The function of the Distance Education Committee is to develop and review policies and procedures necessary to the implementation and evaluation of the distance education program at Imperial Valley College.

Membership

☑ Dr. James Patterson, Administrative Representative, Co-Chair
☑ Gaylla Finnell, Distance Education Coordinator, Co-Chair
☑ Kevin Howell, Faculty Representative (late -excused)
☑ Cathy Zazueta, Faculty (non-teaching) Representative
☑ Deirdre Rowley, Faculty Representative
☑ Xochitl Tirado, Faculty Representative (2:00pm)
☑ Dr. Nannette Kelly, Faculty Representative
☑ Richard Epps, Part-Time Faculty Representative
☑ Martha Olea, Classified Representative
☑ Paige Lovitt, DSPS Representative
☐ Omar Ramos, Technology Representative
☑ Lidia Zambrano, Student Representative
☑ Melody Chronister, Recording Secretary

Others Present: Kathleen Dorantes, English Department Chair, Sidne Horton, CTA Rep., Mary Jo Wainwright, CTA Rep.

1. **Call to Order & Welcome**
   Coordinator Finnell called the meeting to order at 1:32pm on Wednesday, March 11, 2015.
   a. Welcome to new Non-Teaching Faculty Representative: *Cathy Zazueta*

2. **Consent Agenda**
   a. Approval of Minutes for December 10, 2014
   M/S (Epps/Lovitt) to approve the minutes of the December 10, 2014, regular meetings of the DE Committee, as presented.
   Motion approved unanimously.

3. **Action Items**
   a. None

4. **Reports**
   a. **Blackboard – Omar**
   There have been some issues with Blackboard that is impacting our tutoring pilot. There was also an issue with the email feature (was unable to identify students). The challenges with the student email was remedied on Monday.

   b. **ADA Compliance – Paige**
   A summit was attended. Information was shared.

   c. **Student Support – Martha**

Most common challenges with students is the Blackboard password (students forget it – hard to retrieve it). Students are still having issues with printing (mentioned Syllabus specifically).

Martha also shared that there are unique challenges with ESL majors and computer/Blackboard use. Suggested tutorial for students on how to use Blackboard. Coordinator Finnell did indicate that faculty teaching online should have received the needed training to assist students in Blackboard navigation/composition. However, faculty that are web-enhancing their courses may not have had the same level of training.

    d. Students – Lidia
No challenges to report.

    e. Faculty – Faculty Representatives
Discussion ensued on the number of services provided on campus, but in multiple areas, making it challenging to get the needed assistance.
Member Epps brought up the importance of simplifying the interface for our students so it is not so challenging.
Member Olea asked a general question about waitlist procedures. The process was clarified. Member Zambrano shared that students have also had challenges with waitlist use and notifications.

5. Discussion and Information Items

    a. Social Media Policy and Anti-Bullying/Harassment Policy
This is being brought back (was introduced at the December meeting). Coordinator Finnell shared that she used UC Berkeley's policy as a template. She understands that the policy may have items that need to be negotiated and/or approved by other entities on campus, this document is to just start the discussion. It was recommended that this should be addressed by the Academic Senate and the Associated Student Government, who would then make a formal recommendation to establish said policy. Ultimately it is the governing board that sets policies for the campus. It was agreed that a social media policy is necessary. At the next meeting the committee will review the anti-bullying policy.

    b. Progress Report re Goal Attainment -

        i. Professional Development
There are many training opportunities available to IVC faculty. We can also even have training customized specifically for IVC by @ONE. ATLAS has provided training opportunities. ICOE also has training opportunities available. As ATLAS phases out, we will need to look for additional professional development opportunities that specifically targets DE faculty. CCCConfer training was suggested as a possible professional development opportunity. It was mentioned that August ATLAS may be an opportunity to offer DE professional development activities like these.
It was mentioned that the DE committee also needs to follow-up on the student equity funds that were supposed to be dedicated to DE professional development activities as indicated in the Student Equity Plan.

