

**Extended Learning Sub Meet and Confer Notes  
February 12, 2008**

**Notes approved March 18, 2008**

Attendance

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

*Administrative Appointees:* Pat Lipetzky, Bob Hoffman, Joan Roca. Absent: Marilyn Delmont, Scott Johnson

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

- I. Call to order
  - A. Dean Pat Lipetzky called the meeting to order at 2:00 pm
  
- II. Change to the agenda
  - A. None
  
- III. Notes of 1-15-08
  - A. **Approved** as submitted
  
- IV. Announcements
  - A. None
  
- V. Guest Presentation
  - A. Web Analytics, power point presentation by Pam Baker, Director of Program Development, Extended Learning
    1. Google analytics were implemented in November 2007 and it will take approximately 12 months to see an accurate trend
    2. As of January 2008
      - a. 70% of hits coming from direct access; entering [www.mnsu.edu/ext](http://www.mnsu.edu/ext)
      - b. 27.2% of hits coming from search engines, Yahoo, MSN, Google
      - c. 2.76% of hits coming from referring sites
      - d. Our goal is to raise the number of hits from search engines
        - November 2007 = 13%
        - January 2008 = 27.2%, moving in the right direction
    3. Top pages visited are the online, course listing and program listing pages
    4. A domain filter has been added to our analytic account to exclude traffic @mnsu.edu
    5. Geographic results
      - a. 48 states
      - b. 54 countries
      - c. Top 10 cities
        - Minneapolis, Mankato, Eagle Lake, St. Paul, Burnsville, Kasota, Waterville, Rochester, Eden Prairie and Hopkins
    6. Many statistics are available. Data will help aid the development & enhancement of a more user friendly web site and help us

analyze success of marketing initiatives based on traffic patterns that occur after each mailing.

7. E-mail marketing software "Blue Ox"
  - a. Working with James Tower to implement this process and develop a branded, unified message across the board from Extended Learning.

B. Geographic Distribution of Extended Learning students, power point presentation by Jean Clarke, Program Coordinator, Extended Learning

1. Where are off-campus and online students coming from?
2. Data from MnSCU ISRS
3. Head count enrollment Fall 2007 (term 20083)
4. Online, by course level, total 1,140
  - a. 466 students enrolled in 100/200 level
  - b. 409 students enrolled in 300/400 level
  - c. 265 students enrolled in 500/600 level
  - d. The national map shows we are serving students outside of Minnesota
  - e. The trend shows we are serving more traditional aged students in the lower division courses and we are serving more non-traditional students in the upper level division courses
  - f. Gender is primarily female
5. Off-campus, by course level, total 487
  - a. Excludes concurrent enrollment students
  - b. 191 students enrolled in 100/200 level
  - c. 104 students enrolled in 300/400 level
  - d. 192 students enrolled in 500/600 level
  - e. The trend shows we are serving more traditional aged students in the lower division courses and we are serving more non-traditional students in the upper level division courses
  - f. Gender is primarily female
6. Results created with the aid of "Business Maps" software
7. Search radius can be varied from a specific location

VI. Old Business – Updates

A. Update on I35 Corridor Development – Bob Hoffman

1. Progressing slowly, continuing to build relationships from Lakeville to Albert Lea
2. Riverland CC and South Central College are working to develop a common academic plan projected to be complete in March
3. Discussions continue with Federated Insurance to offer courses onsite for their employees
4. Discussions continue with Owatonna Hospital regarding development on an onsite training center (Allina & Mayo affiliation)
5. It is unlikely that OCUC & SCC will receive bonding funds during this legislative session for property and building issues

B. Update on 169 Site Development – Pat Lipetzky

1. Close to having lease details worked out

2. Meetings scheduled next week with department chairs, who have shown interest and/or intend to offer courses/programs, to work out logistics and marketing
  3. Meeting scheduled with Admissions Office and Registrar to work out necessary details and future planning
- C. Online Student Services – Marcius Brock
1. Work group starting discussions to identify the top 3-5 proposed projects and then to prioritize them
- D. Incentives – Bill Wagner
1. Professor Wagner absent, no update available
- E. Peer Review & Teaching with Technology – Judy Luebke
1. Peer Review Rubric is ready and one faculty member has submitted two courses for review
    - a. Working with Pam to add information to EL website
    - b. Working with Stuart Ross to communicate availability through the office of CETL
  2. Keynote speaker for the Teaching w/Technology conference will be John O'Brien, VP Academic Affairs, Century College
    - a. Extending call for presentations
- VII. New Business
- A. Consistent use of language – online, web based, hybrid, web supported
1. **Action:** sub-committee (Judy Luebke, Marcius Brock, Paul Wyss) will review terms and submit a proposal of university wide definitions
- B. Scheduled tests for online classes
1. Specifics of complaints received by academic affairs are needed before action can be taken
  2. **Action:** Pat Lipetzky will request information and discussion will be continued at the next meeting

Adjourned: 2:45 pm

Submitted by: Pat Lipetzky & Gerry Schneck

**Next meeting: March 18, 2008 at 2:00 pm, CSU 203**