Distance Learning and Student Services Members Council Meeting

November 8 – 9, 2018
University of Central Florida
Orlando, Florida
Thursday, November 8 - Agenda

12:30 – 1:00 p.m.  **LUNCH**
1:00 – 1:10 p.m.  Welcome and Call to Order
1:10 – 1:15 p.m.  Future Meeting Planning for DLSS Members Council
1:15 – 1:30 p.m.  QM Consortium & Instructional Designer Network Update
1:30 – 1:45 p.m.  New DLSS Member Council Handbook Discussion
1:45 – 2:00 p.m.  Executive Director Updates
2:00 – 2:15 p.m.  ITN Committee Discussion
2:15 – 2:30 p.m.  Professional Webinar Series Topics
2:30 – 2:45 p.m.  **AFTERNOON BREAK**
2:45 – 3:00 p.m.  Operating Procedures and Vendor Policy Approval
3:00 – 3:30 p.m.  DLSS MC Workgroup Updates
3:30 – 4:00 p.m.  FLVC Updates on Projects and Catalog Enhancements
4:00 – 4:15 p.m.  Wrap-Up and Adjournment
Welcome and Call to Order

Josh Strigle, Chair
FLVC Future Meeting Update

Josh Strigle
Future Meetings - 2019

- **Winter**: Tuesday, February 5 – Wednesday, February 6 (University of North Florida)
- **Online Student Services Summit**: Wednesday, February 6 (UNF post-DLSS MC Meeting)
- **OER Summit**: Wednesday, February 27 – Thursday, February 28 (Sheraton Orlando North)
- **Spring**: Tuesday, May 21 – Wednesday May 22 (Pensacola State College)
- **Fall**: TBD (Palm Beach Atlantic University)
Quality Matters System and Instructional Designer Network Update

Tom Tu
Benefits for the Institutions:

• Lower costs
• More services
• More professional development opportunities
• FLVC Administrative coordination
• A stronger web presence for member subscribers
Florida Quality Matters System License

Outcomes:

- 25 member institutions
- Florida QM Initiative: [https://dlss.flvc.org/flqmi](https://dlss.flvc.org/flqmi)
- FLQMI Listserv: [FLQMI@LISTSERV.FLVC.ORG](mailto:FLQMI@LISTSERV.FLVC.ORG)
FL-IDN: Florida Instructional Designer Network

• A statewide professional development network for instructional designers, instructional technologists and educators to:
  ➢ share research and best practices;
  ➢ gain the knowledge and skills to support faculty;
  ➢ support student success in Florida.

• Partnership with the FCS and SUS institutions
FL-IDN: Florida Instructional Designer Network

- **Subscribe to the FL-IDN Listserv:** [FL-INSTR-DESIGN-NET@listserv.flvc.org](mailto:FL-INSTR-DESIGN-NET@listserv.flvc.org)
  - Weekly news, announcements and sharing
  - More than 80 people have joined

- **The FL-IDN Webinar Series:**
  - First webinar offered on October 17, 2018
  - Contributed by the UCF team
  - 42 people attended
  - Webinar archive available online: [https://youtu.be/T6DGzqLgcdQ](https://youtu.be/T6DGzqLgcdQ)
New DLSS Member Council Handbook Discussion

Dr. John Oppen
New DLSS Member Council Handbook

Previously Included:

- History and Overview
- Vision Statement
- Purpose
- Organization Structure
- Membership List
- Membership Responsibilities
- Committee and Work Group Information
- Policies and Operating Procedures
- Minutes of Past Meetings
- List of Resources
- Glossary of FLVC Acronyms
New DLSS Member Council Handbook

• What would you like included in the updated version?

• Please complete the form and return to FLVC staff.
Executive Director Updates

Dr. John Oppen
K – High School Advising and Career Planning Services
Get Ready for College with the updated 2018-19 College and Career Planner
MyCareerShines

EDUCATION AND CAREER PLANNING FOR LIFE

System Overview

PROGRAM TOTALS SINCE JULY 2015

615,582
Total Registered Users

951,400
Total Number of Completed Assessments

TOTAL PARTICIPATING LOCATIONS

2,743
Middle/H.S.

