

**Online Education Initiative Advisory Committee Meeting**  
Friday June 8, 2018  
Zoom

**Voting Members:** Adriana Martinez, Andreea Serban, Anthony Culpepper, Cheryl Aschenbach, Conan McKay, Geoffrey Dyer, Jennifer Strobel, Jodie Steeley, Julie Clark, Lisa Beach, and Stephanie Curry

**Non-voting Attendees:** Alyssa Nguyen, Amy Carbonaro, Andrea Hanstein, Anita Crawley, Autumn Bell, Erin Larson, John Sills, Jory Hadsell, Justin Schultz, Kate Jordahl, Naomi Caietti, Phil Cerda, and Vivian Varela

**Welcome and Attendance:**

Cheryl Aschenbach opened the meeting at 9:30 am and welcomed everyone.

**Approval of Minutes:**

**Action**

*Lisa Beach moved to approve the April 4, 2018 minutes. Conan McKay seconded the motion and the minutes were approved with no abstentions. Conan moved approval of the May 18, 2018 minutes. Lisa Beach seconded the motion and the motion was approved with no abstentions.*

**Approval of 2018/2019 Meeting Schedule:**

Conan McKay moved to approve the proposed schedule of meeting dates for 2018-2019. Lisa Beach seconded the motion and it was approved by the committee.

Cheryl acknowledged some meeting agendas would need to take into consideration challenges with other concurrent meetings. The committee will try to keep these dates if at all possible so members can plan schedules.

Approved Meeting Dates 2018-2019:

No meeting in July 2018

Friday, August 10, 2018 9:30 -11:30am Virtual

Thursday, September 13, 2018 9:30 - 3:30pm Sacramento

Friday, October 12, 2018 9:30 - 11:30am Virtual

Thursday, November 8, 2018 9:30 - 11:30am Virtual

Friday, November 30, 2018 9:30 - 3:30pm Sacramento

Friday, January 11, 2019 9:30 - 11:30am Virtual

Friday, February 8, 2019 9:30 - 11:30am Virtual

Friday, March 15, 2019 9:30 - 3:30pm Sacramento

Friday, April 12, 2019 9:30 - 11:30am Virtual

Friday, May 17, 2019 9:30 - 3:30pm Sacramento

Friday, June 7, 2019 9:30 - 11:30am Virtual

Cheryl reminded members to check with appointing organizations regarding whether they will be continuing or new members are being assigned.

## **Management Team Updates:**

### Finish Faster Update:

Andrea Hanstein presented a slide deck on the Finish Faster summer project which is going well. It officially launched Monday, May 21<sup>st</sup>. Last week the search function was embedded in the OEI website, so CCCOnlineEd.org it takes students there directly, reducing the number of clicks. Paid marketing was developed with Facebook, Instagram, and Google.

Statistics for May 21<sup>st</sup> through June 7<sup>th</sup> include just over 11,000 visits to the OEI landing page. There were 238 who clicked over to start a search. The top three searches were for CSU Pomona, CSU Fullerton, and CSU San Diego. There was also a campaign on Pandora with just fewer than 700,000 impressions and 745 clicks on the Finish First ad to learn more. For comparison: last year for the same time period there were 1,405 users, 1,187 first time, and 3,845 page views. This year for the same time period there were: 10,754 users, 10,124 first time, and 22,519 page views.

The top three reasons given for enrollment were: to finish transfer requirements for CSU/UC, find classes unavailable at their home school, and finish AA or certification requirements. The most popular GEs were: math/quantitative reasoning, English composition, and oral communication. The most popular course areas were: math/quantitative reasoning, English composition, and oral communication.

These statistics were all that was available by this meeting, but in the next couple of weeks they should be able to pull more enrollment information. The team will share that when it is available.

### New Cohort Update:

Kate explained they have now been in contact with all thirty-three of the new cohort expansion colleges. Almost all have built their implementation teams and Justin and Karen are working with them on next steps. Introductory webinars have been held and they are looking for mentors from current colleges. This week a Student Services email will be going out to colleges to encourage them to use the Readiness/Quest modules and to introduce them to Cranium Café. There has also been an incredible response to the invitation to participate in the Course Design Academy.

Jory explained the team is engaging the colleges in activities that are good for students regardless of who the next grantee is. Autumn and her team are working on getting courses into the review process, getting set up for local reviews, and working on things which are not necessarily contractual until the new grant is formally awarded. The Consortium agreements are awaiting the

outcome of the grant award but the team is doing as much as they can. For the current twenty-three colleges the project has committed to funding system tools at the same level for the coming year. Following renewal, the team will work on a strategy for sustainability of those system costs over time; there is no set idea yet.

#### Grant Award Updates:

The Chancellor's Office notified the grant applicants on Monday that the awarding of the grant was delayed by one week. The new release date will be Monday, June 11<sup>th</sup>.

