

# ONLINE INITIATIVE MATTERS

THE NEWSLETTER ABOUT THE LUCAS COLLEGE ONLINE INITIATIVES

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## Message From the Faculty Director

This is my first semester as Director of Online Programs at the Lucas College of Business (LCB).

First and foremost, I would like to take this opportunity to thank Dean Dr. David Steele for providing me with the opportunity to move the LCB online initiatives forward. I am very much looking forward to this challenge. Thank you David!

I would also like to thank very much Dr. Stephen Kwan for all of his work as my predecessor. Steve has done an incredible job navigating through the bureaucratic SJSU jungle to get the groundwork done for some of the LCB online teaching

initiatives. Moreover, Steve has done an amazing job at encouraging faculty to teach online and providing them with the necessary resources to do so. Steve continues to show his support. He always has an open ear to provide input and help. Thank you Steve!

I feel fortunate to work with all of you on the different online initiatives of the LCB. I hope - together with your help - to further strengthen our existing online offerings and develop new ones. Doing so while maintaining academic integrity will be a key focus.

The purpose of this newsletter is to keep



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you informed about the different online initiatives of the LCB. It will also provide you with an event calendar that helps you keep track of the different workshops we are offering about online teaching in the LCB and across campus. Moreover, it will describe some of the procedures you will need to follow if you decide to move any of your classes online, search help. Finally, it will inform you about the SJSU and LCB online teaching policies that need to be taken into account when developing online courses.

Of course, we are always open for feedback. If you like to propose to hold a workshop on a certain topic or would like to share your thoughts on any of the online initiatives in the Lucas College of Business, please don't hesitate to send me an email.

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## Introducing Jenny Vo: Our Wang Video Studio Student Assistant

"My name is Jenny Vo. I'm currently a 5<sup>th</sup> year corporate finance major and have been working as the Wang Studio's student assistance for over a year now. Through this time, I mainly specialize in assisting with editing

in Camtasia Mac and Studio. It is my pleasure to help any CoB member. On a non related note, I am an avid boardgamer and love to casually bowl."



**Jenny Vo**

Wang Video Studio Student Assistant

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## The Wang Video Studio: How to use it and make an appointment with Jenny Vo?

The Wang Video Studio is located in the faculty lounge on the 5<sup>th</sup> floor of the Business Tower. A key for the faculty lounge, therefore, is required to be able to use the studio. The Wang Video Studio provides faculty in the Lucas College of Business with the possibility to record their lectures etc. in a quiet environment. In addition, it provides faculty with the possibility to hold online

meetings with the SJSU Signage in the background.

The workstation in the Wang Video Studio has pre-installed software (e.g., Camtasia). In addition, a high-quality webcam and microphone are available. The windows in the room are darkened for best video results.

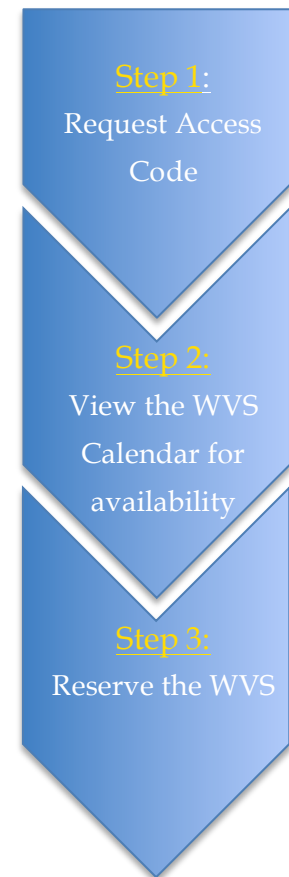
## How to use the Wang Video Studio?

All faculty in the Lucas College of Business are able and encouraged to use the Wang Video Studio. Unfortunately, non-LCB faculty members are not allowed to utilize the studio!

To use the Wang Video Studio, you will first need to contact me to get an access code. I will ensure that you are a LCB faculty member and hence eligible for an access code.

Next, I will add you to the Wang Video Studio (WVS) Calendar, which allows you to see at what times the Studio is available.

Finally, assuming that you have a key for the faculty lounge, you can reserve the Wang Video Studio for any available time that is convenient for you. Reserve the Wang Video Studio at the desired dates/times by indicating so in the WVS Calendar.



