

Standing Committee Annual Report

Name of Committee or Council:

Online Course Committee

Chair:

Matt Jones

Meeting Dates in Current Year:

October 28, 2020; April 15, 2021

Major Actions or Accomplishments:

October 28, 2020 Minutes

Roll Call:

Present: Kathryn Woods; Adam Attwood; Amye Melton; Matt Jones (Chair); Nancy Gibson; Stephen Truhon; Kim Jorgenson; Amor Moran; Michael Johnson.

Absent: Matthew Lee Hale; Jiang Li; Jarad Sneed; Lauren Wood.

1. Approval of previous meeting minutes.
2. COVID Labor Analysis – Emerald Smith (master's student, summer intern report with Distance Education).
3. Transition to new course management system and data storage update. Distance Education.

The search committee evaluated three learning management systems, and held open forums. They rated demos and tech specs. We will keep using D2L. Distance Education has planned for plenty of storage for accreditation, edossiers, etc. A data retention plan is in the works.

4. Winter term update: Loretia Duncan. Last year head count for winter term was 686. Advisors play a crucial role in winter term enrollment, so they should be encouraged to advertise.

A break-even report is used to identify and promote low enrolled courses. Winter term enrollments are mainly comprised of current students, and they advertise to them through social media and press releases.

Ask the experts: Navigating Winter Term from Start to Finish- Nov 5, 2020, 2:00 – 3:00 via Zoom. This info has gone out through APSU 1000 instructors. It will be posted in D2L. Encourage your students to participate. The process can be confusing- here they can get help with things like financial aid for winter term. See their webpage.

5. Matt Jones: Update on changes in online program visibility and advertising. I Met with Bill Persinger and Beth Lowry. They promote our programs (including online) in a variety of ways, which include promoting online programs in the main message (i.e. Downtown, On Post and Online or through specific program promotion). This includes a mix of digital advertising (social media, Google, etc.) as well as billboards and print advertising. Also, Admissions promotes aspects of online course or degree offerings through their promotional materials and in the recruitment process. It is also a sub menu under 'Academics' on the home page.

PR and Marketing focuses more on advertising APSU as a whole, rather than specific programs. They mostly promote the university as a whole, but do get into detailed areas on occasion. Our online courses and programs aren't specifically promoted/targeted, but sometimes are highlighted within ads, or interested parties may be informed of online options by perusing our website, or contacting for more information. We do use online programs and courses to promote the university as a whole, but there are no current initiatives to market online programs specifically.

Sometimes PR and Marketing can assist specific departments or programs if they have the funding, but money is always the problem. At times, PR and Marketing have been able to fund ads for online programs for DE, and enrollment subsequently increased.

The problem is funding. We need money coming back to the departments for this. Some departments are using their own money, and then they go to Beth and Bill for help with the ad. Sometimes the chair goes to a dean or provost, and they're

able to cough up the \$ if they have it, and a good case can be made. Maybe we should/could promote more at the college level.

We should consider emphasizing and advertising specific programs, especially our online ones. Many potential graduate students are searching for specific programs online by subject matter- not by university. They aren't just window shopping for what Austin Peay has to offer. They already know what they want to study, so they are searching on things like "online masters in data science" rather than "Austin Peay online masters programs".

The processes for advertising with Google and FB can be complicated and expensive. Ad time and space is usually purchased through an auction, and then may be pay per click.

Maybe target places with high cost of living. Chad Brooks has mentioned this. Our online program tuition is less than half in-state tuition for California state schools (or so I'm told).

Can money be turned back to programs to fund their own advertising, hosting advisory board meetings, etc.? Beth and Bill could then assist in figuring out when and where to place ads. In our case, for example, the ads would/could theoretically pay for themselves if they resulted in more students (and they should).

Marketing should be a team sport. How can we coordinate recruitment and advertising with specific programs, DE, and PR and marketing?

Amor: finding online programs on APSU website has been very difficult. Students searching for online programs have had to look really look hard in the past. They've made our online programs more front and center, under the Academics tab. It's also highlighted under distinguished majors and programs.

6. FERPA/Zoom. Amor. May have some action items at our next meeting.

7. Anything else? Mike: we will put the Spring I, Spring 2, full Spring, and winter term classes up Nov 12.

April 15, 2021 Minutes

1. Roll call.

Present: Kathryn Woods; Adam Attwood; Amye Melton; Matt Jones (Chair); Nancy Gibson; Stephen Truhon; Kim Jorgenson; Amor Moran; Michael Johnson.

Absent: Jiang Li; Lauren Wood; Jarad Sneed; Matthew Lee Hale.

2. Approval of previous meeting minutes.

3. Crystal Faulkner: Online proctoring update. Our Examity contract expires soon (May) and we are reviewing options for renewal. Online proctoring demand soared during COVID, and due to Examity being overwhelmed, we supplemented with Honorlock. Here is a comparison:

Pre-COVID March 2019 – February 2020: One online proctoring service was used: Examity. 3,632 online exams proctored for cost of \$69,935.75.

During COVID, March 2020 – February 2021: Two online proctoring services were used: Examity 3,593 online exams proctored for cost of \$43,410.25
Honorlock. 13,578 online exams proctored for cost of \$78,140.00

Without Honorlock, we would have spent \$305,060.75 on Examity alone during COVID, so we essentially saved \$184,010.50 by jumping on the Honorlock contract.

Our Examity contract is for five years, and we are capped at \$250,000 by the State of Tennessee. Anything over this would require special review by our President and the State. We have discussed the possibility of an amendment to increase the rate with Procurement, but they are asking us to avoid that at all costs. This would require an admin (VP or President) seek State approval.

Going forward, we have to be prepared for rise in online proctoring demand. However, we really need to recommend that faculty reserve online proctoring for higher-stakes assessments such as exams, rather than quizzes.

4. Matt Jones: New D2L course requirements for fall of 2021. I asked for info on this from Academic Affairs and other individuals involved, but have not received information.

5. Amor: LMS contract transition update: We will remain with D2L. This is really good because a transition would require a huge time commitment from Distance Ed, as well as all end users.

6. Anything else?