



Online Education Initiative Consortium Meeting
Friday, January 25, 2019, 10:00 am - 3:30 pm
Chancellor's Office, Sacramento

ATTENDEES

Betsy Allen, Wendy Bass, Kim Beaton, Autumn Bell, Patrick Bettencourt, Gregory Beyrer, Dustin Black, Shelly Blair, Greg Bormann, Tim Botengan, Will Breitbart, Ryan Cartnel, Cheryl Chapman, Melissa Colon, Ken Cooper, Maria Fernandez, Jay Field, Marvin Gabut, Anasheh Gharabighi, Nancy Golz, Jory Hadsell, Robin Hanh, Eric Hanson, Andrea Hanstein, Sue Harlan, Marilyn Harvey, Carol Hobson, Eric Ichon, Carol Impara, Teresa Ishigaki, Scott James, Kate Jordahl, Michael Kilivris, Kandace Knudson, Dan Kumpf, Cherylee Kushida, Erin Larson, Sabrina Lawrence, Gwendolyn Lewis Huddleston, Jaye Luke, Tom Martin, Rachel Mayo, Joanna Miller, Rhonda Mohr, Carrie Monlux, Rebecca Montes, Bill Moseley, Ron Mules, Logan Murray, Brent Myhren, Bob Nash, Kenley Neufeld, Micah Orloff, Michelle Pacansky-Brock, Rebecca Pang, Bonnie Peters, Brian Pogue, Nasreen Rahim, Lorrie Ranck, Carol Reitan, Marsha Reske, Justin Schultz, Kathryn Schultz, Rawan Shaban-Johnson, John Steffens, Jon Stocker, Treva Thomas, Xochitl Tirado, Scott Vigallon, Aaron Voelcker, Brian Weston, Lene Whitley-Putz, Cynthia Wilshusen, Beraki Woldehaimanot, LeBaron Woodyard, Margaret Worsley, Sarah Phinney, and Aaron Zentner

I. APPROVAL OF AGENDA & MINUTES

A motion was made and seconded to approve the agenda, it approved without opposition. The December meeting minutes were approved by consensus with no revisions and no opposition.

II. CVC – OEI UPDATE

New Vice Chancellor Rhonda Mohr introduced her team and spoke about the realignment in educational services. Introductions were also made around the room and online. Jory Hadsell thanked Lebaron for his work on the projects.

Jory Hadsell recognized and thanked LeBaron Woodyard for his efforts and leadership in distance education. Jory reported that the Governor's proposed budget made no changes to CVC-OEI and added nothing new to online education. Last year the augmentation grant allocated \$35 million in one-time funding to disburse to colleges for short term projects to develop and enhance online programs and to enable an enrolled student to seek continued education through pathways offered by an existing community college. It was finalized in June's budget and a work plan has been created pending final approval. The focus is to improve access to quality online programs, filling gaps in online programs that meeting workforce demands, and to enhance support structures in taking and delivering these programs in a two-phase approach between February and May 2019. Phase one includes local planning and development and some cost reimbursement. Phase two includes IOP grant awards of up to \$500,000, depending on quantity and quality of applications. Next steps include final CCCCCO approval, messaging to the field, and formation of local planning teams. Jory answered questions around timing, funding, and qualified programs.

Andrea Hanstein gave a rebranding update and reported that initial research had been conducted by 25th Hour Communications. A focus group was done with the Advisory Committee and others for additional input and to gather feedback. The project is currently in the creative phase with mock-ups expected mid-February.

Jory shared the Q2 Dashboard and an update on traffic and numbers. As of 12/31 there were 71,298 active canvas courses and 1,143,702 distinct users. He also reported on web traffic patterns, searches, number of courses, adoption of tools progress, and support services usage. Proof of Concept internal testing is complete and they are currently in user acceptance test phase with Foothill De Anza CCD and Los Rios CCD. Cabrillo was delayed due to local issues but is now in progress. The cross-enrollment launch is targeted for the spring quarter to provide a soft launch during non-peak registration and allow for validation of functionality with real students in production SIS. There will be a debrief with colleges and the CCCCO in late February. The new name for cross-enrollment will be Exchange Cross Enrollment Link or CVC ExCEL.

III. LOCAL POCR (Peer Online Course Review)

Autumn Bell shared that the January 18th webinar was attended by 41 colleges, 24 of those have identified a campus lead, 25 have adopted the rubric, and 23 are already using the rubric for course review. A new resource site was developed and can be found on the @One website under POCR resources. Topics included on the site and covered at the webinar included buy-in, teamwork, resources, planning, promotion, and recognition. Additional resources will be added including review ready tips, suggested faculty participation guidelines, and suggestions for selecting reviewers and samples of resolution language. She reminded the group that Fall Plenary encouraged local academic senates to adopt Course Design rubric and to explore online course review and recommends local academic senates work with colleges to develop a plan. There will be a webinar in March/April to go over new Course Design Academy submission processes. Once the local review process has been normed, there will be an expedited badging process. Consortium participation is necessary to meet the initial target of 20% alignment. Strategic tips were shared, some of which included looking at inventory, inviting those who will help to reach 20%, looking at cohort models, considering system-wide gaps, looking for courses with 508 compliance, and to consider making rubric alignment part of DE approval or training requirements. Faculty information calls are scheduled in February and March. The recommendation is that one instructor from each division receive Review Team training which February 25th and April 8th.

