

Advancing Online Task Force Charge and Operational Plans

Introduction

Enrollment in online programs is growing dramatically at Ferris. From the fall of 2006 to fall of 2007, SCH increased about 25%, with more than 2,000 students enrolled in online sections. In the fall of 2007, there are more than 10,000 students enrolled in sections that are making use of FerrisConnect, and SCH production increased by more than 35%. About 3000 other Ferris students are enrolled in web-enhanced and blended courses. It is important that efforts be directed toward assuring the quality of the Ferris online presence at the same time we grow enrollments strategically. Several programs are presently available mostly online (certificates and degrees) and others are nearing fully online options.

Task Force Charge

The task force's overarching goal is to improve the quality and expand the quantity of fully online offerings for Ferris State University. In making improvements in fully online, blended and web-enhanced instruction should also be enhanced. The focus of this group's work is primarily on the educational process – the courses, faculty support, student readiness, etc.

The objectives of the Task Force follow:

1. Identify priority items for improvement
2. Analyze improvement opportunities
3. Provide guidance on the surveys of students and faculty
4. Suggest action steps to address issues identified by students and faculty
5. Recommend system improvements
6. Gather input from colleagues and bring that to the Task Force's attention
7. Be a conduit for information back to the Colleges regarding Task Force initiatives

Membership

The Committee membership is recommended to be as follows (at first, the original committee has been invited, but others should be added):

Proposed members are:

Charles Bacon, College of Arts and Sciences
Marietta Bell-Scriber, College of Allied Health Sciences
Chet Bolling, College of Business
Sandra Burns, College of Allied Health Sciences (conflicts in Fall)
Enid Carlson-Nagel, Academic Affairs (also on EMAT)
Kimm Carlton-Smith, College of Arts and Sciences
Cheryl Cluchey, UCEL (also on EMAT)
Roger Daugherty, College of Allied Health Sciences

Ellen Haneline, College of Allied Health Sciences (also on EMAT)

Charles Bacon, College of Arts and Sciences
Susan Hastings-Bishop, College of Education and Human Services
Susan Jones, College of Business
Kathy Lake, Student Services (Rob Wirt delegated)
Elaine McCullough, College of Arts and Sciences (also on EMAT)

Dave Nicol, College of Business (also on EMAT)
Eric Quilitzsch, College of Technology
William Potter, Dean, University College
Joe Samson, College of Technology
Roberta Teahen, Academic Affairs (*group facilitator*) (*also on EMAT*)
Randy Vance, College of Optometry
Greg Wellman, College of Pharmacy
Rick VanSant, College of Education and Human Services
Doug Zentz, College of Technology

Operational Strategy

The group will meet not more than once per month, with a plan to meet in September, October, November, January, February, March, and April. Much of its work and review should occur electronically, either in MYFSU “Groups” or via e-mail or through sub-committee meetings.

Reporting Structure and Relationship to Other Groups

The task force is convened by and reports to Academic Affairs, specifically Robbie Teahen, Associate Vice President. Guidance provided by the group will serve as the foundation for recommendations to the VPAA, action plans, and the President for advancing FerrisOnline.

Many recommendations will also be offered to the E-Learning Management Advisory Team that is intended to propose strategic directions for online learning at the direction and make budget recommendations to support these directions. The E-learning Management team includes at least one representative from each of the key stakeholder groups.

The evolving FerrisConnect Advisory Board (FAB) will focus its attention on the FerrisConnect system and its related components or supplements, such as Respondus, Study Mate, Scholar, etc. – a more technology-oriented focus. The FAB is also the advisor to training. The Advancing Online Group would make recommendations as appropriate for added technologies and/or training needs.