## How to make an appointment with the Wang Video Studio Student Assistant?

For FERPA reasons, we have developed a set of guidelines that I would like you to keep in mind as you make an appointment with Jenny Vo, our Wang Video Student Assistant. If you have already worked with Jenny in the past, then please feel free to directly get in touch with her for your technology-related questions and her help as you prepare your online teaching materials. *If you have never made an appointment with Jenny and she has never assisted you on previous projects, then please follow the following simple three steps.*

1. Please send me an email letting me know that you would like to ask Jenny Vo for assistance regarding a specific issue related to your online teaching materials. Once I received your email request, I will verify that you are LCB faculty and forward your email to Jenny.
2. Jenny will then get in touch with you about a first meeting date/time. *Note that this first meeting will require the door of the Wang Video Studio to be wide open.* The purpose of this first meeting is for Jenny to understand your needs and for you to understand how Jenny can help.
3. If you both agree that Jenny can help with your request, then the two of you will schedule any future follow-up meetings.



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## Fall 2014 Workshops: How can I develop my online courses?

Setting up an online class isn't easy. Converting an already existing offline class to an online class is very challenging as well. This is particularly true if we aim for high quality online course offerings.

To overcome such challenges, it is helpful to attend workshops that are touching upon topics relevant for online teaching and course development. We have put together the following list of workshops offered by the LCB and other colleges. These

workshops have in common that they touch upon different elements important for online teaching. Some of the workshops introduce software that helps faculty develop online teaching materials. Other workshops introduce specific features of our Learning Management Platform Canvas.

As the LCB online courses are set up in Canvas and course material needs to be adjusted to fit the online teaching environment, we believe that both types of workshops are critical.

## eCampus Workshops

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For registration (required)  
and details see:

<http://www.sjsu.edu/at/ec/about>

- Tuesday, Sept. 30: Webex II
- Wednesday, Oct. 1: Canvas IV
- Friday, Oct. 3: Respondus 4.0
- Monday, Oct. 6: Camtasia II
- Thursday, Oct. 9: Webex I
- Friday, Oct. 10: Camtasia III
- Wednesday, Oct. 15: Camtasia & Snagit
- Thursday, Oct. 16: Canvas V
- Tuesday, Oct. 21: Snagit
- Friday, Oct. 24: Canvas I
- Tuesday, Oct. 28: Camtasia I
- Tuesday, Nov. 4: Criterion
- Wednesday, Nov. 5: Webex II
- Thursday, Nov. 6: Camtasia III
- Wednesday, Nov. 12: Camtasia II; Canvas II
- Monday, Nov. 17: Camtasia III
- Wednesday, Nov. 19: Canvas III
- Thursday, Nov. 20: Canvas I; Snagit
- Monday, Nov. 24: Webex I
- Monday, Dec. 1: Camtasia I
- Tuesday, Dec. 2: Canvas IV
- Wednesday, Dec. 3: iClicker
- Friday, Dec. 5: Camtasia II
- Monday, Dec. 8: Canvas V
- Thursday, Dec. 11: Canvas I
- Monday, Dec. 15: Qualtrics

## Innovation and Collaboration Expo 2014



Event: 1st Annual SJSU Innovation & Collaboration Expo

Where: New Student Union Ballroom

When: Wed. Oct. 15th, 2014

Time: 10am - 3pm

For more information, see:

<http://www.sjsu.edu/at/ec/InnovationCollaborationExpo2014/index.html>

The expo will offer presentations and demonstrations on Lecture Capture, Telepresence, Canvas, Camtasia, and other collaboration technologies that are currently available for faculty to enhance their online teaching and the learning environment.

## Online Teaching Workshops

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*Workshops hosted by Bethany Shifflett*

*(CIES faculty fellow for online teaching)*

Oct. 15 (12:00-1:30), Dec. 2  
(10:30-12:00), Dec. 3 (12:00-1:30)  
in IS 134A

Send RSVP or request for individual help to [bethany.shifflett@sjsu.edu](mailto:bethany.shifflett@sjsu.edu).

## Lucas College of Business Workshops

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All workshops require an RSVP.  
Reminders will be sent ahead of  
time.

- **Friday, Oct. 24** (10:30am - 12:00pm): Wang Video Studio (WVS) Tour and Hands-on Camtasia Workshop (WVS, BT 5<sup>th</sup> floor)
- **Friday, Nov. 14** (10:30am - 12:00pm): Online Teaching Workshop - learning from your peers (BBC 032)
- **Friday, Dec. 12** (10:30am - 12:00pm): Wang Video Studio (WVS) Tour and Hands-on Camtasia Workshop (WVS, BT 5<sup>th</sup> floor)

In addition, Prabha Chandrasekar, our LCB Mediated Learning Assistant, continues to offer one-on-one meetings on Canvas per request.