Joanna Miller presented Local POCR survey results. A lack of resources and funding was the biggest reason for non-participation. Training was provided through the @One course and 100 new courses expected. Some of the things colleges want include training, campus visits, a handbook, and funding for stipends and incentives. Joanna invited panelists to share local POCR campus experiences.

Cheryl Chapman from Coastline College shared that her campus has used Canvas since 2015 and has assembled a review process program which was adopted by the senate. The course started completely online and garnered support which resulted in training of 200+ faculty. Cheryl shared some of the steps her campus followed to aid faculty.

Brian Pogue reported that Sacramento City College launched POCR in the fall as a voluntary program to build a collaborative team-based cohort. All faculty participated in @One training, cross peer

review was conducted and proved beneficial. Three courses are in the process of submission, two more are pending. He stressed that having funding in place for an instructional designer is important.

Cynthia Wilshusen from Cuesta College shared that Canvas was used to motivate faculty. OEI rubric was adopted in Fall 2014 as the campus standard with focus on new faculty and training has been developed for the rubric. Since Fall 2016, the training has been offered each semester with 36 faculty added. This fall, a resolution was taken to Academic Senate for a Local POOCR Committee. The application process was formalized for fairness and reimbursement was provided as incentive for peer review.

Rebecca Pang from Cerro Coso shared that prior to applying, they went before Academic Senate to create a POOCR Committee and to adopt OEI rubric, it was later added to the resolution. Their POOCR Committee is now a subcommittee of the Pedagogy and Technology Committee.. Members include training and distance ed faculty, equity committee representation, a librarian, and the Pedagogy Committee chair. Reviewers are paid from CTE funds. She recommended taking care of accessibility issues first.

Marsha Reske reported that American River faculty initially could not understand or apply the rubric. They created a local review process around courses, reviewers were built into IT and more are being hired. They began in Spring 2017, when Canvas began and the intent is to align rubric. A move is planned to OEI Fast Track Academy to provide support similar to the CSU model. Staff will be hired to help instructors, rubric will be shared, and Blackboard Ally will be integrated for accessibility. She added that faculty needs support and funding is necessary for quality online courses.

Kate Jordahl announced a small group breakout to encourage discussion of advantages and strategies for implementing local POOCR. Large group discussion followed.

IV. CVC_OEI ECOSYSTEM PORTAL

Kate reminded the group that support for Veracite will conclude June 30th to allow for focus on fully accessible tools. Campuses will make local decisions on plagiarism protection and best pricing will be available through the Foundation.

Michelle Pacansky-Brock shared that First Friday webinars will be available on February 1st and 28th, topics include a sense of belonging, a focus on equity, and digital literacy. A new Canvas shell featuring CVC-OEI ecosystem tools is under development and will include product overviews, "how to" tutorials, best practices, and testimonials. There will be links to colleges for those looking to develop similar resources.

V. FINISH FASTER ONLINE

Andrea Hanstein reported that a digital advertising campaign focused on late start classes and underrepresented students in "higher education deserts" resulted in 500 completed applications to Consortium colleges. There were 9,118 fully-online Fall courses, 7,071 were badged. For Winter/Spring there are 6,130, with 4,040 badged. To date, 1,260 completed applications have been submitted to Consortium colleges through the online course finder.

There was discussion on reviewing data for correctness, the need for submitting accurate course inventory lists with regular updates, and badging. Andrea encouraged the group to involve campus

marketing directors and shared winter and spring marketing collateral. There were 3,340 clicks on advertisements and 14.9 million impressions which resulted in a 2.9% conversion rate, higher than the industry average 2.4%. The new digital ad campaign will focus on featured online ADTs encouraging use of Finish Faster Online, again in partnership with CSUs Online. The one year Finish Faster Online campaign will sunset and a new campaign will be used for fall registration.

VI. CROSS ENROLLMENT DEMO

Bonnie Peters gave an overview of progress on cross-enrollment. She demonstrated the administration panel which allows Project Leads and other campus personnel to access enrollment reports and features which allow student services personnel to perform administrative actions. There is a robust reports section included based upon permission levels and user preferences. User guides will be available. Jory answered questions regarding implementation steps and timing estimates. Bonnie answered questions around course exchange, campus requirements and messaging.

VII. IMPLEMENTATION TEAMS

Kate gave an overview of the CVC-OEI Ecosystem and success rates of OEI aligned course sections vs statewide course sections. The implementation teams are critical and continued collaboration is needed. The CVC Exchange continues to identify fully-online certificates and areas where collaborations are possible. Project Leads are encouraged to schedule regular implementation team meetings with their local teams, several topics were suggested. The group was encouraged to fully activate all ecosystem tools to get them in the hands of students.

VIII. ADDITIONAL COMMENTS/QUESTIONS

The next meeting is Friday, February 22, 2019.

CVC-OEI By the Numbers

CCC Canvas users: **1,143,702**

CCC Active Canvas Courses: **71,298**

Courses aligned to OEI Rubric through the POCR: **172**

Online ADTS featured on CVC website: **64**

CCC counselors in Cranium Café with active accounts: **256**

CCCC exams taken using Proctorio in December: **22,901**

Fully-online courses listed in online course finder: **6,130**

Badged courses listed in online course finder: **4,040**