

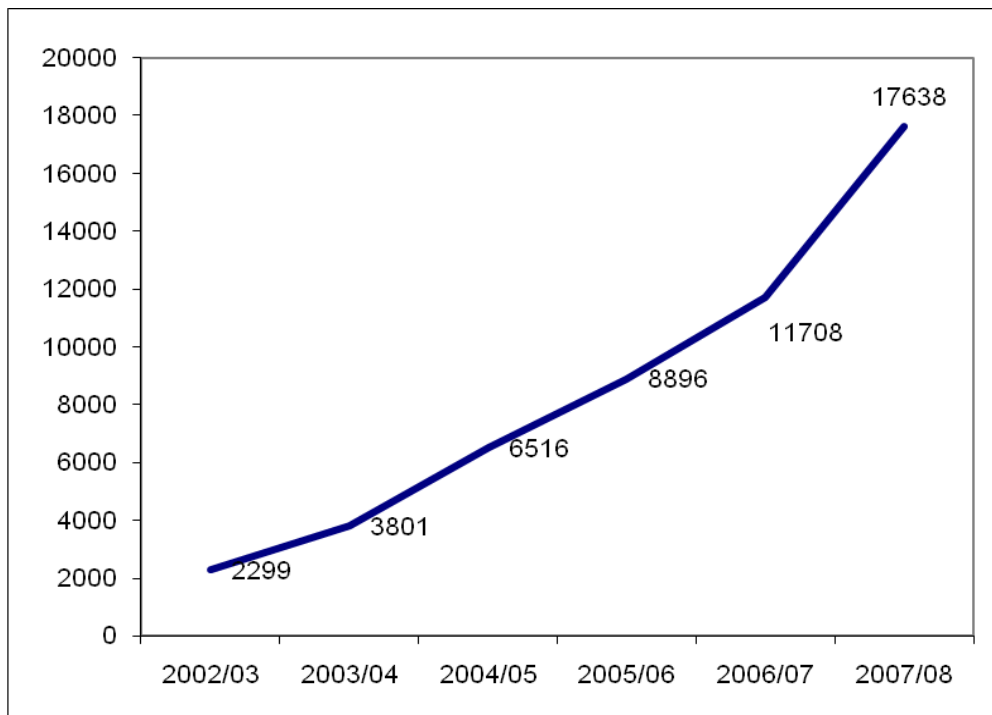
E-Learning Management Advisory Team

Introduction

Enrollment in online courses and programs continues to grow dramatically at Ferris. Summer 2007 to Summer 2008 SCH growth was 32%, while fall 2008 appears to be running about 20% ahead of fall 2007. Total SCH for the 2007-08 academic year was 17,638, and more than 2,000 students are enrolled in online sections. The chart below illustrates the growth over the past five years.

At least 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 growth enrollments strategically. Several programs are presently available mostly online (certificates and degrees) and others are nearing fully online options.

The Advancing Online Task Force has primarily addressed quality concerns and the student experience. There is a need for a group to take a university perspective concerning strategic planning for e-learning and to prioritize the investments the university should make. Further, policies need to be developed and implemented to address consistency and standards.



Task Force Charge

The task force's overarching goal is to plan strategically for e-learning at Ferris State University. Included in this goal is the expectation that the University's e-learning efforts will increase in number and improve in quality. The primary thrust of the group's attention will be in these four areas:

1. Setting strategic directions (mission, vision, annual goals)
2. Establishing policies, standards, and procedures
3. Prioritizing financial investments (often based on recommendations from other groups)
4. Determining roles and responsibilities in broad terms (not particular tasks)

Membership

Enid Carlson-Nagel, Academic Affairs, Scribe
Cheryl Cluchey, College of Professional and Technological Studies
Ellen Haneline, Representative of the Deans' Council
Leonard Johnson, Faculty, Senate and University Curriculum Committee
Bill Knapp, Faculty Center for Teaching and Learning
Gloria Lukusa-Barnett, Faculty, FerrisConnect
Elaine McCullough, Faculty, Online Teaching
David Nicol, Representative of the Deans' Council
Kristen Salomonson, Student Services
Roberta Teahen, Academic Affairs, Chair
John Urbanick, Information Technology Services

Perspective

Although each individual has been invited because they represent a constituency or stakeholder, each member is expected to take a University perspective and recommend what best meets the University's needs, which will often be translated as what serves students best.

Operational Strategy

The group will meet not more than once per month, with a plan to meet in each month from August 2008 through May of 2009. Some of our work should occur electronically. This group is not as much a task-oriented group but rather should serve as a priority-setting entity. Others do the tasks – such as the IT group handling technology deployment; FCTL conducting faculty development; and Student Services handling financial aid, admissions, etc.

Reporting Structure

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.