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

Meeting Minutes
March 29, 2012
11:00 am to 12:00 noon
Executive Conference Room (2024)

Present: Burke, S., Mortimer, J., O'Rourke, K., Perrin, K., Pracht, E., Srinivasan, S., and Troutman, A.
Absent: Azizan, A., Mlynarek, S., and Wathington, D.

Dr. Mortimer called the meeting to order at 11: 02 am.

1. **Review and approval of minutes of Jan 26 meeting (J. Mortimer)**
Dr. Mortimer reviewed the minutes of January 26th meeting, and the committee approved them with no changes.

2. **ETA Budget and TA Update for Summer (S. Srinivasan)**
As mentioned in the last meeting, ETA has been piloting a new model/formula for providing funding for online course teaching assistants. ETA has determined that this new model can no longer be supported past the pilot in Spring 2012. The ETA office will continue to support two TA's for each online graduate core course and fund one TA for every online course that reaches a 100 person enrollment. A second TA is approved once the course reaches 200 person enrollment. ETA supports 10 hours per week with tuition waiver for all TAs.

3. **Online Student Authentication Update – USF Health (S. Srinivasan)**
Ms. Srinivasan shared information in previous meetings about a USF health group that is tasked to recommend strategies to verify online student identity verification. As part of the group's recommendation, they provided a list of technologies that could be employed for student verification and/or measures that help in detracting students from cheating. The College of Medicine intends to provide these recommendations to faculty and those who request to use them can apply at the College level for funding support. Certain technical suggestions are built into the University's LMS (Blackboard) and require no additional funding support. A draft policy from COM was shared along with the proposed application and list of technical suggestions to minimize cheating. Based on the discussion, the group deemed it unnecessary to follow a process similar to COM; instead they agreed that should they have concerns on student identity verification, they would seek ETA's assistance in employing one of the suggested recommendations and/or seek funding at that point for additional support. The committee members will seek feedback from their respective departments on the draft USF Health policy and bring it to the table in the next meeting.

4. **Discussion on Response Rate and Online Course Evaluations (A. Azizan)**
Since Dr. Azizan was absent, the group decided to table this discussion till next meeting.

5. **Student Representative on ETA Committee (J. Mortimer)**
It was suggested that Public Health Student Association be approached for student names. Dr. Kay Perrin will contact PHSA and get a couple of names for the next meeting.

6. **General Updates: (S. Srinivasan)**
    a. USF Outstanding Staff Award – Samantha Lopez recently was chosen for the USF Outstanding Staff Award.
    b. Summer 2012 Courses: A total of 46 courses this coming semester will be offered online, 28 undergraduate courses and 18 graduate level courses.
    c. ETA Position Update: Based on the new programs and courses scheduled for the next year, ETA has decided to hire a fifth instructional designer. In addition, OTI will be supporting two instructional designers for their project. Because the initial pool of applicants was not satisfactory, the decision was made to table the positions for 30 days and re-open them. ETA will

post to specialty groups online and listserves to increase the pool. Currently ETA has 3 full-time instructional designers and one part-time designer.

d. Moodle Update: Blackboard recently purchased Moodlerooms. ETA does not have a full scope of how this changes the Moodle landscape at USF Health. Moodle continues to be a key platform in delivering non-credit generating courses as part of the Panama and OTI initiatives.

e. LMS Evaluation Update: ETA is participating in the LMS Evaluation Committee and has shared news of the demos that are scheduled with the three invited vendors namely, Blackboard, Canvas and Moodlerooms. The committee will make a recommendation by the end of Spring semester and a transition plan will be in place.

7. **New Business**

Dr. Mortimer raised the question about what advertising avenues are being sought for online courses and programs. Could faculty advertise their courses on their faculty pages? How would these courses be presented in a searchable format for a new student who is unaware of the College's offerings? Ms. Srinivasan stated the ETA does not advertise courses, but they do list them on the ETA website. In addition, the courses are presented in the COPH schedule of courses. Beyond that, no advertising is undertaken at the course level.

Next Meeting: Thursday, May 17, 2012 10 am - 12 noon, Executive Conference Room 2024