## Lurie College of Education Tech Tuesdays

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*22 minutes of technology tools on the  
2<sup>nd</sup> Tuesday of the month @12Noon  
October 14, November 4  
in SH331*

More details can be found on the  
Lurie College "News & Events" site.

## I want to teach online. What should I do?

If you have never taught a class online or you plan to teach a class online that you have not previously taught online, then you will need to go through the following approval process. We have developed this process to ensure that our online course offerings are of high quality. *For more details, please see page 12 for the actual policy.*

Note that this process will be further refined as needed. Any feedback on this process and the policy provided on page 12 is appreciated. We will be working with the

department chairs and school directors to enforce this process.

### Step 1:

Prepare the syllabus for your proposed online class. Be very specific with regard to the online assignment requirements and course calendar. Typically, an online course syllabus is dramatically more detailed than an offline course syllabus.

### Step 2:

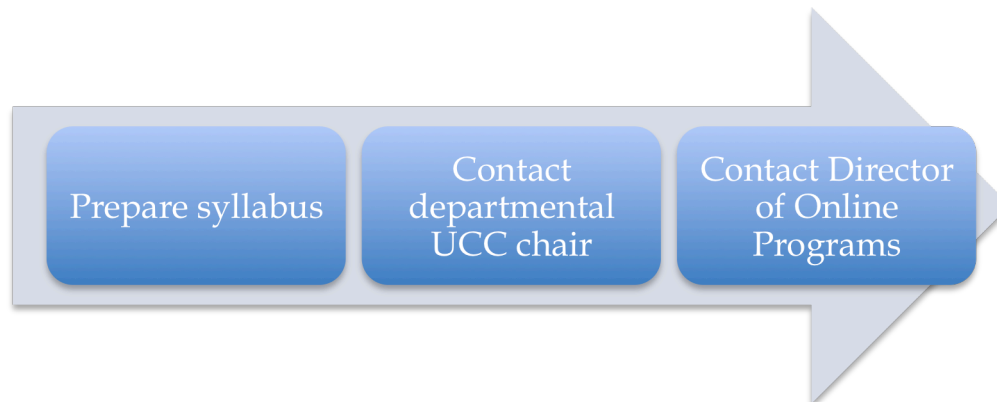
Next, your proposed online class syllabus needs to be approved by your departmental undergraduate curriculum

committee (UCC) and department chair.

Therefore, contact your departmental UCC chair and ask that a review of your proposed syllabus be put on the next meeting agenda. *Make sure to meet the deadlines as provided in the detailed policy on page 12.*

### Step 3:

Once your proposed online class has been approved by the departmental UCC and department chair, meet with the Director of Online Programs to showcase your class in Canvas for further feedback and suggestions.



## Online Initiative by Numbers: How many classes in the Lucas College of Business are taught online during Fall 2014?

The following table shows the total number of classes offered by the Lucas College of Business across the different departments/schools during Fall 2014. It

also shows the total number of online and hybrid classes offered across the different academic areas. Finally, it displays the different online/hybrid class titles along with

the online/ hybrid class instructors across departments/ schools.

Subject	Total Classes	Total Online Classes	Total Online Classes as Percent of Total Classes	If Online, Number of Different Class Titles	Hybrid Classes	Online and/or Hybrid Class Titles	Online/Hybrid Class Instructors
Bus	49	4	8%	4	1	200W, 225K, 235C, 235D, 280	Annette Nellen, Shaonan Tian, Kenneth Gehrt, Ming Zhou, Steven Silver
Bus1 - A&F	90	1	1%	1	0	125A	Catherine Lycurgus
Bus2 - Mktg	71	15	21%	6	1	90, 130, 131D, 134A, 138, 190 & 134B as Hybrid Class	Cissy Yang, Michael Merz, Marilyn Easter, Gary Castro, Jennifer Bechhoff, Steven Silver, Wen-Ya Wang, David Czerwinski
Bus3 - Mgmt	77	8	10%	3	0	12, 160, 166	Jacqueline Snell, Richard Okumoto, Asbjorn Osland, Randall Stross
Bus4 - MIS	50	0	0%	0	2	110a, 111	Leslie Albert, Subhankar Dhar
Bus 5 - GIL	42	5	12%	1	0	187	Asbjorn Osland, Alaka Rao

Source: Data taken from the MySJSU database (report generated on September 22, 2014); Feedback from LCB Chairs/Directors