        ii. Increase Enrollment in Online/Hybrid Courses
Students are contacting the DE Coordinator looking for more online courses. If we are not offering planning on offering/developing them in the near future she is referring them to the OEI site to see if other CCCs are offering the desired courses.
Due to our accreditation status (warning) we are unable to make substantive changes to any programs, which has impacted the number of online courses we are authorized to develop at this time. Hopefully this is cleared up with this next accreditation visit coming up.

        iii. Develop Faculty Handbook
In Progress.

        iv. Develop 3-year DE Plan

Coordinator Finnell will work with SIDICCA to develop this.

    v.   Develop State Authorization Policy
Has to be done this semester. The deadline is July 1st, 2015, or our financial aid is in jeopardy. The state is working on a reciprocity agreement with other states, but it would cost us at least $4,000 a year (plus additional fees) to go this route. We do not have to allow students to enroll in our courses from outside of the state if these expenses are a concern. It was discussed about the very limited enrollment IVC has from students outside of California and Arizona (which we already have an agreement with), so restricting out-of-state online enrollment may be an option IVC wants to consider. If we go this route, a grievance process would also need to be put in place in the event a student wants to challenge the admission denial. If we find we want to increase our out-of-state student enrollment we could always modify this policy at a later time. A draft of said policy will be brought forth to the next meeting for review.

c. @ONE Training Update
@ONE is revamping their training which will allow completion in 12 weeks instead of taking the courses separately over a longer period of time (taking at least 20 weeks to complete). This new course sequence would be free. This should help address current problems with @ONE course availability. This new course structure is presently being reviewed by the Academic Senate (State), so most likely will not be introduced until Fall 2015. This means that the DE development policy will need to be brought back to the committee for modification to incorporate these @ONE course changes.

Concerns were expressed on the quality of the @ONE courses. Member Epps also expressed issues with Blackboard integration with publisher content/tools. Guest Horton suggested that the committee members brainstorm on if/what is needed to make DE successful. If there is a need for staff support, then that discussion should take place.

d. OEI Update
    i.   Tutoring - NetTutor
Member Tirado shared that there were initially issues with the tutoring features and Blackboard, but those issues have been resolved. Her goal is to have her next class assignment require the use of this new tutoring service to test it out. Students are supposed to be able to get feedback back from the online tutor within 48 hours and/or work one-on-one with the tutor live. A question was asked where these tutors are located. It was identified that the tutors are from a company called NetTutor. NetTutor also prepared special flyers and tutorials for IVC students enrolled in the OEI pilot courses. It was asked about how this impacts the plans to have "one-stop" tutoring services on campus. It was expressed that there should still be a need for these services on campus.

    ii. Student Readiness – Quest for Success
This is another area of the OEI pilot. This is as online orientation/assessment to determine if a student is ready/prepared to take courses online. This is planned to be piloted in Summer 2015 or Fall 2015.

    iii. CCMS - Canvas
It was announced that the OEI has officially selected Canvas as their CMS. This means that all OEI pilot courses will be delivered using Canvas. IVC has a contract with Blackboard until 2017. Blackboard is working on a new version of their platform that we may have an opportunity to try out before our contract expires. We pay $90,000 a year and $20,000 for the telephone/online support. We will be given an opportunity to try out Canvas due to our involvement with the OEI pilot. Coordinator Finnell anticipates that Canvas will be much more cost effective and user-friendly. She recommended that the DE Committee members go onto their website and check them out.

    e. Hybrid Courses - Math 119 (Spring 2015)

An emergency came up due to an unexpected loss of a part-time faculty member only four days prior to the start of the Spring 2015 semester. This class was full, so measures were taken to keep this course by allowing it to be team-taught as a hybrid course. The instructor teaching the online portion of the course had already been approved to teach this course as a fully online course, so only a slight modification was needed.