This is a joint project between Academic Affairs and Digital Innovation and Infrastructure. Erin explained they had a wide reader pool of twenty people but there was concern there wasn't enough depth in technology expertise, so the Chancellor's Office increased the reader pool to address those concerns. Announcement of the Shared Infrastructure Grant which includes the OTC and @ONE has also been postponed until Monday.

#### Supporting Local Course Review:

With new colleges coming into the Consortium there has been a tremendous increase in interest in course review. Ninety faculty members attended two information meetings in the month of May compared to a handful earlier in the year. So far there are eighty-six registered for June information meetings. Thirty courses are being actively reviewed and over fifty are post review. @One instructional designer, Helen Graves, is working with twenty-nine courses that have been reviewed and are getting aligned, while the other instructional is working with twenty-eight others. There is a bit of a challenge right now with the number of courses coming in since it is the end of the fiscal year and a lot of lead reviewers have used up the amount set aside to pay them, so the team is trying to juggle that right now.

With increased scale the project wants to support colleges in building a local course review process. There has been a lot of participation in the Building a Local POCR Program and colleges putting potential local reviewers through the POCR course. So far only American River is ready for their local process to be recognized. They are submitting three courses to be normed with the rubric and aligned by a lead reviewer. American River is the first test case. If their courses are more or less aligned with perhaps a few accessibility issues, an MOU will be signed with American River. That MOU includes an agreement to allow local college peer review following the ASCCC Guidelines and then have the courses accepted directly into a lead review and accessibility check.

Jodie thought it would be helpful for American River and other colleges with effective local processes to provide presentations. Those collegiate examples could inspire other colleges. It would be helpful to know whether they compensate faculty and how they get local Academic Senate approval, etc.

Autumn agreed that would be useful, perhaps through a presentation at Can-Innovate. She noted a challenge for colleges has been with colleges aligning courses and having processes set up, but they don't meet the guideline of review by faculty. They have instructional designers or staff at faculty success centers working with faculty on course reviews. Jodie suggested the idea of setting up a peer review process between two or three colleges. Perhaps collaborative peer review could happen between colleges.

Autumn showed the OEI Course Design Academy resources pages on the @ONE website. There is a page of resources for instructors and another for reviewers and design advisors. They could also link to American River College or others as they develop resources that could be shared.

The first Can-Innovate Conference was held last year, and the next one is October 26th. The call for proposals is still open. This will be an online event with a link to resources that can be shared on campus. They are also working on identifying hub campuses around the system where concurrent face to face, hands-on, activities can be coordinated with the sessions offered virtually. They are trying to look for centralized campuses in various regions of the state.

@ONE summer courses are up and ready for enrollment. There is a significant group of courses that start July 9<sup>th</sup>, and another starting August 6<sup>th</sup>.

@ONE is trying a new approach with webinars this year. Traditionally, they offered one per week on different days, but now are consolidating them. Two webinars on the same theme will be offered on the first Friday of each month. In August the theme will be, "Supporting Faculty in the CCC," with one webinar about the role of instructional designers and another about best practices in supporting faculty in online teaching. The idea is to advertise themes and start conversations on Twitter and social media with campuses holding events or activities leading up to or following up on the themes. First Friday themes coming up in the fall are: equity, accessibility, and collaborative online tools. Starting in September they will have three webinars on the themes; two for instruction and one for student services. Finally, they have a webinar coming up next Wednesday, June 13<sup>th</sup> providing an overview on everything coming up in professional development called, "What's On the Horizon?"

#### Online Teaching Conference:

The OTC will be June 18-20<sup>th</sup> in Anaheim. There will also be a preconference annual meeting for CCC DECO and preconference workshops put on by @ONE. There will be several excellent keynote speakers. Registrations for the OTC are still open. The conference has grown over time and last year there were between 1,000 and 1,200 in attendance.

Lisa said DECO is excited and overbooked for their retreat. They have some great speakers and are looking forward to good discussions. They have also

been able to secure a few people from the Chancellor's Office to come talk about the Online College and brainstorming they have been doing.

### **Chancellor's Office Update:**

Erin reported on relatively good news from the May 31<sup>st</sup> Assembly Budget Committee meeting regarding the Online College. She showed a summary of what the Senate and Assembly had approved with the Senate essentially approving the Governor's proposal with modifications. Then the Assembly rejected the Governor's proposal. Both proposals mentioned OEI and Erin felt that no matter how it turns out, OEI will be okay. She wasn't able to stay for the end of the meeting, so she doesn't know how it turned out. Erin will post what was on the agenda and will do some research on where both proposals are. She will also post details about future hearings when she hears about them.

### **Constituent Group Reports:**

There wasn't much to report from constituent groups since the last meeting. The three Academic Senate resolutions reported on in the May meeting were assigned to the Online Education Committee.

### **Closing and Next Meeting:**

Friday, August 10, 2018 9:30 - 11:30 am Virtual

### **Adjournment:**

The meeting was adjourned at 10:30 am.