

WORKING GROUP ON ONLINE LEARNING FOR PARTWAY HOME STUDENTS

October 29th, 2015
Conference Room 128
Center for School Leadership Development

AGENDA

OPEN SESSION

1. Roll call Marty Kotis, Committee Chair
2. Approve Minutes of September 18th, 2015 Meeting Marty Kotis, Committee Chair
3. The Importance of Degree Audit Reports: Demonstration UNCG or ECU
4. Update on Data and a Campus Profiles Approach Junius Gonzales
Chancellors Evert and Martin
5. From AlumniFinder to Methods to Inform Outreach Approaches Matthew Rascoff
6. Time Permitting: Brief Review of Questions Tied to Work Group Charge Components Matthew Rascoff
Junius Gonzales
7. Next steps Marty Kotis, Committee Chair

**Committee on Educational Planning, Policies, and Programs
Working Group on Online Learning for Partway Home Students
Friday, September 18, 2015 12:35 p.m.**

Draft Minutes

The Working Group on Online Learning for Partway Home Students met Friday, September 18, 2015 in the Yekovich Conference Room of UNC-SA in Winston-Salem, NC. Committee members present included Mr. Kotis, Mrs. Nelson, Mr. Knott, Mr. Aiken, Dr. Gonzales, Mr. Rascoff, Dr. Gallimore, Chancellor Everts, and Chancellor Martin. Others in attendance included Ms. Lamkin as a presenter and Mr. Shanahan, Mr. Ramati, Ms. Artis, Ms. Marley, Mr. Moore, and Mr. Whalen as staff.

Chairman Kotis asked members to introduce themselves and share their goals for the working group. Chancellor Martin expressed hope for creating new credit opportunities for his institution as well as helping North Carolinians gain employment. Mr. Rascoff shared his hope to prove that it is possible to improve access without compromising academic quality. Mr. Knott shared concerns about online education taking away funding opportunities for the physical campuses in the UNC system. Chancellor Everts shared her experiences with online education at both the system and individual institution level, at the University of Nebraska and at Illinois State. Mr. Aiken expressed a desire to get ahead of the competition and make a “life-changing” difference for partway home students. Mrs. Nelson echoed Mr. Aiken sentiments. Dr. Gonzales discussed the incredible potential in online education, despite the many challenges. Mr. Kotis discussed the need to be proactive in order to extract the highest return on investment while also benefitting a population with limited time and resources.

Ms. Jasmine Lamkin, a Winston-Salem State University online student obtaining a Masters of Rehabilitation Counseling, shared her experience as a student. Ms. Lamkin said she would not have been able to study for her master’s degree if her program were not online, and the fact that her program was online was one of the major factors in her deciding to enroll.

Chairman Kotis gave an overview of the working group’s charge, citing the importance of gathering information from students, institutions, and higher education systems across the country in order to understand best practices of and hindrances to online education. Dr. Gonzales offered an introduction to the challenges of recruiting partway-home students, and the importance of reaching “non-traditional” students to meet the attainment goals the University set forth in “Our Time, Our Future”.

Mr. Rascoff reviewed the current status of UNC’s online programs, and current marketing efforts through the UNC Online brand. He discussed a survey conducted by the UNC-GA which highlighted the gaps in awareness among North Carolina adults about UNC’s online options. The University must work to close the awareness gaps, he said.

Chairman Kotis discussed the need for the working group to identify several key priorities and present its concrete recommendations to the Board of Governors in May 2016. The meeting adjourned at 1:48 p.m.

**Marty Kotis, Chairman
Working Group on Online Learning for Partway Home Students**