456
College/Adult
FLVC will be launching MyCareerShines Galaxy this Spring.

MyCareerShines Galaxy is the elementary component of our online career and assessment system.

- Built on principals of developing career awareness and exploration appropriate for PK-5 students.
- The power of play introduces concepts about work and broadens job vocabulary and prospective.
- Designed by career development and elementary education experts.
<table>
<thead>
<tr>
<th>Traveler</th>
<th>Gazer</th>
<th>Obe</th>
<th>Builder</th>
<th>Voyager</th>
<th>Pioneer</th>
<th>Communicator</th>
</tr>
</thead>
<tbody>
<tr>
<td>PK</td>
<td>K</td>
<td>1st</td>
<td>2nd</td>
<td>3rd</td>
<td>4th</td>
<td>5th</td>
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<td><img src="image1.png" alt="Traveler" /></td>
<td><img src="image2.png" alt="Gazer" /></td>
<td><img src="image3.png" alt="Obe" /></td>
<td><img src="image4.png" alt="Builder" /></td>
<td><img src="image5.png" alt="Voyager" /></td>
<td><img src="image6.png" alt="Pioneer" /></td>
<td><img src="image7.png" alt="Communicator" /></td>
</tr>
<tr>
<td>What is work?</td>
<td>What do people at work do?</td>
<td>Why do people work?</td>
<td>What tools &amp; skills do people use in work?</td>
<td>Where &amp; how do people work?</td>
<td>How to prepare for work?</td>
<td>How to learn about occupations?</td>
</tr>
</tbody>
</table>
Our Fall 2018 Virtual College Week Event was a great success!

We are excited to share that we had over 2,200 registrants for the event.

We also wanted to give a special thank you to those institutions that donated swag items to given away during the event.

All session recordings and materials will be posted to virtualcollegeweek.org.
Transient Student Admissions Application
TSAA Updates

- September had 56.9% increase in created applications compared to 2017.
- Florida Polytechnic University is working to be able to accept transient applications sometime during Spring 2019.
Student Services Data Usage Agreement

- FLVC is currently working on updating the Master Agreement between institutions, including the following areas:
  - Data Usage responsibilities for all Student Services (e.g. SSN)
  - MOU between institutions regarding the Transient Process
  - Roles and responsibilities
Transient Student Admissions Application

<table>
<thead>
<tr>
<th></th>
<th>Aug</th>
<th>Sep</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>5,585</td>
<td>1,073</td>
<td>6,658</td>
</tr>
</tbody>
</table>
Next-Gen Statewide Advising System
Student Services - Advising

• Build the foundation for a new integrated K-20 career and education advising system.
  • The inclusion of advising and career planning services for Florida’s students in Pre-K to 20
  • Efficient and effective integration and connections with our clients systems (SSO, N2N, and integration platform)
  • A strong involvement and networking effort from FLVC staff with relevant stakeholders and workgroups
  • A strong commitment and buy-in from clients on our services
• Build the foundation for a new integrated K-20 career and education advising system.
Student Services Summit

Date: February 6–7, 2019

Time: February 6th, 1:00 p.m.–5:00 p.m.
February 7th, 8:00 a.m.–12:00 p.m.

Location: University of North Florida
ITN Committee Discussion

Dr. John Opper
ITN Committee

• Proctor Testing ITN
• 3-4 members needed for review committee
Professional Webinar Series Topics

Dr. John Opper
Professional Webinar Series

• Topics?
  ◦ Artificial Intelligence: *What would be helpful and how do we implement?*
  ◦ Virtual Realities
  ◦ Other Ideas
Afternoon Break

2:30 – 2:45 p.m.
QM System Membership Discussion

Brenda Boyd
DLSS MC Workgroup Updates

Josh Strigle
FLVC Updates – Projects and Catalog Enhancements

Dr. John Opper
Common Prerequisites Manual
Common Prerequisite Manual Enhancements

Moving from PDF to Online User Interface
Common Prerequisite Manual Enhancements

Mobile Design Completed

Next Steps

• Tablet Interface Design
• Desktop Interface Design
Upcoming Project Milestones

- Continue Database Cleanup
- Finalize Design
- Application and Discussion Board
- Committee Workflow and Administrative Screens
Program & Course Catalog
Catalog Program Upload
Training/Roles/Expectations

• Training
  ◦ Two separate online sessions during the month of September 2018. Recorded sessions are available upon request.
  ◦ Updated templates, guides and Data Standards Document (previously Schema) are available.

