

Extended Learning Sub Meet & Confer Notes October 28, 2008

Notes approved November 25, 2008

Attendance

Faculty Association Representatives: Queen Booker, Debra Jesseman, Scott Granberg-Rademacker, Mary Hadley. Absent: Terry Flaherty, Gerald Schneck, Paul Wyss

Administrative Appointees: Pat Lipetzky, Scott Johnson, Bob Hoffman; Gary McKinley (for Marilyn Delmont). Absent: Marilyn Delmont, Joan Roca.

Ex Officio: Judy Luebke, Marcius Brock, Theresa Schwartz. Absent: Kathy Trauger

Guests: Pam Baker, Jean Clarke

- I. Call to order
 - a. Pat Lipetzky called the meeting to order at 8:30 am

- II. Changes to the agenda
 - a. None

- III. Approval of the notes of September 30, 2008
 - a. Approved as submitted

- IV. Guest introductions
 - a. Pam Baker – update on EL marketing – power point presentation
 1. Marketing focus has been on the 7700 France launch
 2. Direct mail (54,000), print ads, online ads, TV spots
 3. Hand-outs of program specific brochures developed for 7700 France
 4. Two TV spots (30 seconds) will resume for 3 weeks beginning November 5
 - a) 2 verbal to 1 non-verbal
 - b) Metro networks such as WCCO 4; KARE 11; KSTP 5; KMSP FOX 9; KSTC 45; WFTC ; Comcast spotlight
 - c) Ads targeting - 60% Female / 40% Male
 - d) When the TV spots ran for 3 weeks in September we saw our website hits increase 4 to 1
 5. Web online ads started in August and will run until the end of November
 - a) KARE 11; WCCO; Star Tribune
 - b) Most traction in career section
 6. Metro Bus sides beginning November 1
 7. MSU, M Alumni Newsletter article focusing on different programs
 8. "Today" magazine, full page ad
 9. "Normandale" fall magazine, full page ad (circulation 260,000)
 10. Posted a "tentative" spring 2009 schedule on our website in September & October prior to the registrar's spring course offerings being viewable
 - a) This was the 3rd most visited web page
 11. EL staff are working with admissions office transfer specialists to promote undergraduate opportunities available at 7700 France when they visit or meet with students from metro community colleges
 - a) EL staff & Admission Transfer Specialist will be available at two on site visits
 - a. November 10 @ Normandale CC
 - b. November 18 @ 7700 France

12. Planning an Edina Chamber event at 7700 France in early February

- b. Jean Clarke – Online student locations – power point presentation & hand out
 - 1. Online student Summer/Fall 2008 analysis on national level map
 - 2. Media code 03 courses from ISRS data (online only, limited to 0-1 face to face meetings with students)
 - 3. Summer 2008
 - a) 2035 registrations (enrollments)
 - a. 100-200 level = 712
 - b. 300-400 level = 940
 - c. 500-600 level = 383
 - b) 1390 students (head count)
 - a. 100-200 level = 520
 - b. 300-400 level = 687
 - c. 500-600 level = 283
 - c) 729 online only students (included in head count total)
 - a. Undergrad level = 512
 - b. Graduate level = 217
 - 4. Fall 2008 (data as of October 8, 2008)
 - a) 2187 registrations (enrollments)
 - a. 100-200 level = 886
 - b. 300-400 level = 838
 - c. 500-600 level = 453
 - b) 1742 students (head count)
 - a. 100-200 level = 761
 - b. 300-400 level = 649
 - c. 500-600 level = 352
 - c) 354 online only students (included in head count total)
 - a. Undergrad level = 142
 - b. Graduate level = 212

V. Committee Reports

- a. Terminology committee – Judy Luebke
 - 1. Judy, Marcius Brock & Paul Wyss have been researching online terminology that is being used by other national colleges & universities
 - a) Task is to more clearly define online terminology for faculty, students & staff that is consistent
 - b) **Action:** Recommendation to full EL sub-meet and confer by the end of the semester
- b. Faculty in College of Extended Learning – Scott Granberg-Rademacker
 - 1. Scott G-R, Scott Johnson, Mary Hadley
 - a) Task is to review IFO contract, Article 22 and how that effects CEL joint appointments with regard to PDP and PDR
 - a. Suggested: include in text that the instructors academic requirements must meet the hiring college's (of which they have department affiliation) criteria
 - b) **Action:** Recommendation to full EL sub-meet and confer by the end of the semester
- c. Other groups
 - 1. No report

- VI. Updates
 - a. Online student services – Marcius Brock
 - 1. Pilot to test new software that will be able to deliver electronic certified pdf documents to students has been tabled for now
 - 2. National Student Clearing House working towards being able to provide electronic transcripts between colleges & university's that are members
 - b. Teaching with Technology Conference – Judy Luebke
 - 1. Friday, November 7, 8 am – 3 pm
 - 2. Register online, STARS system
 - a) 83 registered to-date
 - b) If you or anyone you know is having trouble registering, contact Jean Clarke in Extended Learning
 - c) Free lunch to first 200 registrants
 - 3. 6 vendors (Apple, HP, Dell, Adobe, BGI, Tierney Brothers)
 - 4. 25 sessions / round table
 - 5. Barry Dahl, Lake Superior College, will be keynote speaker
 - c. I-35 Alliance, partnership activities – Bob Hoffman
 - 1. Strategic I-35 alliance meeting will be held in December with representatives from six communities (Lakeville, Northfield, Faribault, Waseca, Owatonna & Albert Lea)
 - 2. Discussion, Owatonna College & University Center (OCUC)
 - a) Pat Lipetzky reported that we have not had good response to upper level & graduate level courses offered at the site
 - b) Spring 2009 we will be offering two hybrid upper level business classes, each will meet face to face twice in Owatonna, the balance of the course will be online
 - 3. General consensus when visiting with business leadership, they would like onsite training
 - a) Leadership training
 - b) Upper level / graduate course work specific to their industry
 - 4. Pillsbury Baptist College in Owatonna will be closing at the end of the year
 - d. 7700 France – Pat Lipetzky
 - 1. MBA program will begin spring semester
 - a) Two year cycle
 - b) 4 classes offered spring 2009 (8 week sessions)
 - c) Beginning fall 2009, Scott Johnson reported that the MBA courses will begin a rotation so that if offered at 7700 France they will not be offered on campus in the same term and vice versa

- VII. Other items
 - a. None

Adjourned: 9:30 am

Submitted by: Pat Lipetzky & Scott Granberg-Rademacker

Next meeting: November 25, 2008 at 8:30 am in CSU 203 (last meeting of fall semester)