

ARTICLE 30 **eLEARNING**

30.§1 **PRINCIPLE.** This article establishes policies, procedures, and compensation guidelines for the development, preparation, presentation, transmission, or re-transmission for eLearning.

30.§2 DEFINITIONS: eLearning courses are those where the instructor and the student are separated geographically so that face-to-face communications are limited or non-existent. eLearning at Western includes distance education and open learning.

30.§2.1 ~~DISTANCE EDUCATION~~ *Distance Education.* Distance education means education that uses one or more of the following modalities to deliver instruction to students who are separated from the instructor and to support regular and substantive interaction between the students and the instructor, synchronously or asynchronously. The modalities used may include:

30.§2.1.1 The internet (online) Any single offering of a course that is delivered through the internet may be further categorized as hybrid or online:

HYBRID: There is a mix of distance and face-to-face instruction, with at least 51% of the instruction online.

ONLINE: No required face-to-face meetings, delivery is all online.

30.§2.1.2 One way and two way transmissions through open broadcast, closed circuit, cable, microwave, broadband lines, fiber optics, satellite, or wireless communications devices.

30.§2.1.3 Audio conferencing.

30.§2.1.4 Video cassettes, DVDs, and CD-ROMs, if the videocassettes, DVDs or CD-ROMs are used in conjunction with any of the modalities listed in sections 30.§2.1.1 through 30.§2.1.3.

30.§2.2 ~~OPEN LEARNING~~ *Open Learning (Correspondence Education/Courses).*

Open Learning is defined as education provided through one or more courses by an institution under which the institution provides instructional materials, by mail or electronic transmission, including examinations on the materials, to students who are separated from the instructor. With open learning, interaction between the instructor and the student is not regular and substantive, and is primarily initiated by the student.

Correspondence courses are typically self-paced.

Correspondence education is not distance education.

Traditional classes and the use of technology to enhance or support instruction do not

meet the definitions of distance education, open learning, or eLearning.

~~30.§2 DEFINITION. eLearning courses are those where the instructor and the student are separated geographically so that face to face communications are rare or non-existent. Instruction occurs instead through media including, but not limited to: live or recorded visual presentations and material using direct signal or cable, transmission by telephone line, fiber optic line, digital and/or analog videotape, audiotape; CD-ROM; DVD; computer and internet technology; e-mail or other electronic means, now known or hereafter developed. To be eligible for stipends per 30.§4.3, eLearning courses must be delivered through the Western Michigan University (WMU) Academic Technology and Instructional Services (ATIS) department.~~

~~30.§2.1 WEB ENHANCED: Using a course management system (such as WebCT) or other web-based resources for communication and discussion, with the majority of the course remaining as traditional face to face interaction. These courses are generally supported by ATIS staff, although not delivered through ATIS (these courses are not eligible for the eTeaching stipend per 30.§4.3).~~

~~30.§2.2 HYBRID: Face to face classroom instruction is limited to one fourth (1/4) of total class time; the remainder of instruction is through eLearning modalities.~~

~~30.§2.3 FULLY ONLINE: No required face to face meetings, delivery is through eLearning modalities.~~

~~30.§2.4 COMPRESSED VIDEO INTERACTIVE TELEVISION (CVIT): face to face classroom interaction via audio and video technologies (established CVIT rooms). EUP site to site courses are supported by ATIS, not delivered through ATIS (i.e., these courses are not eligible for the eTeaching stipend per 30.§4.3).~~

30.§3 ACADEMIC FREEDOM. Faculty members engaged in eLearning shall have academic freedom in discussing their subject. Individual faculty members should have the same responsibility for selecting, developing and presenting content or other materials in courses offered through eLearning technologies that they have in those offered in traditional classroom settings.

30.§3.1 eLearning courses will be developed using ~~the~~ a Western Michigan University instructional design process and adhere to agreed upon course development, quality, and program standards established by the academic department and any departmental committees with consultation ~~guidance~~ provided by Extended University Programs Online Education. eLearning courses and course materials must be completely developed prior to enrollment. All eLearning course must meet all copyright requirements, minimum technical standards, be compliant with all accessibility regulations, as well as align with federal, state, and accreditation standards for quality assurance.