• Roles
  ◦ Catalog now housed within FLVC Student Services. Derik Wolfe and Stevan Polansky are now providing support for all aspects of the Catalog.

• Expectations
  ◦ Moving forward, institutions must upload Program Data before each Fall term. Automated reminders will be sent through the Catalog and are expanded to include the program requirements as well as the Institution Profile review.
Course Catalog
SUS Quality Designators

• Project underway with statewide workgroup

• Anticipated Timeline
  ◦ Fall 2018 – new catalog fields for course review designations available to pilot institutions
  ◦ Spring 2019 – Faculty award designation information finalized and provided to FLVC
  ◦ Summer 2019 – catalog fields for course review designations available to all FCS and SUS institutions
  ◦ Fall 2019 – public display of course designations begins
  ◦ Spring 2020 – catalog fields for faculty award designations available to all FCS and SUS institutions
Website Updates
• **Admin Tools** are now available under the College & University or High School menu pages

• **Contracting and Testing Center Administration** are located under the College & Universities menu
Florida Faculty Academic Integrity

- [https://dlss.flvc.org/florida-faculty-academic-integrity](https://dlss.flvc.org/florida-faculty-academic-integrity)
- Countering Cheating
- Course Design
- Proctoring Options
- More to come!
Wrap-Up and Adjournment

Josh Strigle
Welcome

Friday, November 9, 2018
**Friday, November 9- Agenda**

8:15 – 8:45 a.m. **CONTINENTAL BREAKFAST**

8:45 – 9:00 a.m. FCS Update

9:00 – 9:15 a.m. SUS Update/ SARA Update

9:15 – 10:15 a.m. USDOE FERPA Discussion

10:15 – 10:30 a.m. **MORNING BREAK**

10:30 – 10:45 a.m. Future Proofing

10:45 – 11:00 a.m. Textbook and Contract Survey Reports

11:00 – 11:30 a.m. Updates from WCET

11:30 – 11:45 a.m. Wrap-Up and Adjournment
FCS Update

Dr. Karinda Barrett
SUS / SARA Update

Dr. Jon Rogers
USDOE FERPA Discussion

Ross Lemke
Morning Break

10:30 – 10:45 a.m.
Future Proofing Update –
Looking at Tea Leaves and
Anticipating Change

Dr. John Oppen
Tea Leaves and Some Hard Data

• The result of a 15 minute presentation at a WCET Summit Meeting in June. Thank you Sally Johnstone and NCHEMS!
• Some additional information that has come to me over the last 6 months in scanning the Chronicle and Inside Higher Education...
• Concern about increasing chatter about the need to increase competition from the private sector in the education space.
• Student career goals/path and a lack of fit with degree programs – the search for alternative pathways
• Gartner analyst discussions
• Mounting evidence...Maybe
Environmental Influencing Factors

• Evidence of a challenged business model
• A loss of confidence in higher education
• Rising tuition and fees
• Student loan debt
• Decline in state support for public education
• A crowded marketplace of education providers
The Shadow Education Sector

- Over 500+ providers
- Millions of students
- Global
- Online, in-person & blended
Department of Education
Proposing Sweeping Changes

Seeking nominations
Meet Jan-Mar of 2019
Rules effective July 1, 2020

Department of Education Proposing Sweeping Changes

• Accreditation...
  • Their oversight of institutions.
  • Ed Dept oversight of agencies.
• Institution partnering with another institution or organization to provide part of a program.
• Responsibilities regarding teach-out processes.

Also faith-based institutions and TEACH grant.