Coordinator Finnell asked Member Zambrano what she thought about team teaching. She said she didn't mind the idea as long as the assignments didn't clash with two teachers.

    f. New OL Course Evaluations

The deadline to submit courses for approval for Summer/Fall online course offerings is April 1st. It was a consensus of the committee that this is a hard deadline – with no delays allowed. There is a great need for online courses, but the development process has caused delays in developing new online course offerings. Many of those that have been on the list to develop courses for future terms have expressed delays in their development (asking to be postponed to future terms). Discussion ensued on the present DE policy requirements.

    g. Conferences and Training

The Online Teaching Conference is June 18-19th 2015 in San Diego. More information to come.
The Academic Senate regional meeting is coming up on March 20th.

    h. Other

None.

6. **Under Development**
   a. State Authorization Policy
   b. DE 3-Year Plan
   c. Online Faculty Handbook

7. **Next Meeting:** Tuesday, **April 14, 2015,** @ 1:30pm in Room 3102

8. **Adjournment** 3:05pm

DISCUSSION/INFORMATION ITEMS

Discussion/Information Item 5a:

**Imperial Valley College
Social Media Policy - DRAFT**

Scope
This policy applies to all use of social media by Imperial Valley College (IVC) students, faculty and staff to represent or discuss matters concerning IVC and/or members of the IVC community, whether or not such use involves IVC's network or other computer resources.
"Social media" is a term used to describe tools and platforms that enable individuals to share ideas and content quickly and easily. Examples of popular social media include, without limitation, texting, blogs and propriety platforms such as Twitter, Facebook, LinkedIn®, My Space, YouTube and Flickr®.

Purpose
This policy (1) provides guidance concerning the use of social media through IVC's network, systems or equipment and/or the use of social media to represent or discuss matters related to IVC and/or members of the IVC community; and (2) sets forth rules for the administration of IVC social media sites.

Introduction
Within recent years, the growing popularity of social media has fundamentally changed the way we communicate as individuals and as an Institution. IVC recognizes and embraces the power of social media, and the opportunity those tools provide to communicate with the IVC community, including students, faculty, staff, parents, alumni, and other interested parties.

It is important to recognize, however, that the use of social media at or concerning IVC is governed by the same laws, policies, and rules of conduct and etiquette that apply to all other activities at or concerning IVC. Even activities of a private nature conducted away from IVC can subject you to disciplinary action if they reflect poorly on IVC or interfere with the conduct of IVC business.

USAGE GUIDELINES

A. Rules for Posting to Social Media Sites

When posting to any IVC social media site, communicating with members of the IVC community, or discussing
IVC on any site, even through your own personal account or using your own phone, computer or other device without using the IVC network or equipment,

► Do
- Remember that laws and IVC policies governing inappropriate conduct such as sexual (or other) harassment, bullying, discrimination, defamation, infringement of copyright and trademark rights, and unauthorized disclosure of student records and other confidential and private information apply to communications by IVC students, faculty and staff through social media.
- If endorsing IVC, accurately disclose your relationship to IVC. When using IVC sites or acting within the scope of your IVC responsibilities, you may only endorse IVC, its programs, or its services if you have been authorized to do so by IVC.

► Do
- Carefully consider the accuracy, clarity, length (brief is better) and tone of your comments before posting them. Posts on social media sites should protect IVC's institutional voice by remaining professional in tone and in good taste. Remember, your posts may last forever.

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- Sign your post with your real name and indicate your relationship to IVC. Do not use pseudonyms or post anonymously.
- Respect the views of others, even if you disagree.
- Be truthful, accurate and complete in describing IVC programs and services.
- Strive to be accountable to IVC audiences via regular updates and prompt responses when appropriate.
- Obey the Terms of Service of any social media site or platform in which you participate.
- Whenever appropriate, link back to information posted on the IVC website instead of duplicating content.
- When linking to a news article about IVC, check first to determine whether you can link to a release from IVC rather than another media outlet.
- Whenever, as a member of the IVC faculty, you utilize a social medium as a means of student participation in course work be sure to also provide a practical and appropriate alternative for students who may be unable or reluctant to utilize that social medium (for example, some students may not be comfortable with opening a Facebook account).