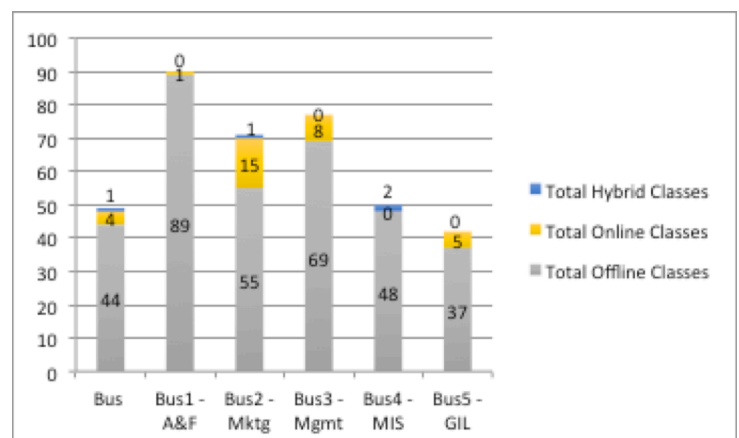
### Online Class Offerings

The data suggests that out of the 49 graduate classes offered, 4 are online and 1 is hybrid.

Of the 90 A&F classes, 1 is fully online.

Of the 71 Marketing classes, 55 are offline, 15 are online, and 1 is hybrid.

Of the 77 Management classes, 69 are offline and 8 are online.



Of the 42 Global Innovation & Leadership classes, 37 are offline and 5 are online.

### Online Class Titles

At the undergraduate level, the Lucas College of Business offers a total of 11 different course titles as online classes and 3 course titles as a hybrid class. Of those 14 course titles, A&F offers a total of 1 online/hybrid course title,

Marketing a total of 7, Management a total of 3, MIS a total of 2, and Global Innovation & Leadership a total of 1. At the graduate level, a total of 5 course titles are offered as hybrid or online classes during Fall 2014.

### Online Class Instructors

A total of 20 different instructors teach online and/or hybrid classes in

the Lucas College and Graduate School of Business. At the graduate level, 5 instructors teach online and/or hybrid classes. At the undergraduate level, 1 A&F instructor, 8 marketing instructors, 4 Management instructors, 2 MIS, and 2 GIL instructors teach online and/or hybrid classes (note: because of affiliation with two departments/schools, one instructor is double-counted).

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## Online Initiative Updates: What is currently happening?

The Lucas College of Business is currently offering a B.S. in Business Administration with a total of eleven concentrations. All of the eleven concentrations are offline, on-campus programs. This will stay as such in the future.

However, our goal is it to provide students with the opportunity to take some or all of their upper division classes (e.g., 60 units of the total of 120

units needed for the B.S. in Business Administration degree) as online classes. This will address some of the trends in (online) teaching we have been hearing about. It also helps us reach out to students who would otherwise go elsewhere.

After careful consideration and discussion with different LCB stakeholders, we have decided to *NOT* offer degree completion programs for our different

concentrations and as special session programs. New overload restrictions, shortage of faculty, increasing bureaucracy, limited ROI, and some other factors made it unfeasible to do so at this time.

This doesn't mean that it is off the table to offer degree completion programs as special session programs in the future. We might still do so. For now, however, we will begin with



offering more classes online across concentrations such that our students could theoretically complete their concentrations completely online, if they like.

This is a process and will take some time. It won't happen overnight. We will work with the department chairs and school directors to accomplish this goal in the near future.

To get started, we will begin with the Marketing Concentration. We will provide our students with the possibility to complete their upper division courses (60 units) 100% online beginning in Spring 2015. Next will be the General Business Concentration. Our goal is to similarly provide our students

with the possibility to complete this concentration fully online beginning in Spring 2015, possibility in Fall 2015. We will keep you posted on the details of both.

This is not an easy undertaking and I hope to get your support along the way.

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## Online Teaching Policies

The Lucas College of Business anticipates that AACSB will review online initiatives in greater depth than done previously. Given this, we ask that you please keep the following two Lucas College and Graduate School of Business policies in mind as you prepare your online and hybrid courses:

1. Policy for Online and Hybrid courses, certificates, and programs offered by the Lucas College and Graduate School of Business
2. Lucas College and Graduate School of Business Policy: Approval to Offer Online Courses.

Please note that we have recently made changes to the second policy (i.e., the approval process to offer online courses) to better ensure the quality of our online offerings. The College Management Team reviewed this draft on October 1, 2014. We will solicit further input from the departmental curriculum committees during Fall 2014. If you have any comment on either of the two policies, we encourage you to let us or your curriculum committee representatives know. We value your input!

## **Policy for Online and Hybrid courses, certificates, and programs offered by the Lucas College and Graduate School of Business**

Approved by the COB Undergraduate and Graduate Curriculum Committees in October, 2012.