~~Methods of presentation and course materials are to be under the control of the faculty assigned to develop and/or teach the eLearning course, with consideration of ATIS design/layout guidelines to maintain consistency. Course content must be~~

~~prepared/documented prior to release of an eLearning course, including, if applicable: textbooks, lessons, quizzes, exams and any other material needed for course presentation.~~

30.§3.2 eLearning courses (or modifications thereof) shall comply with all of the standard procedures and criteria ~~which have been established for traditional in-the-classroom for~~ eLearning courses— including but not limited to, faculty involvement at the level of course development and approval, selection of qualified faculty to teach the course, pedagogical determinations about appropriate class size, copyright clearance, and oversight of all final course offerings by the appropriate faculty committee to ensure conformity with previously established traditions of course quality and relevance to programs.

30.§3.3 Oversight by the faculty member's colleagues within the department or program shall be subject to the usual norms and responsibilities of supervision and oversight associated with the functions of the department or program.

30.§3.4 Assistance to faculty members in designing, developing, and assembling learning objects into eLearning courses, and additional services associated with eLearning courses, shall be provided by Extended University Programs. An eLearning Resource Laboratory consisting of software and hardware used to develop learning objects will be provided to faculty by Extended University Programs.

~~Assistance to faculty members in converting course content into usable eLearning media, and additional services associated with eLearning courses, shall be made available to the greatest extent possible by ATIS.~~

30.§4 WORKING CONDITIONS. Bargaining-unit faculty members shall be given preference over all non-bargaining unit personnel in the presentation and/or implementation of courses. They shall not be required to teach eLearning courses.

30.§4.1 Determination of class size for an eLearning course will be based on pedagogical and fiscal considerations.

30.§4.2 The initial course content development of an eLearning course usually takes ~~place in the semester~~ three to six months prior to the course offering, and it may be spread over a year. Course content development ~~is defined, but not limited to~~ often includes: development of a course storyboard outlining instructional strategies ~~to be utilized~~; learning outcome assessment methods; communication strategies and opportunities; test banks with feedback prompts; exercises and activities; design and development of learning objects; development of any supplemental learning activities and materials; establishing student expectations and implementing student success/support strategies. ~~Lesson plans and student materials, selection of textbooks and support materials, copyright clearance, participation in planning meetings for eLearning adaptation, and the development of any additional materials.~~ ATISEUP CVIT courses where no course content development occurs are not eligible for the eTeaching course development stipend.

30.§4.3 Faculty ~~members~~ members who develop fully online courses through Extended University Programs will receive a three thousand dollar (\$3,000) course development

stipend. The course development stipend will be paid in two equal installments. The first installment will be paid upon completion of developing a course storyboard with the support of an eLearning instructional designer. The second installment will be paid upon completion of the course development process, which includes consultation on pedagogy appropriate to eLearning, and after the course has met all ~~has met all pedagogical,~~ copyright, accessibility, and technical requirements.

Joint course development of eLearning courses is encouraged and faculty members who jointly develop fully online courses will equally divide the course development stipend and ~~equally and share~~ intellectual and usage rights to the course, unless otherwise specified in a written agreement.

~~teaching eLearning courses (hybrid, fully online and CVIT) offered through ATIS will receive an extra one thousand dollar (\$1,000) eTeaching stipend per course delivery for up to three sections delivered.~~ Faculty member's acceptance of the ~~extra compensation for eLearning delivery and/or support through ATIS~~ **course development stipend** grants WMU limited rights of usage of those materials, as determined by the originating faculty member and the department chair. Faculty members have the right to waive (in writing – via an ~~an~~ **ATIS** letter of intent) the ~~eTeaching~~ **course development** stipend.

30.§4.4 eLearning courses may be included as part of the faculty member's regular load, or may constitute an overload, or be a combination of both, as approved by department chair and college dean. Grades will be issued using normal University procedures.

30.§5 INTELLECTUAL PROPERTY. Courses and course delivery shall not be recorded (audio- or video-taped or digitally captured) without prior knowledge and consent of the faculty member. Such recordings are not to be re-used without the written consent of the faculty member. Copyright of recordings of courses, course presentations, computer-assisted instructional content, course content developed, or other digital materials created by the faculty member(s), shall be owned by the faculty member(s), as in the case of traditional course material.

30.§5.1 The faculty member (or an appropriate faculty body) who **develops course content** ~~creates the course content materials (or adapts a pre-existing course to an eLearning format)~~ for use in eLearning shall exercise control over the future use, modification, and distribution of instructional material, and shall determine whether the material should be revised or withdrawn from use.