

## Distance Education Task Force Presentation to the University Senate

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## Task Force Members

- Daniel D. Bennett, Dean, College of Architecture, Design and Construction, Chair
- Amit Mitra, Associate Dean, College of Business
- Christa D. Slaton, Associate Dean, College of Liberal Arts
- Dennis A. Shannon, Professor, Agronomy and Soils
- Doyle C. Bickers, University Registrar
- Drew Clark, Director of Institutional Research
- George T. Flowers, Dean, Graduate School
- Greg C. McCoy, Student Financial Services
- Jonathon C. Davis, Director of Information Technology, ACES
- Kathleen A. McClelland, Manager, Instructional Media Group, OIT
- Linda S. Glaze, Associate Provost for Undergraduate Studies
- Mary Sue Barry, Associate Professor, College of Education
- Monica L. Deture, Director, Distance Learning and Outreach
- Paul W. Jungnickel, Associate Dean, Harrison School of Pharmacy
- Randall S. McDaniel, Professor, Special Education
- Richard C. Ruff, Director, College of Engineering Outreach
- Tracy D. Donald, Assistant Director, Office of Students with Disabilities

## Primary Task Force Charge:

Develop recommendations to expand  
Distance Education offerings at Auburn University

### Related Task Force Goals:

- Expand non-degree /non-credit new course offerings for personal and professional development
- Expand new offerings for degree-seeking undergraduate students
- Expand new offerings for graduate and first professional students
- Make recommendations regarding financial and policy frameworks required to support the new offerings
- Recommend improvements to existing marketing and publicity for Distance Education

## Approach Taken

- Develop glossary of terms
- Develop an inventory of existing AU Distance Education offerings
- Conduct a review of Distance Education offerings at national peer institutions
- Determine existing constraints and issues regarding re-defining and expanding Distance Education at Auburn University
- From the background developed, make recommendations (procedures and policy) regarding the expansion of Distance Education

## Policy Recommendations

- For those disciplines where tuition rates cannot cover required costs and whose offerings are desired by AU for distance delivery, funds should be made available to cover the required costs
- The university should review the general fund distribution in consideration of needs required to support distance education (the library, OIT, Office of Students with Disabilities, etc.)
- Provision of campus facilities for distance delivery by participating academic units is recommended (to include production studios, technical staff, equipment, etc.)
- Financial support should be provided to the Office of Distance Learning and Outreach Technology to ensure appropriate technical and marketing support. Marketing should occur through the University web site and other appropriate print and media venues
- Implement a university-wide assessment of Distance Education. This should be done in a manner that is consistent across the campus (the same for all colleges and schools) and developed in a way that learning can be compared between distance and traditional delivery formats

## Policy Recommendations: Tuition

The offering unit will determine:

A) Students will be subject to tuition rates set by the offering unit and determined by market forces and internal cost analysis

OR

B) Students will pay tuition rates based on status

## Procedural Recommendations

### Graduate, First Professional Degree and Certificate Programs:

- Existing graduate courses and programs will continue to be offered to off-campus students in formats developed by the offering unit
- All regularly admitted graduate students will be eligible to take distance courses
- Off-campus degree/non-degree-seeking students must meet AU's minimum admission requirements

## Funding

- The Office of the Provost, the Graduate School, colleges/schools and departments, along with the Office of Distance Learning and Outreach Technology, will identify subject areas where new distance delivery courses are desirable
- Start-up funds and costs incurred for developing and offering blocking courses (including faculty salaries, prep time, IT needs, etc.) will be provided by the Central Administration from funds obtained through revenue-sharing agreements

### The following Five Tier Revenue Sharing Plan is proposed:

- The offering unit assumes all of the risk and keeps all revenues (minus the rate to be returned to the Central Administration as set by the Board of Trustees (currently set at \$63 per credit hour)
- The Central Administration assumes all of the risk and guarantees recovery of all costs. The offering unit receives 10% of the revenue ... the Central Administration retains 90% of the revenue
- The offering unit funds all instructional costs. The offering unit retains 50% of the revenue ... the Central Administration retains 50%
- The offering unit funds all instructional and production costs. The offering unit retains 66% of revenue ... the Central Administration retains 34%
- The offering unit assumes all financial risk and guarantees recovery of costs. The offering unit receives 90% of revenue ... the Central Administration retains 10%

### Faculty Compensation

- The offering unit will determine, through negotiation with faculty, whether compensation for course development will be through release time or through extra compensation
- Subject to approval by the Dean and Provost, the offering unit will determine whether faculty will be compensated for teaching a distance course on a "per course basis", a "per student enrollment/per course basis", or as part of the faculty member's regular on-load assignment