Department of Education
Proposing Sweeping Change

• Simplification of State authorization.
• Definition: “regular & substantive interaction”.
• Definition of the term “credit hour”.
• The relationship between length of program and entry-level requirements for a profession.
• Barriers to innovation for student completion, graduation, and employment.
• Competency Based Education.

Department of Education
Proposing Sweeping Change

• Open federal financial aid to new providers?

• How will you partner with new providers or compete with them?

• How can we incentivize and support innovation in traditional institutions?

## The Cost of College Is Increasing at Unsustainable Rates

<table>
<thead>
<tr>
<th>Year</th>
<th>Annual Income</th>
<th>Percentage of Annual Income</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1970</strong></td>
<td>$6,186</td>
<td></td>
</tr>
<tr>
<td>Annual cost public 4-year institution</td>
<td>$358</td>
<td>6%</td>
</tr>
<tr>
<td>Annual cost community college</td>
<td>$178</td>
<td>3%</td>
</tr>
<tr>
<td>Annual cost private 4-year institution</td>
<td>$1,561</td>
<td>25%</td>
</tr>
<tr>
<td><strong>2016</strong></td>
<td>$57,617</td>
<td></td>
</tr>
<tr>
<td>Annual cost public 4-year institution</td>
<td>$9,970</td>
<td>17%</td>
</tr>
<tr>
<td>Annual cost community college</td>
<td>$3,470</td>
<td>6%</td>
</tr>
<tr>
<td>Annual cost private 4-year institution</td>
<td>$24,820</td>
<td>42%</td>
</tr>
</tbody>
</table>

Source: Department of Numbers
"Average Indexed Monthly Earnings"
"Not Your Mother's College Affordability Crisis"

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A Symbiotic Relationship

• 28 states used tuition to generate more than 50% of their total educational revenue in the 2017 fiscal year.*

• It was the first time more than half of states were recorded relying more on tuition dollars than on government appropriations.

• 25 states did so in 2016.

*According to the State Higher Education Executive Officers association's annual State Higher Education Finance report
The bulk of higher education policies under which we operate today were enacted during a 20-year period of significant growth in high school graduations and college enrollments.

Will enrollments flatten or decline?

What are the implications of operating within a 20-year old policy structure?

The ethnic makeup enrolling students will continue to change and challenge higher education.
Changing Demographics

More Hispanic students

Fewer first-generation students

More adult students

From 2008

10% Birth rate

Plus shift in population from Northeast and Midwest to South and West

Adapted from https://econofact.org/demographic-changes-pose-challenges-for-higher-education

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Assumptions

• Continued funding outlook as projected
  ◦ No fiscal corrections, recessions or significant market downturns
  ◦ Although.....Chatter over a 2020 recession is increasing!
• No terrorist or natural disasters that would adversely affect the state economic outlook
• Current high school graduates can be transitioned to higher education at the same or increased rates.
To Summarize

• Confidence in higher education is being adversely affected by perceived high costs and student debt as compared to starting salaries
  ◦ Student debt has climbed to 1.5 Trillion dollars and has become a major concern across all surveys of public opinion

• Nationally tuition and fees have continued to climb
  ◦ The level of state support has declined with the difference being made up by increased tuition and fees
  ◦ There will be resistance to raising tuition and fees as policymakers and the public focus increasingly on affordability

• There are increasing numbers of challengers in the Higher Education Marketplace
To Summarize

- Nationally, student HS graduations have flattened out and are headed toward a decline. Institutions are likely to be very sensitive to small percentage declines.
- The majority of current higher education leadership has only known periods of expansion and increasing revenues and may not be prepared for the fiscal challenges ahead.
- The student population growth in the future will be increasingly made up of sub-populations that have proven challenging for higher education to graduate.
To Summarize

• Pressure will increase for institutional performance and PBF
• Online program enrollments may begin to peak and competition may lead to market saturation for some programs
  ◦ Competition and market saturation for some degree programs is leading to a downward spiral for some institutions
• There may be some evidence that students are searching for alternative degree program models – private sector influences?
To Summarize

• There are very limited options for increasing revenue to higher education institutions given projected enrollment declines, declining state support, tuition and fees already at perceived high levels and mounting student loan debt.

