Meeting of the Provost’s Open SUNY Advisory Committee
Meeting Minutes
Tuesday, January 27, 2015
Multiple Locations by Video
Albany, Buffalo, Fredonia


I. The first item on the agenda was approval of the meeting minutes from the last meeting. Minutes were approved and will be posted to the website.

II. The second item on the agenda was an Open SUNY update from the SUNY team. There is an internal posting for an Open SUNY Executive Director up now. There appear to be multiple people that meet the qualifications from the posting and a team that includes one representative from the POSAC will be reviewing applications soon.

There have been multiple changes in reporting and organization in the Provost’s Office including the development of a Provost’s Leadership Team, a Provost’s Executive Committee, and a SUNY Project Management Office (SUNY PMO) utilizing existing resources.
The SUNY team recently engaged in their third enrollment roundtable (with Alfred State) and initial feedback on the session has been positive and the team is working through action items coming out of the meeting (e.g., sharing standard language for faculty and campus rights for courses). Conversations with campuses engaged in this process will be ongoing.

The Open SUNY COTE Summit will occur on February 25-27th in Syracuse and the committee was provided with invitation details.

The Open SUNY COTE team is also launching a new campaign for Open SUNY Fellows and the committee was encouraged to share that announcement with anyone they believe may be interested.

A member of the SUNY team was asked to speak with the NYS Board of Regents about state reciprocity agreements (specifically SARA). The board seemed to be receptive to this discussion. The board will revisit this discussion in February and will likely have recommendations on how to proceed at that point. SARA currently has 18 states, but expect to have 40 by the end of 2015.

Open SUNY onboarding for Wave II officially begins this week with SUNY Broome on 01/29.

The SUNY team shared a preliminary framework for how Open SUNY can sustainably operate moving forward while offering supports and services to campuses; some items will remain free of charge, and some will likely be a fee-for-service model beginning in 2016.
Cross registration models are another item that the SUNY team has been looking into in the last month. In the research done to date it appears that there are substantial improvements that can be made to the cross registration process that will ease the burden on students and streamline related financial aid processes. Rockland is one campus is designing a transfer center that may help provide a model that could help in these efforts.

Development is starting on a college readiness MOOC as mentioned in the Chancellor’s State of the University Address. The team is looking into partners and existing resources to see if any are appropriate for inclusion in the MOOC. Information on transfer processes and cross registration could be included in this MOOC.

A member of the SUNY team provided an update on metrics. The team will be forming three working groups to develop recommendations on metric definitions and methodologies (Student Supports, Faculty Supports, and Campus Supports). The teams are expected to work through the summer to deliver their recommendations in the fall of 2015. A colleague at University at Albany will be helping conduct a research analysis of existing data.

Of the existing 64 Open SUNY+ programs, only ~7-10 are not fully online.

The online course rubric that the Open SUNY COTE developed now includes more specific ADA compliance language to ensure that refreshes include more specific accessibility items. The team created a page for veterans (http://open.suny.edu/veterans).
A member of the committee asked if online students could be exempt from student activities fees. A member of the SUNY team said that some campuses do waive this fee and some do not, but there is no uniform policy as of right now. One issue on this front is that many campuses do not track their online students any differently than their face-to-face peers so that is one administrative issue that would need to be resolved to make this happen. Another member of the committee highlighted that not all student activity fees are related to use, but are blanket fees for the good of the community. Online student activities were mentioned as an item that warrants more discussion on SUNY campuses to ensure that the college experience for online students is as rich as traditional student experiences. Empire State College is one campus that may already be doing some online activities for their students. The SUNY team said that they will begin discussions with Wave I and Wave II partner campuses about what kinds of online activities they may already offer.

The SUNY team asked for feedback and thoughts on the best process for adding additional campuses with Open SUNY+ designation beyond Wave II.

III. The third item on the agenda was an update on Enrollment Management efforts. A member of the SUNY team indicated that there will likely not be much additional budget for enrollment marketing efforts, so the team will need to be strategic in their investments to make the most out of limited resources.
An assessment of the last marketing pilot will be complete soon and lessons learned will be rolled into efforts that follow. Xerox and RankU recently met with the SUNY team to discuss possible partnership options to help advance marketing efforts. A campus-based working group is being developed to help System Administration better understand how campuses are marketing and what works. There appears to be opportunity with PSM (Professional Science Masters), but the level of coordination required to advance these efforts work is not currently there. The team will work to revive these discussions and explore PSM further.

A member of the team asked the SUNY team to look into options to expedite identifying target populations for programs such as the PSM. A member of the SUNY team mentioned that Sea Grant is another program that the team could look into.

