Committee on eLearning
A Queensborough Community College Academic Senate Standing Committee
Minutes of Committee meeting held November 20, 2014, Room L117

Meeting called to order 3:10pm

In attendance: Julita Haber (chair), Kevin Kolack (secretary), Jodie Childers, Kwang Kim, Barbara Saur, Nidhi Gadura, Eileen White, Edward Davis, Dona Boccio (CoC designee), Bruce Naples (President's designee) & Denis Bejar (ACC)

Not present: James Cutrone (at a conference)

- Review of October 9th , 2014 Minutes - approved
- Bruce Naples' update and online survey results
  - Successful e-learning luncheon- will send pdf of brochure for minutes; VP of Acad. Aff. stayed the whole time
  - Bb upgrade scheduled for Dec may not happen; Denis has a meeting in 2 weeks to further discuss; slowdown in weeks past as a result of load may prevent upgrade happening soon, as reluctant to add new features; situation being evaluated
  - Marketing campaign- per the Registrar, "FNET" is probably ok, but "PNET" "PNT1" "PNT2" etc, cannot always be considered partly online as they're being misused and/or have multiple meanings; checkboxes in CUNYFirst (FNET, PNET, PNT (for individual sections) hybrid, web-enhanced… some of which we consider the same thing) provided by dept chairs are potentially unreliable/outdated; CUNYCentral has mandated that the checkboxes be used on ALL campuses, but they may have less meaning, so our marketing may not be consistent across campuses
  - Chancellor's speech (emailed via the Community Dialogue) outlined his vision, but not how to implement; online learning is a big part
  - UFS symposium on online learning is tomorrow (Bruce, Phil, Ed going from QCC)- will be recorded and put on the UFS web site, per an email to Kevin from UFS
  - Don't forget about the CUNY IT Conference 12/4-5

Survey on e-learning readiness program results presented (pdf of results attached)
  - Many students mistook this survey for being about their class

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- Next semester, will have a link in the SoftChalk program (as it exists now, before updates) going to the survey BEFORE they can get their certificate.

- Report of project plans and timelines by the five subcommittees (5 minutes each)

I. **Improve the E-learning Readiness Program** (i.e., replace text via media, engage students & professors, coordinate with the video recording studio, assess videos)	Kevin Kolack & Eileen White

- Modules 1 & 2 seem lost; Barbara and Jean Amaral don't have; Bruce will send 3 & 4

- Dona will get names of student reps

II. **Marketing of PNET and FNET campaign** (i.e., design and implement a marketing campaign at QCC for higher recognition of online courses)	Nidhi Gadura & Jodie Childers

- Took a month to set up a meeting with Marketing; meeting Wed before Thanksgiving; regarding HOW they can practically help; they suggested contacting the Academies as a first point of contact since they directly meet with students

- Jodie looked at BMCC (and other schools)- they have a logo, web site, etc- the domain of Marketing

- Do departmental flyers advertising classes have that info? Not in bio and some others.

- In addition to "what do PNET/FNET mean?" also start marketing the courses!! See demand for online courses instead of students accidentally getting there, or ending up there when all other sections full

- Name change to "marketing of online courses"?

III. **Brown bag lunches for online faculty** (i.e., coordinate, promote, and run informal but informative meetings for QCC faculty who are interested in online education)	Barbara Saur & Ed Davis

- Thinking about how to target those currently doing it, and those interested in doing it.

- 20-Minute Mentor courses a good basis for discussion: How to Provide Feedback; Technologies; Course Management, Good Questions to Ask in an Online Forum, etc.

- Thinking Feb/April, so evites will need to be sent out in Jan, right when we get back. To

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be held in the ACC (24 in L117 maximum; 42 in room downstairs).

- Exit survey will be set up. Last question: what do you want the next one to cover?

IV. **ELearning institute Webpage** (i.e., update the E-learning Institute webpage, work closely with Denis Bejar)	Kwang Hyun Kim

- Layout complete. HTML5 with JavaScript. Could go on Cascade server in new directory.

- Maybe use Digication site? Kwang will consult with Denis.

V. **Embed health videos on the E-learning Website** (i.e., select links and recommend fitness program to enhance e-Learning, coordinate the effort with the Health Department, update the website, promote healthy learning online)	Julita Haber & James Cutrone

- Julita and Jimmy (at a conference today) have collected a number of videos to embed, as well as ideas for what to put on the home page of this section.

- Want to look at HOW students study online. EduCause publication from CUNY profs recently published. Maybe get authors to present?

- Run pilot on the committee.

- NOTE: KEVIN LEFT HERE (4:05PM). REMAINDER OF MINUTES PROVIDED BY Jodie.

- VoiceThread hands-on experience led by Bruce, including how to export VoiceThreads as movies (he and Denis will do this at the CUNY IT conference)

- Denis shared the faculty support site (http://www.qcc.cuny.edu/facultySupport/index.html), which includes information and resources on Blackboard, Camtasia, Digication, Softchalk, and software.

- Dona suggested looking at the websites of elearning programs for other CUNY campuses as the committee moves forward with marketing and with revisions to the elearning readiness

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program.

- Julita discussed several possibilities for promoting and enhancing eLearning's presence on campus such as awards, profiles of eLearning instructors, a newsletter, and a showcase of faculty projects on the website.

- Julita suggested that those working on marketing think about the possibility for an eLearning logo.

- The meeting ended at 4:52 PM.

- Next meeting is scheduled for Thursday December 11, 2014 , 3PM in H345