



STATE
UNIVERSITY
SYSTEM
of FLORIDA
Board of Governors

Advisory Board for UF Online

Agenda and Meeting Materials

November 20, 2014

226 Tigert Hall
University of Florida
Gainesville, Florida



STATE
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of FLORIDA
Board of Governors

AGENDA

Advisory Board for UF Online

226 Tigert Hall
University of Florida
Gainesville, Florida
November 20, 2014
10:30 a.m. – 3:00 p.m. or upon adjournment

Chair: Mr. Carlos Alfonso

Members: Vice Chair Ned Lautenbach, Mr. Ernie Friend, Dr. John Watret

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| 1. Call to Order and Opening Remarks | Chair Carlos Alfonso |
| 2. Approval of Minutes of Meeting held June 5, 2014 | Chair Alfonso |
| 3. Search for Executive Director of UF Online | Dr. Andy McCollough
Associate Provost,
University of Florida |
| 4. Status of Implementation of UF Online
Business Plan | Dr. Andy McCollough |
| 5. Research Agenda for Online Education | Dr. McCollough |
| 6. Length of Terms for Advisory Board Members | Chair Alfonso |
| 7. Concluding Remarks and Adjournment | Chair Alfonso |

**STATE UNIVERSITY SYSTEM OF FLORIDA
BOARD OF GOVERNORS
Advisory Board for UF Online
November 20, 2014**

SUBJECT: Approval of Minutes of June 5, 2014, Meeting

PROPOSED ADVISORY BOARD ACTION

Approval of summary minutes of the meeting held via conference call on June 5, 2014.

BACKGROUND INFORMATION

Advisory Board members will review and approve the summary minutes of the meeting held via conference call on June 5, 2014.

Supporting Documentation Included: Summary Minutes for June 5, 2014

Facilitators/Presenters: Chair Carlos Alfonso

MINUTES
STATE UNIVERSITY SYSTEM OF FLORIDA
BOARD OF GOVERNORS
ADVISORY BOARD FOR THE INSTITUTE FOR ONLINE LEARNING
MEETING
JUNE 5, 2014

1. Call to Order

Vice Chair Carlos Alfonso convened the annual meeting at 9:31 a.m. on June 5, 2014, with the following members present: Vice Chair Carlos Alfonso, Ernie Friend, and Dr. John Watret. A quorum was established.

2. Minutes

Dr. Watret made a motion to approve the minutes from the April 30, 2014 meeting at the University of Florida. Mr. Friend seconded the motion. The members concurred and the minutes were approved.

3. Opening Remarks

Vice Chair Alfonso welcomed the board members and Dr. Andy McCollough, Associate Provost for Teaching and Technology at the University of Florida.

4. Search for Executive Director of the University of Florida Online

Dr. McCollough gave an update on the search for a new Executive Director for the University of Florida Online.

On May 30, 2014, the Search Committee and representatives of the Parker Executive Search Firm met to finalize the job description and timeline for the search. Applications will be accepted through June. In early July, the Search Committee will identify candidates for interviews which will begin in mid-July. Ideally, a candidate will be selected by mid-August.

To date, 64 nominees have active applications and the pool of nominees includes a wide array of interesting and qualified candidates.

Mr. Friend asked if changes were made to the job description to attract a broader group of applicants. Dr. McCollough said the job description was expanded to include individuals who have experience with running large online programs, but may not be career educators.

Vice Chair Alfonso recommended that the search be used to build the brand for the University of Florida Online. Dr. McCollough said they were using the search as an opportunity to raise awareness about the program.

Mr. Friend asked if there were more applicants in this search. Dr. McCollough said they had received twice as many applications as last time and he expected more applicants before the search concludes.

Dr. McCollough said they have also recruited several researchers in online learning for the research institute. Additionally, UF Online is partnering with Pearson Learning on a proposal for a grant from the Bill & Melinda Gates Foundation to develop innovative software to expand access to postsecondary education for disadvantaged students. He said UF Online is pursuing innovation as well as running the business of the online programs.

Mr. Friend asked if the products from the grant had to be open source. Dr. McCollough said no. He also said the grant process was by invitation only and the application process is being facilitated through their membership with the Association of Public and Land-grant Universities.

5. Annual Report

Vice Chair Alfonso opened discussion on the annual report. Chair Alfonso, Mr. Friend and Dr. Watret agreed with the contents of the report and applauded the University of Florida Online for the tremendous progress achieved within the short timeframe.

Vice Chair Alfonso called for a motion to approve the annual report with the condition that financial and enrollment data in the report be updated after the close of the fiscal year on June 30, 2014. Dr. Watret made the motion. Mr. Friend seconded the motion. The members voted unanimously to adopt the motion.

Mr. Friend asked when the annual report will be submitted to the Board of Governors. Dr. Nancy McKee, Associate Chancellor of the Board of Governors and Interim Executive Director of the Advisory Board for UF Online, said the annual report would be submitted through a transmittal letter to the Governor, President of the Senate, Speaker of the House of Representatives and Board of Governors. The transmittal letter and annual report would be provided in the agenda packet for the September meeting of the Board of Governors.

6. Operating Procedures

Vice Chair Alfonso opened discussion on the proposed operating procedures for the organization.

Mr. Friend and Dr. Watret agreed with the Vice Chair that the operating procedures are simple and straightforward.

Dr. Watret made a motion to approve the operating procedures. Mr. Friend seconded the motion. The members voted unanimously to adopt the motion.

7. Election of Officers

Vice Chair Alfonso opened discussion on the election of officers.