IV. The fourth and final item on the agenda was an overview of the spring workplans for the subcommittees.

**MOOC Group**

1. Revenue sharing/cost distribution proposals for MOOCs
2. Compile recommendations for a community of practice across SUNY around MOOC building
3. Strategies for funding for ongoing technical support for MOOCs
4. MOOCs as feeders to program enrollment

61-62k students have enrolled in SUNY MOOCs. Buffalo State, Albany, and Empire State College all offer MOOCs right now. 21k
students are enrolled in the spring semester. The third MOOC Shake meeting will occur on Friday 01/30 and will focus on research. “Enrollments” in these MOOCs are counted by registrations. A member of the committee asked the SUNY team to look into how these MOOC enrollments may play into the path to 100k.

**Communications**

The group met last week to discuss how they can help improve communications. The group identified a number of groups they believe should be included in communications going forward from CAOs to students. The group believes that redundancy would be OK. Communications flow from the group to campuses may be a model similar to FACT2 with a campus liaison as selected by CAOs. A 5-7 word tagline is something the group considered developing. In addition to internal lists, the group noted that external advertisement would be important to get messaging out more broadly. However, resource constraints will likely be an issue on external options. The group will define a plan of action for how they will communicate with campuses. A member of the SUNY team noted that it may be helpful for the group to identify the types of message that may be appropriate for some groups and less so for others. The SUNY Learning Commons may be a good vehicle for some communications, but is just one vehicle where many will likely be needed. A member of the committee suggested utilizing the FACT2 liaisons rather than creating new liaisons. Another member of the group suggested that not all campuses may be utilizing their FACT2 rep for communications, so the team should ensure that they are active, or perhaps faculty
governance could be a vehicle to identify campus representatives to serve as liaisons. Local campus governance should also be included in any communications plans. The group noted that there are rarely new faces at online ed./technology conferences, so more will need to be done to encourage more people to join the conversation. A member said that Phi Theta Kappa has an annual conference (April 17-19th in San Antonio) could be a venue for Open SUNY to plug into going forward. PTK also has a NYS version of their conference that would provide additional opportunities.

**Open SUNY Organization**
Cross registration is one item the group will likely assist with. A new out of state tuition model is something the group plans to explore. Community Colleges (CCs) have a bit more flexibility on this right now, but a model that includes options for both CCs and state operated campuses needs to be developed. Existing policy allows for some flexibility in non-matriculated students online tuition, but the group will look into options for degree-seeking students as well. A uniform in-state per credit cost and out-of-state per credit cost for online students is something the group will consider.

The group would like to work with the Open SUNY Executive Director and the Provost to discuss, specifically, how POSAC fits into the long-term Open SUNY picture.

The group plans to spend most of this semester gathering information and analyzing with recommendations to follow after the spring semester.
POSAC membership is defined, but replacement of individuals that leave is not. The group will develop recommendations for how to fill any open seats.

**Quality Assurance Committee**

Issues for this committee to address are:

Where do we go from here with programs powered by Open SUNY+? We've had two waves, should we have a third? Should there be a shorter process for additional programs from existing partner campuses? What would the process look like for non-Open SUNY+ partner campuses to get programs in? Should we focus on “finish in four”? To what degree should Open SUNY and seamless transfer tie together?

There may be an opportunity for Open SUNY to play a role in helping campuses with Finish in Four as announced in the 2015 State of the University. OWL is trying a similar model with two-year programs in two years. The group would like to investigate how many campuses have these types of models right now.

How do we continue to ensure quality of the Open SUNY+ partner programs once they get that designation? Do campuses have to renew the “+” designation? Monitoring and campus vs. system roles in this process will need to be determined. It seems that this is the role of the campus AVPs and System Admin could help organize a review process for accountability. We don’t have sufficient staff at System Admin to fully own a monitoring process and it may not be the right
role for System Administration, but a process for re-certification may make sense.

Curriculum Committee Update
This group has not met yet, but will be looking at student access to specific course opportunities (Gen Ed., transfer, etc.), identification of ladder programs, and any other items the committee thinks would be important to address (like early college high schools).

Other comments/discussions
Course evaluations were mentioned as one source of information that could be provided in a process to re-certify courses/programs as Open SUNY+. The Quality Assurance committee will look into this at the course level. A member of the SUNY team provided an update on the SUNY and Middle States cycles for program and learning outcomes review cycles. Open SUNY+ programs are also committing to a regular course review cycle for their courses delivered online. A member of the committee shared Empire State College’s cycle of each course being reviewed every three years.

There was additional discussion around how campuses are incentivizing faculty to develop their face-to-face courses for online delivery. This is part of the role of the Open SUNY Center for Online Teaching Excellence (COTE) in providing a supportive structure for faculty who may want to explore online instruction.

The meeting concluded. The next meeting of the group will take place in February 2015.