• The business model that has traditionally surrounded higher education is not sustainable given the factors presented without modification.
Does this resonate with what you are seeing in your states?

Are there other factors not referenced that have come in to play that should be added?

On target or completely off base?
Strategies, Solutions, Saviors?
Facilitate Transformation

Optimize Current Business

1. Improved Institutional Productivity and Products
2. Better Student Experience

Transform Pursue New Business and Models

3. New Product and Services
4. New Business Models
Here is One Suggestion

Plotting a Path to Your Institution’s Digital Potential

- **Digital Enablement:** Is the First Step on Your Path
  - **WWW:** 0-20%
  - **LMS:** 20-40%

- **Online Programs:** 40-60%
  - **CBE:** 60-80%
  - **CBE+B2B:** 80-100%

- **Online OPM:**
  - Deals With Quality but **Not** Scale & Cost

- **Digital Potential:**
  - Deals With Scale, Cost & Quality

*Online Program Management Competency-Based Education Business-to-Business*
Textbook and Contract Survey Report

Dr. John Oppor
The 2018 Textbook & Course Materials Survey: Preliminary Results and Opportunities

*John H. Opper*
Executive Director
Distance Learning & Student Services
Background - Rising Textbook Cost

- Rising tuition and fees
- Student loan debt
  - A loss of confidence in higher education
- Affordability as a focus issue
  - Cost of textbooks for college students
Background – The Survey

- 2012, 2016, 2018
- Institutions, State University System (SUS), and Florida College System (FCS)
- Snapshot of current state of textbook and materials costs and their impact on student success, choices, and degree completion
- Administering every two years or by request
Questionnaire

- 14 core questions
- Four demographic questions can be added
- Around 10 minutes to complete the survey
- System level questionnaire design
  - Drop down list of all institutions
  - Standardization of demographic questions
Sample Questions – Cost

Excluding textbooks, how much did you spend on required instructional materials for the term (handbooks, guides, course packets, and other print or digital learning materials)? (Multiple Choice)

- $0-100
- $101-200
- $201-300
- $301-400
- $401-500
- $501-600
- $601 or more
In your academic career, has the cost of required textbooks caused you to: (Multiple Response)

- Take fewer courses
- Not register for a specific course
- Drop a course
- Withdraw from a course
- Earn a poor grade because I could not afford to buy the textbook
- Fail a course because I could not afford to buy the textbook
- Not purchase the required textbook
- Other
In your academic career, what measures have you taken to reduce your required textbook costs? Check all that apply. (Multiple Response)

- I do not attempt to reduce textbook costs
- Buy used copies from the campus bookstore
- Buy books from a source other than the campus bookstore
- Rent digital textbooks
- Buy lifetime access to a digital version of a textbook
- Rent only the digital textbook chapters needed for the course
- Rent printed textbooks
- Use a reserve copy from the campus library
- Share books with classmates
- Sell used books
Florida Participation

Participants
- Public college and University students

System Level Invitations to Participate
- State University System - Invitation to University Provosts
- State College System – Invitation to College Chief Academic Officers

Institutions
- Share information and link using institution communication channels
- All public institutions participated in 2018 (21,430)
## Textbook Costs by Major

- **2018 Textbook Cost by Meta Major Breakdown by 0-300 and 300 or more**

<table>
<thead>
<tr>
<th>Major</th>
<th>0-300 %</th>
<th>301 or more %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business</td>
<td>49.2</td>
<td>50.8</td>
</tr>
<tr>
<td>Health Sciences</td>
<td>49.3</td>
<td>50.7</td>
</tr>
<tr>
<td>Science Technology Engineering Math</td>
<td>50.8</td>
<td>49.2</td>
</tr>
<tr>
<td>Industry</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Manufacturing and Construction</td>
<td>52.1</td>
<td>47.9</td>
</tr>
<tr>
<td>Social Behavioral Sciences and Human Services</td>
<td>57</td>
<td>43</td>
</tr>
<tr>
<td>Public Safety</td>
<td>57.8</td>
<td>42.2</td>
</tr>
<tr>
<td>Education</td>
<td>60.1</td>
<td>39.9</td>
</tr>
<tr>
<td>Arts Humanities Communication Design</td>
<td>64.2</td>
<td>35.8</td>
</tr>
</tbody>
</table>
Textbook Costs for Students

- Textbook costs for Florida university and college students were still high. However, for the first time since 2012 survey, the overall textbook cost to students trend is lower.

