MINUTES
STATE UNIVERSITY SYSTEM OF FLORIDA
BOARD OF GOVERNORS
INNOVATION AND ONLINE COMMITTEE
JUNE 9, 2014

1. Call to Order

Chair Ned Lautenbach convened the meeting, via conference call, at 1:01 p.m. on June 9, 2014, with
the following members present and answering roll call: Dr. Manoj Chopra, Dean Colson, Tom
Kuntz, Pam Stewart and Norman Tripp. A quorum was established. Committee member Dick Beard
joined the meeting at 1:05 p.m.

2. Opening Remarks

Chair Lautenbach thanked the members for participating in the meeting. He said the purpose of the
meeting was to discuss what was learned from the workshop on May 8, 2014, and to identify issues
for further exploration.

3. Minutes

Mr. Colson moved that the Committee approve the Minutes of the Meeting held on May 8, 2014, as
presented. Mr. Kuntz seconded the motion, and the members concurred except Mr. Beard, who was
temporarily absent from the meeting.

4. Discussion of the Workshop

Chair Lautenbach said he thought the workshop provided a good basis of understanding about where
the universities are today and where they are planning to go in the near future. He requested the
Committee to identify issues that could be leveraged to advance the system in online education. He
introduced seven issues for consideration for further exploration: faculty training, course
development, program and course offerings, marketing, quality metrics, learning management
systems, and strategic planning.

Chair Lautenbach said all of the universities are conducting faculty training to some degree and the
university system ought to find a way to leverage that training across the state. Based on the
recommendations by the Task Force for Postsecondary Education in Florida, the Board of Governors
has already initiated the procurement process for identifying a lead institution to provide faculty
training statewide. He said that replies to the procurement are due June 26, 2014.

Dr. Chopra said faculty training and course development are closely linked. He is very supportive of
faculty training, which is integral to delivering a high quality course.

Chair Lautenbach said the next issue – having a common view of all the online courses and degrees
offered across the state – was important so students could maximize the use of online learning to
complete their undergraduate and graduate degrees.

Mr. Tripp said he thought expanding online offerings could contain the cost of degrees and improve
time to degree completion. He said he thought some universities might need to be brought together

into a consortium to learn effective practices so they can accelerate the expansion of their online degree programs.

Mr. Tripp asked, first, has the Committee learned enough about each university to categorize where they are, and second, should the Committee be working to define where the universities need to be, so the institutions can be evaluated and graded. Chair Lautenbach said he felt there was a good first level of understanding of where the universities are and where they are planning to go. He said the purpose of today's call was to discuss how best to leverage the whole system. He also reiterated his belief that not all of the schools need to be at the same place. Mr. Tripp agreed but said he thought there should be a minimum level of online learning for every school. Chair Lautenbach agreed.

Mr. Tripp expressed concern that universities in the system will not learn from the experience of the University of Florida. Chair Lautenbach said he thought three schools – University of Central Florida, University of South Florida and Florida International University – were already farther along in their offerings of courses and degrees than University of Florida.

Chair Lautenbach said every school is struggling with the fourth issue – marketing. The University of Florida has hired Pearson Learning for its marketing. The University of Central Florida and Florida International University have their own internal marketing departments. He said there should be a way to leverage the resources to market across the system, which could improve services and save money.

Chair Lautenbach said the next issue was quality metrics and that the state should have one set of measures for quality.

Chair Lautenbach said the next issue – adopting a common learning management system – would allow students to take courses at different institutions without having to learn a new system. The Chief Information Officer of the University System of Georgia, which adopted a common learning management system, will present his system's experience at the next Committee meeting.

Chair Lautenbach said the final issue was the importance of strategic planning. He said the schools that are leading in online learning have a strategic plan while schools that have a bottom-up approach are not as far along.

The members agreed that these are the issues that need to be addressed.

Dr. Chopra said quality metrics would include the collection of better data, which was one of the recommendations of the online task force.

Mr. Beard stated that online learning would impact requirements for facilities. Mr. Tripp said online and hybrid learning would have different impacts on those requirements.

Mr. Tripp said the state should develop a system to organize laboratories throughout the state, so students could take those courses anywhere in the state.

Chair Lautenbach said the issue of fees, which is not on the list, should be considered in the future. Mr. Tripp requested that staff be asked to provide background on fees and the fee structure for a better understanding of what online students are paying for their courses. Mr. Beard said the Board of Governors has approved the fees on an individual basis, but an overall view might be good.

5. <u>Concluding Remarks and Adjournment</u>

Chair Lautenbach thanked the members for their participation and adjourned the meeting at 1:21 pm.

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Ned Lautenbach, Chair

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Nancy C. McKee, Ph.D.
Associate Vice Chancellor