Dr. Watret and Mr. Friend commended Vice Chair Alfonso on his work to fill the role of Chair after the resignation of John Rood from the Board of Governors.

Dr. Watret nominated Vice Chair Alfonso to serve as Chair. Mr. Friend seconded the motion. The members voted unanimously to elect Carlos Alfonso as Chair.

Dr. Watret and Mr. Friend both recommended Ned Lautenbach as the Vice Chair, particularly given his role as Chair of the Innovation and Online Committee. Chair Alfonso agreed that Mr. Lautenbach has been a great addition to the Advisory Board.

Mr. Friend nominated Ned Lautenbach as the Vice Chair. Dr. Watret seconded the motion. The members voted unanimously to elect Mr. Lautenbach as Vice Chair.

Chair Alfonso thanked the members for their service on the Advisory Board.

Mr. Friend asked if the terms were one or two years. Dr. McKee said the term in the operating procedures is one year.

Chair Alfonso said the members can discuss changing the length of the term at the next meeting in September.

8. Executive Director

Chair Alfonso recommended Dr. McKee to be Executive Director. He also said Chancellor Criser approved of the recommendation. Chair Alfonso, Mr. Friend and Dr. Watret commended Dr. McKee on her excellent service to the Advisory Board.

Chair Alfonso called for a motion to appoint Dr. McKee as Executive Director. Dr. Watret made a motion to approve. Mr. Friend seconded the motion. The members voted unanimously to appoint Dr. McKee as Executive Director.

9. Concluding Remarks and Adjournment

Chair Alfonso asked Dr. McKee to schedule a face-to-face meeting at the University of Florida in September. Chair Alfonso also asked her to brief Vice Chair Lautenbach on the actions by the Advisory Board at this meeting.

Chair Alfonso, Mr. Friend and Dr. Watret congratulated the University of Florida on a job well done. Dr. McCollough thanked the Advisory Board for their collaboration on this effort.

Chair Alfonso said he would update House of Representatives Speaker Will Weatherford who is very interested in the work of the Advisory Board and UF Online.

Mr. Friend asked if there would be graduates of UF Online in the September meeting to get their feedback. Dr. McCollough said he would invite graduates, if available.

Chair Alfonso thanked everyone and adjourned the meeting at 10:09 a.m.

Carlos Alfonso, Chair

Nancy C. McKee, Executive Director

**STATE UNIVERSITY SYSTEM OF FLORIDA
BOARD OF GOVERNORS
Advisory Board for UF Online**

November 20, 2014

SUBJECT: Search for Executive Director of UF Online

PROPOSED ADVISORY BOARD ACTION

For information

BACKGROUND INFORMATION

The University of Florida is in the process of finding a replacement for former Executive Director Elizabeth Phillips. An update will be provided to the Advisory Board.

Supporting Documentation Included: None

Facilitators/Presenters: Dr. McCollough

**STATE UNIVERSITY SYSTEM OF FLORIDA
BOARD OF GOVERNORS
Advisory Board for UF Online**

November 20, 2014

SUBJECT: Status of Implementation of UF Online Business Plan

PROPOSED ADVISORY BOARD ACTION

For information

BACKGROUND INFORMATION

The University of Florida will provide an update on the implementation of the UF Online Business Plan, which will include, but not be limited to, updates on the following issues:

- Organization
- Programs
- Course Production
- Faculty Training
- Marketing
- Student Services
- Applications/Acceptances/ Enrollments
- Changes to Tuition Structure Being Considered
- Research
- Primary Challenges
- Changes needed to business plan
- Performance Measures

Supporting Documentation Included: None

Facilitators/Presenters: Dr. McCollough

**STATE UNIVERSITY SYSTEM OF FLORIDA
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November 20, 2014

SUBJECT: Research Agenda for Online Education

PROPOSED ADVISORY BOARD ACTION

For information

BACKGROUND INFORMATION

The Advisory Board will be briefed on the research agenda of the UF Online Learning Institute and on the creation of Unizin, which, according to its website, is “an inter-university technology service that supports teaching and learning in the modern digital landscape.” The University of Florida is one of the founding partners of Unizin.

Supporting Documentation Included: None

Facilitators/Presenters: Dr. McCollough

**STATE UNIVERSITY SYSTEM OF FLORIDA
BOARD OF GOVERNORS
Advisory Board for UF Online**

November 20, 2014

SUBJECT: Length of Terms for Advisory Board Members

PROPOSED ADVISORY BOARD ACTION

For information

BACKGROUND INFORMATION

During its June meeting, the Advisory Board approved its operating procedures. Article IV, Section B - Selection of Officers and Term of Office specified that:

The Chair and Vice Chair shall be elected by a majority vote of the Board at a meeting held during the month of June each year. The term of office shall commence on the first day of July each year.

There was a question as to whether the term of office should be two years, rather than one year. During the June meeting, Chair Alfonso indicated the issue would be discussed at the following Advisory Board meeting.

As a point of reference, officers of the Board of Governors serve for two-year terms and may be re-elected for one additional consecutive two-year term. The language in the Board of Governors Operating Procedures is:

The Chair and Vice Chair shall be elected by a majority vote of the Board at a meeting held during the month of November of each odd-numbered year. The term of office shall commence on the first day of the January following the November election. Each officer shall serve for two years and may be re-elected for one additional consecutive two-year term. Any exception to this term of office shall be approved by a two-thirds vote of the members present at the meeting, provided there is a quorum.

Supporting Documentation Included: None

Facilitators/Presenters: Chair Alfonso