Davies thanked Mr. Legon and Mr. Girlowski.

Daniel Rabuzzi discussed funds available for the development of online courses to be offered via the KYVU. There was \$1.5 million in non-recurring funds for course development in the original appropriation, \$900,000 of which remains unused. The KYVU staff proposes that the money be used as a loan fund. The KYVU will issue a Request for Proposals for use of the remaining funds; Kentucky public and independent institutions can apply for funds.

The deadline will be early November and the money will be awarded around January 1, 2002. [The deadlines were moved to January 4, 2002 and February 1, 2002 after the DLAC meeting.]

*ADJOURN*

The meeting adjourned at 11: 30 a.m.

The next meeting will be held December 5, 2001.

**KYVL as National Model**

The American Library Association publication *Library Technology Reports* (37:5, September/October, 2001) featured the Kentucky Virtual Library as one of two case studies for national best practice in assembling and managing a virtual library (the other example was the Florida Distance Learning Reference and Referral Center). The ALA author summarized:

" During planning and development, both of these virtual library initiatives have tackled many issues arising from efforts of this magnitude. They have created effective management structures, coordinated and collaborated with existing institutions to establish technology infrastructures, and demonstrated new levels of innovation in developing and enhancing service models for their constituents. Most importantly, they have done so within the boundaries of their individual circumstances to provide the best possible service for their primary audience."

**Performance Goals**

At its December 6, 2000 meeting, DLAC approved the KYVU 2002 enrollment goal of 4,000 students. With 5,510 students enrolled in fall semester, 2001, the KYVU has exceeded that goal. Given the KYVU's growth rate, we believe that enrollment goals should be increased substantially, and we seek DLAC's advice on new goals.

The KYVU would also like to measure its performance in other areas, for example, in student retention and in Kentucky Virtual Library patron usage. Based on discussion at the December 5 DLAC meeting and subsequent analysis, the KYVU will seek DLAC's approval for a revised and broadened set of performance goals at the February 6 DLAC meeting.

**Collaboration Agreement with the Kentucky  
Community and Technical College System**

***Information***  
**DLAC Item 3**  
**December 5, 2001**

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Of the 5,510 KYVU students, 78% are KCTCS students, so it is no surprise that the KCTCS and the KYVU work closely together. To emphasize and deepen their collaboration, the KCTCS and the KYVU in December expect to sign a memorandum of agreement covering joint planning and decision-making, curricular expansion, workflow protocols, and the sharing of resources.

The common goal is to use distance education as a major tool in reaching, retaining, and teaching a greater number of Kentucky learners, especially learners who do not fit the traditional undergraduate age and residency profile. At the December 5 DLAC meeting, the KCTCS and the KYVU will review the agreement's main points and the process that led to it.

The KYVU is developing a proposal under the Fund for the Improvement of Postsecondary Education federal grant program. KYVU staff is working cooperatively with the KCTCS, the Kentucky Virtual High School, and the Department of Adult Education and Literacy. Other partners may join in, including the Michigan Virtual University, which has asked the KYVU to consider a joint proposal.

The grant would fund the expansion in scale and scope of the online services available to students, particularly in curricular and career planning, advising, and tutoring. The goal is to use such services as key tools to boost Kentucky's college-going, retention, and graduation rates. The grant would be structured as a P-16 initiative, establishing a statewide electronic postsecondary education advising network that would work with students beginning in middle school. The grant would partially support the initial investment in new software and systems (and their integration with existing systems), training of online advisers, faculty, and student services staff, and evaluation of the initiative's effect on retention and graduation.

The proposal will be submitted in February 2002.

## **Eligibility of Distance Learners to Receive Federal Financial Aid**

***Discussion***  
**DLAC Item 5**  
**December 5, 2001**

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Title IV of the Higher Education Act of 1965, specifically as amended in 1992, restricts the eligibility of distance learners to receive federal financial aid. With the rapid growth in recent years of web-based education, some educational providers have advocated for a revision of Title IV to address new technologies and ease the restrictions on eligibility. Responding to those concerns, The Internet Equity and Education Act of 2001 was passed by the U.S. House of Representatives in October and is headed for the Senate.

Seeking to learn more about the implications of the proposed legislation and about Title IV more broadly, the KYVU is arranging a one-day workshop in Frankfort with a senior officer from the U.S. Department of Education. The workshop will be held sometime in February 2002. At the DLAC meeting December 5, the KYVU welcomes recommendations on topics for the workshop and would like to discuss more broadly the impact of Title IV on distance learning in Kentucky.

**Requests for Proposals**

The KYVU will soon issue through the Commonwealth's purchasing office two requests for proposals related to the KYVU's technology systems - one for software and systems integration and hosting, and the other for course management systems. A third RFP is scheduled to be issued in January or February for online instructional design services and tools.

The KYVU expects to negotiate contracts with successful bidders in spring, 2002. Contracts will begin July 1, 2002.

- *Revolving fund for development of online programs:* The KYVU issued an RFP to Kentucky's public and independent postsecondary institutions November 6 for innovative online programs that meet identified needs in Kentucky. The deadline for submission is January 4, 2002.
- *Adult Education, Educational Professional Standards Board and Government Services Center:* The new websites, services, and online curriculum associated with these targeted audiences are proceeding on target, including usability tests, focus groups with Kentuckians with little or no computer experience, and collaboration across Kentucky colleges and universities.
- *Funding requests:* In its 2002-04 biennial budget recommendation, the Council on Postsecondary Education is requesting \$500,000 (to be matched by public and private institutions) to add 6 databases to KYVL's current offerings and a capital request of \$600,000 to provide a statewide centralized course management system.
- *Staff changes:* Miko Pattie has accepted the position of Chief Information Officer of the KYVU, the first ever for the organization (effective November 16, 2001). Miko will continue as the Director of the Kentucky Virtual Library as well. Susan Brown, Associate Director, will step in to handle more of the day-to-day operations at the Kentucky Virtual Library.

The Chief Information Officer will be responsible for the planning, management, coordination, and implementation of the KYVU's overall information technology needs, always with an eye towards improving and expanding the KYVU's service to learners. The Chief Information Officer will work closely with, among others, the policy units of the Council on Postsecondary Education, the Governor's Office of Technology, Kentucky Educational Television, Postsecondary Education Technology Advisory Committee, the universities, and KCTCS.