► Do Not
- Use social media to harass, threaten, insult, defame or bully another person or entity; to violate any IVC policy; or to engage in any unlawful act, including but not limited to gambling, identity theft or other types of fraud.
- Post or store content that is obscene, pornographic, defamatory, racist, excessively violent, harassing, threatening, bullying or otherwise objectionable or injurious. In addition, do not attempt to compromise the security of any IVC social media site or use such site to operate an illegal lottery, gambling operation, or other illegal venture.
- Post copyrighted content (such as text, video, graphics or sound files) without permission from the holder of the copyright. Remember, even information that is widely available to the public (such as text, photographs, or other material posted on the Internet) may be subject to copyright restrictions that prohibit unauthorized duplication or dissemination.
- Use IVC's name, logo or trademarks for promotional announcements, advertising, product-related press releases or other commercial use, or to promote a product, cause, or political party or candidate.
- Disclose confidential IVC information, non-public strategies, student records, or personal information concerning past or present members of the IVC community without proper authorization.
- Make false claims or representations about IVC programs or services, and do not speculate or guess if you do not know the information.

► Do Not
- Spread gossip, rumors, or other unverified information. Furthermore, do not assume that everything posted on a social media site is true.
- Spend excessive time using social media for personal purposes during working hours or use any IVC social media sites, networks, equipment or peripherals for unauthorized commercial purposes.
- Transmit chain letters, junk email, or bulk communications.
- Be rude or argumentative, or use inappropriate language. [Correct factual inaccuracies but avoid negative exchanges whenever possible.]
- Be careless with spelling or syntax, or use language that may easily be misunderstood.
- Post a person's photograph or video image without first obtaining permission and signed talent releases from anyone depicted in the photograph or video.

  Note: Please keep in mind that photographs posted on social media sites can easily be appropriated by visitors. Consider adding a watermark and/or posting images at 72 dpi and approximately 800x600 resolution to prevent copying. Images at that size are sufficient for viewing on the Web, but not suitable for printing.

- Represent your personal opinions as institutionally endorsed by IVC. If you are not authorized to post specific content on behalf of IVC, then the following disclaimer should appear in your post: "These are my personal opinions and do not reflect the views of Imperial Valley College."
- Expect that your posted content will remain private or that dissemination will necessarily be limited to your intended audience, **even if you are accessing your own private account over the IVC network or using IVC equipment or peripherals.**

- Attempt to mask your identity or attribute your comments to another person (real or fictitious).
- Insult, disparage, disrespect or defame IVC or members of the IVC community.

Note: In accordance with applicable laws and regulations, subject to other applicable IVC policies, this Policy does not prohibit associates from using social media to discuss among themselves, even in terms that may be critical of IVC, matters relating to the terms and conditions of their employment.

- Discuss legal issues or risks, draw legal conclusions, on pending legal or regulatory matters involving IVC.

Note: IVC is not responsible for monitoring or pre-screening content posted on its social media sites. Notwithstanding the foregoing, IVC reserves the right to monitor its sites and remove, without notice, any content that IVC determines to be harmful, offensive, commercial in nature, or otherwise in violation of law or this Policy. If you become aware of objectionable content posted on a IVC social media -- or objectionable comments concerning IVC that are posted on an unaffiliated site – please notify the Director of Information Technology promptly.

B. Posting to Social Media Sites Not Administered by IVC

IVC is aware that members of the IVC community may wish to express their personal ideas and opinions through private social media that are not administered by IVC.

Nevertheless, IVC reserves the right, under circumstances it deems appropriate and subject to applicable laws and regulations, to impose disciplinary measures, up to and including dismissal from IVC or termination of employment, upon students, faculty, or staff who use private social media sites or communications resources in violation of the Usage Guidelines in this policy or in ways that reflect poorly on IVC or are deemed to interfere with the conduct of IVC business.

