

**College of Public Health, USF  
Educational Technology and Assessment (ETA) Advisory Committee**

**Meeting Minutes  
March 17, 2011  
10:00 am to 12:00 noon  
CPH 2024**

*Present: Mlynarek, S., Mortimer, J., O'Rourke, K., Pracht, E., and Srinivasan, S.*

*Absent: Azizan, A., Burke, S., Djilan, Y., Perrin, K., Troutman, A., and Wathington, D.*

Dr. Mortimer called the meeting to order at 10: 10 am.

**1. Review and approval of minutes of Feb. 3, 2011 meeting (J. Mortimer)**

Dr. Mortimer reviewed the minutes of February 3 meeting, and the committee approved them with no changes.

**2. Update on Online Course Evaluation Study (S. Srinivasan)**

Ms. Srinivasan informed the committee that based on discussion from the 2/3/11 meeting, the ETA office worked with the Undergraduate Studies office to create a proposal to study the effect of additional reminders on online course evaluation response rates. A conference proposal also was submitted for this study in early March for Educause 2011. An outline of the conference proposal was submitted to the committee. It was suggested by Dr. Pracht that the study also look at the previous response rates for core courses and choose the two courses with the most variability to study as part of this project. The comparison group for these two core courses would be the three other core courses with the least variability. The email announcement and email reminders will be written with the help of Drs. Perrin and Pracht. A report of the results will be discussed in the May meeting.

**3. Online Cheating (J. Mortimer)**

Dr. Mortimer had concerns about anecdotal evidence of online cheating in some of the online core courses. Because several of the core courses utilize a multiple choice exam format, he suspected that the security of the exam may be compromised. Although we do not have hard evidence of this information, Dr. Mortimer was concerned that the online instructors would need to take some precautions to ensure that the leaked questions are effectively replaced or refurbished. He suggested that the committee and the ETA office come up with a list of suggestions that enable online faculty to make changes that help protect the security and confidentiality of these exams. The discussion generated the following suggestions

- Set up a large pool of questions to draw from.
- Provide many grading opportunities using a variety of assessment techniques.
- Subtly tweak existing questions to vary the meaning, answer and focus of the question, thereby providing the impression that the question is similar. However, answers are not similar to the leaked questions.
- As part of student assignments, require students to provide 5-10 questions for an upcoming exam. Use or re-tweak these questions to increase the question pool bank.
- Consider surveying students to seek information on cheating and possible leaked exams.
- Consider altering class size in order to enable use of assessment techniques that involve multiple learning and assessment styles.
- Increase or amp up the depth of questions so that they are not easily googled. In other words, refrain from simple definitional questions and utilize questions and answers requiring higher order thinking.
- Make answer stems in multiple choice questions long in order to avoid cheating by a neighboring student. Long stems allow instructors to present scenarios and/or concepts that demand students to know the content.

- Include a presentation in Lesson Zero by the instructor explaining the consequences of cheating, ways in which cheating has been contained, and the fact that it continues to be monitored by CPH in all online courses. Require students to view this presentation.

Once these suggestions are finalized by the committee, they will be emailed to all online instructors.

#### **4. General Updates: (S. Srinivasan)**

- a. Summer 2011 Courses: A total of 35 courses are scheduled to be offered online in Summer 2011 with 11 graduate courses and 19 undergraduate courses.
- b. New courses and programs: The ETA office is currently working with new courses in EOH, CFH and EPB related to two online MPH concentrations and one graduate certificate. Timelines vary amongst these departments, but courses will start as early as Fall 2011.
- c. ETA Position Update: The ETA office has two instructional designer positions and one media publishing specialist position posted. As of 3/16/11, 32 applications have been received for the instructional designer positions. The closing date for the media publishing specialist is not until next week. The tentative timeline for these new positions to start will be the first week of June.
- d. ETA Website Revision: As part of the CPH website revision, the ETA office homepage was recently revised. A screenshot of the homepage was distributed to the group.
- e. Panopto – lecture capture pilot: USF Health IS is looking for 2-3 courses to pilot test a lecture capture system that was recently adopted by USF Health and USF. In order to prepare classrooms for the lecture capture, the Dean's office needs to know which departments are willing to pilot test this summer. Panopto is currently being tested in College of Medicine with plans to capture all classes by Fall 2011. Panopto can also be utilized for recording lectures for online courses. Streams can be deployed via Blackboard as well as Moodle. Those interested in piloting this new technology should contact Ms. Srinivasan as soon as possible.

#### **5. New Business**

**Next Meeting: Thursday, May 26, 2011, 10 am - 12 noon, Deans Conference Room. Please note date change!**