Approved by the COB College Management Team in November, 2012.

The College of Business is planning and developing courses, certificates, and programs that are going to be delivered in a variety of modes in addition to traditional face-to-face lectures and synchronous engagement of students. These new modes include online and hybrid synchronous/asynchronous engagement of students. These programs will be treated in the same manner as our existing programs by AACSB and WASC. We have therefore adopted a set of guidelines (see below) for these courses, certificates, and programs to ensure that they are taught with a high level of quality comparable to our current offerings. We will also employ the same assessment and student evaluation methods so that we can evaluate the progress and success of these offerings. These guidelines and future updates will be posted on the College website.

### **College of Business Online/Hybrid Course Guidelines**

1. Instructional designers will assist faculty members in designing and/or converting courses to be offered on line and with periodic reviews
2. The academic integrity of the course must be maintained. The faculty member must ensure that the students be provided tools and facilities to demonstrate and present their own work
3. The course will engage students at multiple levels between the faculty member and students, and among the students – one on one, as a class, as groups
4. Students with different learning styles, needs, and disability will be accommodated, and contents must be accessible based on SJSU policy.
5. The course design should be guided by course learning objectives and relevant program level learning goals will be assessed
6. Technology will be used effectively to deliver contents, facilitate engagement, and to provide technical support to students

7. The course should be in compliance with AACSB and WASC guidelines
8. Standard teaching evaluations will be administered for each class
9. The faculty member will demonstrate and/or share his/her experience, materials, tools and techniques, and assist other faculty with similar interests
10. Determination of the ownership of intellectual property rights to developed materials will be based on SJSU policy

Reference Policies:

- College of Business Policy on “Approval to Offer Online Courses, 2000”.
- All SJSU Academic Senate Policies, in particular: “F12-1, Policy Recommendation, Administration of Student Opinion of Teaching Effectiveness (SOTE) Evaluations Online”, “S12-7, Consent for Recording of Class and Public Sharing of Instructor Material”, “F98-3, Intellectual/Creative Property”, “S08-3, Policy Recommendation, Incorporating Accessibility into the Curriculum Review Process. This policy and guidelines will be updated as new online technology is implemented and as SJSU Academic Senate Policies are introduced and amended.

## Lucas College and Graduate School of Business Policy:

### Approval to Offer Online Courses

**Although faculty have the freedom to make many choices about their course sections, courses themselves fall under the purview of program or department curriculum committees. Thus, significant changes in course content, learning objectives, and/or delivery systems require the approval of the relevant curriculum committee(s). For this reason, the College of Business has adopted the following policy regarding the approval process required to offer online (e.g., web-delivered) courses:**

An instructor interested in offering an online course section will need to submit a detailed syllabus outlining the specific online assignment requirements and course schedule to the relevant department undergraduate (for undergraduate courses) or graduate (for graduate courses) curriculum committee and department chair. The detailed syllabus should show how the instructor is going to engage the students in the online environment and maintain the academic integrity of the course. The detailed syllabus should be submitted well in advance of the course scheduling cycle so that full consideration can be given to the request. The syllabus will need to be submitted to the respective committee and department chair (1) no later than October 31 for a proposed fall semester course the following year and (2) no later than March 31 for a proposed spring semester course the following year. For the purpose of meeting deadlines, winter classes will fall into the fall semester category and summer classes will fall into the spring semester category.

The curriculum committee will review the proposed syllabus, confer with the faculty member if needed, and make a recommendation to the department chair. The Director of Online Initiatives will attend ex-officio those departmental undergraduate or graduate curriculum committee meetings when syllabi for proposed online classes are discussed.

If the curriculum committee and department chair approve the course for online delivery, the department chair will incorporate the instructor's online section in the department's schedule with due considerations of scheduling constraints. At the same time, the Director of Online Initiatives will review with the instructor the implemented online course on the current Learning Management System (e.g., Canvas). The Director of Online Initiatives will inform the department chair upon successful implementation of the proposed online course.

This approval process is required any time an instructor proposes to offer an online section for the first time (for the course or as an instructor). All future offerings of the online section by the instructor will be treated in the same way as other courses in terms of demand, students achieving learning outcomes and instructor teaching evaluations.

Furthermore, all online course sections must meet the following criteria:

- Any course section offered for credit during fall and spring semesters must be part of the faculty member's

regular load and generate FTES for the department and college (exceptions to this will require the Dean's approval).

- An online section must conform to the enrollment minimum/maximum and prerequisite requirements of the undergraduate or graduate program.

Draft - Reviewed by the College Management Team on October 1, 2014. Additional changes will be made based on feedback from faculty.