Executive Steering Committee  
April 25, 2017  
9:00 AM-10:00 AM - Provost’s Conference Room  

MINUTES

Call to Order

The regular meeting of the Online Learning Council Executive Steering Committee was called to order on 25 April 2017 at 10:00 AM in the Provost’s Conference Room by Dr. Susan Aldridge.

PRESENT: Susan Aldridge (Chair), M. Brian Blake, N. John DiNardo, Karyn Holt (OLC Faculty Fellows Chair), Patrick M. Jones (Coordinator), Susan Smith

ABSENT: Thomas DiChiaro, Gloria Donnelly, Ludo Scheffer (Faculty Senate Chair), Nancy Songer, Evelyn Thimba

Reports

- Update on new faculty online training courses (Susan Aldridge)
  - Susan Aldridge provided an update on the two online pedagogy courses that have been developed. The first course, The Essentials of Online Teaching, is running for the first time in Spring Term. There were sixty (60) faculty members interested in taking the course. Karyn Holt informed the committee that they admitted 30 students into two sections. She is teaching one and Allen Grant is teaching the other. The second course, Advanced Pedagogy and Design, will be offered in the Fall.

- OIR data on retention and persistence of online students (Mark Freeman)
  - Mark Freeman shared data visualization tools that OIR has made to analyze the retention of online students. Of note was that the retention rate of online students, compared to part-time face-to-face students, is at or better than the national average in the aggregate, which is 10% below retention for campus programs. ([https://viz.drexel.edu/#/views/Retentionanalyisistool_0/Retentionbyonlinestatus?:iid=1](https://viz.drexel.edu/#/views/Retentionanalyisistool_0/Retentionbyonlinestatus?:iid=1))

- Online student responses from the 2015 & 2016 surveys of graduating students (M. Freeman)
  - Mark Freeman shared data visualization tools that OIR has made based on student responses to the graduating student surveys. Of note was that online students report being satisfied with their programs and experiences at Drexel, sometimes more so than face-to-face students. ([https://viz.drexel.edu/#/views/Surveydatatasummarytool/DUO?:iid=5](https://viz.drexel.edu/#/views/Surveydatatasummarytool/DUO?:iid=5))

Topics

- Teaching Across Geography Group (TAGG) Update (Karyn Holt)
  - Karyn Holt introduced the following three videos that are made by the OLC TAGG in conjunction with DUO’s Learning Technologies Group.  
    TAGG Scenario 1 [https://1513041.mediaspace.kaltura.com/media/TAGG+Scenario+1/1_ppwnw0gl](https://1513041.mediaspace.kaltura.com/media/TAGG+Scenario+1/1_ppwnw0gl)  
    TAGG Scenario 2 [https://1513041.mediaspace.kaltura.com/media/TAGG+Scenario+2/1_07lcy778](https://1513041.mediaspace.kaltura.com/media/TAGG+Scenario+2/1_07lcy778)
TAGG Scenario 3 [https://1513041.mediaspace.kaltura.com/media/TAGG+Scenario+3/1_ekxypijq](https://1513041.mediaspace.kaltura.com/media/TAGG+Scenario+3/1_ekxypijq)
  o Patrick Jones shared them with Erin Horvath following the meeting so she can think about ways to use them.
  o They will be shown at the OLC Town Hall III on 23 May 17.
  o Susan Aldridge and Brian Blake will author a message to all faculty with a list of best practices in an email with which to share them.

**OLC Activities**

- OLC Committee Reports (received in writing in advance)
  o The Committee members were asked to review the committee reports and were informed that the committees will provide verbal reports to them during Town Hall III on May 23 from 9:30-10:50.

**Announcements**

- The members were encouraged to attend Town Hall III on May 23rd so they can receive the verbal reports of the OLC Faculty Fellows and OLC Committees and engage in Q&A with their members.
- Town Hall III - May 23, 2017

  9:30-10:50 OLC Committee End-of-Year Reports
  11:00-12:00 Reception

  South America Room
  International House of Philadelphia
  3701 Chestnut Street
  Philadelphia PA 19104

**Adjournment**

- Meeting was adjourned at 12:00.

Respectfully submitted by Dr. Patrick M. Jones, Online Learning Council Coordinator
OLC Fellows and OLC Committees
Winter 2017 Quarter Reports
April 25, 2017

Online Learning Council Fellows
Karyn Holt, Chair

The OLC Fellows have been meeting monthly and have the following activities, outputs and outcomes to share as updates since the last Executive Steering Committee Meeting in January 2017. Our scholarly arm continues presenting content both inside and outside Drexel with informational content delivered through the Dornsife School of Public Health in concert with CNHP. The Online Fellows have continued their outreach across campus offering consultations, advice and Course Quality Reviews as requested by individual faculty members resulting in improved online course design. Course Design and development continues on the two Drexel wide courses, the Essentials of Online Learning and the Advanced Online Pedagogy and Course Design.