In appropriate cases, such conduct may also be reported to law enforcement authorities.

SITE APPROVAL, ADMINISTRATION AND REQUIREMENTS

With appropriate authorization, IVC social media sites may be administered on behalf of (a) IVC as an institution; (b) Individual programs or departments; (c) members of the faculty, in connection with a specific course; or (d) student organizations. **Unauthorized use of the IVC name, logo, or trademarks without the express permission of an authorized official of IVC is strictly prohibited.**

A. Authorization of Social Media Sites

Any person or organization who seeks authorization for a new site will be expected to articulate an appropriate purpose of the site and a reasonable plan for managing its content.
- **Institutional sites** that represent IVC as a whole must be authorized in advance by the Superintendent/President of IVC.
- **Program and departmental sites** must be authorized in advance by the Division Dean or Department Chair, respectively, and approved by the Vice President of Academic Services.
- **Sites administered by members of the faculty in connection with specific courses** must be authorized by the faculty member and approved by the Division Dean or Department Chair, respectively.
- **Sites sponsored by recognized student organizations in connection with specific activities** must be authorized by the Dean of Student Affairs & Enrollment Services/ASG Advisor.

Note: When naming pages or accounts, selecting profile pictures or icons, and selecting content to post, authorized IVC sites that represent only a segment of the IVC community (for example, a program, department or course) should take care to avoid the appearance of representing the entire institution. **Names, profile images, and posts should all be clearly linked to the particular program, department or course.**

B. Site Administrators

Each authorized IVC social media site must have a designated administrator. In addition, the Director of Information Technology (or delegate) shall be included as an administrator on any IVC social media site.

C. Site Registration

All IVC social media sites shall register each term with the IVC Information Technology Department. In addition, the Information Technology Department shall keep track of registrations and may, in its discretion, review site content (but is not required to do so). If a site does not register (or renew its registration) for a term, or if the Information Technology Department becomes aware of content posted on an IVC site in violation of this policy, the Information Technology Department shall promptly take appropriate action, which may include notifying the site administrator, the official who authorized the creation of the site, and/or other IVC officials, removing the offending content and/or closing the site.

D. Site Requirements: Required Terms of Use, Privacy Policies, and Disclaimers

- **Terms of Use.** Every IVC social media site shall clearly set forth **Terms and Conditions of Use** applicable to the site, which shall incorporate the **Usage Guidelines for Imperial Valley College Social Media Sites** substantially as they appear in this policy.

- **Privacy Policy.** For sites on which personally identifiable information is recorded, the Terms and Conditions of Use must also include either (a) a link to or (b) the text of the **IVC Internet Privacy Policy.**

- **Acknowledgement and Agreement.** The Terms and Conditions of Use must also include the following **Acknowledgement and Agreement:**

  "In connection with the use of this Site and as a condition of such use, the user expressly acknowledges and agrees that any use of the site is subject to these Terms and Conditions of Use; that these Terms and Conditions of Use may change without notice and continued use of the site constitutes acceptance of such changes; that IVC neither endorses nor shall be held liable for the content of any postings that are not made by authorized IVC personnel or that are in violation of this policy; and that the user shall indemnify IVC, its affiliates, and their respective officers, directors, trustees, employees, agents and representatives from any and all expenses and liabilities, including but not limited to reasonable attorneys' fees, resulting from any content posted by such user or any violation of these Terms and Conditions of Usage."

- **Disclaimer.** Every IVC social media site shall also include a disclaimer stating the following:

  "Content posted to this site represents the views of the individuals who post it and, unless stated otherwise, neither represent the views of, nor are endorsed by, Imperial Valley College."

Questions?

Violators may be subject to disciplinary action, up to and including dismissal from IVC or termination of employment. Any questions regarding site administration or Usage Guidelines may be addressed to the IVC Information Technology Department.