- Compared to the 2016 survey (Spring 2018 vs Spring 2016), there was a significant decrease in the cost categories above $300 from 53.2% to 43.8%, while cost categories of below $300 increased from 45.3% to 56.0%.
Usage: A Rising Problem?

- More required textbooks are purchased but not always used in course instruction.

<table>
<thead>
<tr>
<th>Year</th>
<th>Survey</th>
<th>Textbook Purchased But Not Used</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>1.60</td>
<td>2012 Survey, 1.60</td>
</tr>
<tr>
<td>2016</td>
<td>2.60</td>
<td>2016 Survey, 2.60</td>
</tr>
<tr>
<td>2018</td>
<td>3.57</td>
<td>2018 Survey, 3.57</td>
</tr>
</tbody>
</table>
Florida students are reducing costs by a variety of means. The most-used cost-saving measure reported by students is purchasing books from a source other than the campus bookstore (66.0%). The top two increase categories were rent digital textbooks (increased by 11.8%) and buy used copies from the campus bookstore (increased by 4.2%).

<table>
<thead>
<tr>
<th>Activity</th>
<th>2018 Survey %</th>
<th>2016 Survey %</th>
<th>Difference %</th>
</tr>
</thead>
<tbody>
<tr>
<td>I do not attempt to reduce textbook costs</td>
<td>4.4</td>
<td>3.2</td>
<td>1.2</td>
</tr>
<tr>
<td>Buy used copies from the campus bookstore</td>
<td>53</td>
<td>48.8</td>
<td>4.2</td>
</tr>
<tr>
<td>Buy books from a source other than the campus bookstore</td>
<td>66</td>
<td>63.8</td>
<td>2.2</td>
</tr>
<tr>
<td>Rent digital textbooks</td>
<td>41.4</td>
<td>29.6</td>
<td>11.8</td>
</tr>
<tr>
<td>Buy lifetime access to a digital version of a textbook</td>
<td>5.6</td>
<td>3.1</td>
<td>2.5</td>
</tr>
<tr>
<td>Rent only the digital textbook chapters needed for the course</td>
<td>7.7</td>
<td>5.4</td>
<td>2.3</td>
</tr>
<tr>
<td>Rent printed textbooks</td>
<td>47.8</td>
<td>47</td>
<td>0.8</td>
</tr>
<tr>
<td>Use a reserve copy from the campus library</td>
<td>11.7</td>
<td>10.4</td>
<td>1.3</td>
</tr>
<tr>
<td>Share books with classmates</td>
<td>27.1</td>
<td>23.7</td>
<td>3.4</td>
</tr>
<tr>
<td>Sell used books</td>
<td>37.4</td>
<td>39</td>
<td>-1.6</td>
</tr>
<tr>
<td>Other (please specify)</td>
<td>10</td>
<td>9.5</td>
<td>0.5</td>
</tr>
</tbody>
</table>
The high cost of textbooks is negatively impacting student access, success, and completion.

Compared to Spring 2016 survey, it is worth noting that the percentage of each negative impact category was decreased by 2 to 5 percent.

The result is in line with the trend of overall decrease of the textbook cost and increase of the using strategies to reduce textbook cost.
Questions
Contract Survey

• Sharing next week after input from the Executive Committee
• Due by December 10th

• Important notes:
  ◦ Next ITN to be on Closed Captioning
Updates from WCET

Dr. John Opper, Dr. Vicki Brown and Josh Strigle
Wrap-Up and Adjournment

Josh Strigle