Accessibility
Constance Lyttle and Janet Sloand, Co-Chairs

Constance Lyttle and Janet Sloand have agreed to serve as co-chairs and reconstitute the Accessibility committee. The purpose of the OLC-Accessibility Committee (AC) has been clarified to initiate and serve as an information and resource center (the AC Clearing House) for all initiatives, courses and associated work related to accessibility of Drexel University’s virtual presence for instructional purposes. This will include online courses, blended courses, symposia, podcasts and other online or virtual services. This AC Clearing House, available on the INSPIRE Website, would include links to IT Accessibility Training Courses, Drexel Online Faculty Orientation, OLC Accessibility Courses, Quality Matters course reviews and serve as a one-stop virtual community where faculty could share information and ideas about accessibility. The Co-Chairs will spend the spring quarter 2017 planning for a reconstitution of the Accessibility Committee for Academic Year 17-18, during which time we would identify and invite Committee members to serve for 1-2 years and finalize Committee goals and objectives. We will formally launch its initial Committee meeting (virtual, via a DUO-assigned Zoom room), on October 11, 2017, at 10am, with monthly meetings thereafter. Meanwhile, Drexel faculty and staff should be advised to look for opportunities to re-join/join this Committee.

Emerging Technologies
Thomas DeChiaro, Brian Smith, and Joel Rodriguez, Co-Chairs

The Emerging Technologies Committee created two goals for the 2016-2017 academic year. The first goal of creating a technology-related podcast is in the final stages. Before the end of April, the committee will have a chance to review the first podcast with Dr. Donald McEachron. After providing feedback, the podcast will look for sponsorship opportunities throughout the university. The second goal of reporting on 3rd party Learning Management System (LMS) applications being used at peer institutions is in progress. Headed by Tom DeChiaro, data will be collected from a number of colleges and universities across the United States. Information will be made available no later than June 2017 for committee review. The committee will be presenting on the two committee goals and possible next steps at the May 2017 OLC meeting.
Professional Development
Melissa Kaufman and Donald McEachron, Co-Chairs

The Professional Development Committee discovered that several of its initial charges were being undertaken by other committees in the University. The committee rethought its role as follows: The initial charge to this new Committee should be to locate, identify, correlate and describe all on-going professional development opportunities involving technology-enhanced educational delivery on Drexel campuses. Once this is accomplished, the Committee should work with existing committees and other academic entities to facilitate the organization and enhance awareness of these activities throughout the University community. In addition, the Committee should provide a representative to the proposed University Advisory Committee on Faculty Development. In order to accomplish this, the committee will recruit members from the following categories:

- One representative from every other Committee operating under the auspices of the OLC
- At least 1 OLC Fellow
- At least 1 Assessment Fellow
- A representative from the Instructional Design Team
- A representative from Information Technology
- At least one member of the Committee should be tenured/tenure track, at least 1 Teaching faculty, at least 1 Adjunct faculty, and at least one should be a member of the Faculty Senate.

Student Support and Engagement
Kimberly David-Chung and Lamont Wilson, Co-Chairs

Focus for the winter quarter was on increasing registrations, initial login rates, and time in event for the Online Test Drive program. A/B Testing was conducted on the registration email to identify which copy generated the highest response overall, and potential impact by program. An overview video was developed and launched to provide best practices, showcase different features of the LMS, and orient test drive participants to the online space. The new mobile responsive application form was successfully embedded within the event, and the infographics and supporting videos to aid with the application process were completed and loaded. Data and feedback continues to be reviewed to solution against pain points, challenges, and opportunities expressed by participants. The Ambassador program to support these onboarding events grew from a few dozen to over 100 current students, faculty, alumni, and staff. The Digital Drexel Dragon Days program designed to onboard new students to Drexel, along with reconnecting current students saw its first anniversary in March. The Work/Life/Family/School balance toolkit content developed for term (quarter) events, will also be used for the May semester event. The committee continues to maintain a robust backlog of desired content, tools, and experiences.

TAGG (Teaching Across Geography Group)
Kathleen Provinzano and Paul Thomas Clements, Co-Chairs

The TAGG committee has completed its three goals for this year, (1) the Position Paper is complete and was shared with the OLC, (2) the Video Vignettes (focused on online etiquette) are complete and ready for dissemination, and (3) the Best Practices document (focused on participating and hosting meetings online) is complete and ready for dissemination. The members of TAGG also made great strides in securing access to meetings and events that were traditionally campus-based (i.e. Scholar Sip, Faculty Senate), and event invitations are now beginning to include a link for online access. The goals for the remainder of this year include: (1) developing a dissemination plan for the Vignettes and the Best Practices document and (2) increasing faculty representation from other colleges on the TAGG committee.