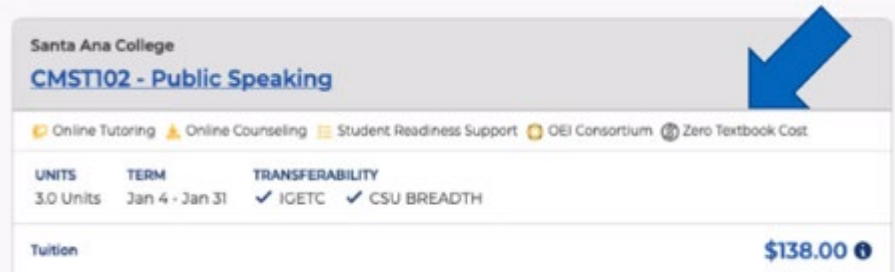# Distance Education Advisory Group Meeting Agenda/Summary

March 9, 2022

- DE Strategic Plan
    - Discussed, reviewed/accepted updates.
    - Will forward final plan to Academic Senate.
- Canvas messages to entire class
    - Discussed faculty requests to eliminate the Canvas ability for students to message all students in the class without the instructor.
    - Agreed that DE should follow up with Canvas and test the student messaging environment without the instructor. Instructor messaging to the entire class should not be affected.
    - Will look into an addition to student handbook to include electronic communication.
    - A Shout Out will be sent on voting up an "idea" to allow students to block other students and to prevent students from sending message to all students at a class level.
- PIO marketing, ease of student distribution suggestions
    - Agreed that an image with alt-text provided is ideal for faculty to post
- Student Survey & Faculty Survey – Planning
    - Discussed the importance of clarity for DE course types for students.
    - Will send out a draft prior to the next meeting for review.
    - Plan to finalize at the next meeting for Survey distribution in week 11.
- Updates
    - Training Requirements for Synchronous modalities
    - "Live Online Teaching" Course – hold
    - Online Degree Pathway
        - Added Political Science
        - Marketing efforts underway
            - Billboard (4 weeks starting 1/07/22) – Average weekly impressions – adults 18+ = 306,167
            - Google Search for January: Click through rate was 8.46%, average pages 2.37
            - facebook, Instagram (2 months, beginning 4/04-ish)
            - Working with PIO group
                - Website improvements
                - Google ads/banner
    - Open Education Week (3/07 – 3/11)
        - Annie and Jodi updated on OER activities.
    - Online Teaching Conference – June 30-July 1, Long Beach Convention Center
    - CVC-OEI
        - Now – on https://cvc.edu/adt/ SAC ADT's: Business Admin, Psychology, Sociology, Communication Studies, Political Science
        - Will be expanding the badges to include a ZTC badge
        - From February's CVC-OEI Consortia meeting
            - Used a SAC ZTC course as an example

Next Projects
- Spring Student Survey
- Spring Faculty Survey
- DE Faculty Handbook
- Update Regular Effective contact

Spring 2022 Meeting Dates:
- February 9
- March 9
- April 13
- May 11