

State of Connecticut

The Connecticut General Assembly

The Planning Commission for Higher Education

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Judith K. Resnick, Chairperson

Meeting Minutes

September 10, 2013

3:00 p.m. Room 1E

The meeting was called to order at 3:14 p.m. by Judy Resnick.

The following Commission members/designees/guests were present:

Vagos Madjimichael, Hedley Freake, Jason Jakubowski, Judith Resnick, Dennis Murphy, Sally Reis, Judith Greman, Roberta Willis, Beth Bye, Toni Boucher, Kerry Kelley, and Christopher Bruhl.

Members introduced themselves.

The minutes from the last meeting were approved.

Judy Resnick announced that we have a signed contact with National Center for Higher Education Management Systems (NCHEMS). <http://www.nciems.org/about/index.php#more>. Judy shared that representatives from NCHEMS will attend the Commission's next meeting.

Roberta Willis commented that she was pleased with the selection of NCHEMS. She went on to say that both candidates put forth incredible proposals, and that members of the selection committee liked both candidates. She thanked everyone for their efforts, especially John Harnick and Tina Mohr from Legislative Management.

Judy Resnick introduced Ed Klonoski, President Charter Oak State College who provided a presentation on Distance Learning – "Planning for a Disrupted Industry."

Beth Bye asked for clarification if distance learning is a "thing," or "continuum." She continued that she's hearing more about blended models.

Ed Klonoski responded that the federal government has a definition that indicates that 80% has to be on line for it to be a purely distance delivered course.

Roberta Willis asked if the numbers shown were U.S. numbers, or Connecticut numbers.

Ed Klonoski confirmed that they are U.S. numbers.

Roberta Willis asked if we looked at Connecticut numbers, would they be different from U.S. numbers.

Ed Klonoski replied that they would not be dramatically different. He shared that 18-24 year old residential, full time college students are only 15% of the national market place. In Connecticut the number in that group is higher. Ed continued that students who are older than 24 are about 65% of the market.

Roberta Willis shared that the Commission learned last week that the non-traditional student is their target market for growth.

Hedley Freake asked about the size of the increase in on line classes.

Ed Klonoski indicated that if a student is planning to get their degree on line, they will go to an on line institution, so all of their classes will be on line.

Beth Bye shared that with regard to students shopping for an institution, that certain institutions are very good at marketing. She asked how we compete with those entities that are better at marketing.

Ed Klonoski replied that we are never going to market better than they market. He went on to share that we have our reputation and that our problem is not a marketing problem, but a responsiveness problem.

Ed Klonoski continued that we are the supply side and employers are the demand side of the equation. He wants to create a supply chain relationship between institutions of higher education and employers.

Toni Boucher brought up that distance and MOOCs learning could be considered a threat to established institutions of higher education and that Charter Oak has a leg up on other institutions. She asked how institutions will be able to continue to exist with the high costs they have, will the degree be the fee in the future.

Ed Klonoski shared that MOOCs do not have a business model yet. He continued that higher ed is not creating the market, that the market is creating the market. Students have already decided how they want to attend classes. The market is deciding how higher education will be facilitated, not the people in the room. He shared that our approach needs to be loosened up so students can get what they want in ways that make sense, and allows for flexibility.

Toni Boucher asked how we utilize the positive reputations that Connecticut institutions of higher education have so we can deliver this new way of teaching and learning.

Sally Reiss shared how UCONN is going to highlight mostly post baccalaureate certificates.

Ed Klonoski indicated that in a down market, you rediscover your niche; you make sure you are the best at what you do. He continued that this is not the time to be comprehensive. Transfer should be easier for students; it should be all seamless for students. We are working on changing financial aid so that student choices aren't driven by financial aid, they will be driven by the way students learn and what is best for them. Currently you can't use financial aid to take a test or for a portfolio.

Vagos Hadjimichael asked if there is a downside to this model.

Ed Klonoski pointed out that there are things that cannot be done. You can't teach wet sciences on line. You can't teach master apprentice courses on line. Simulation based learning is growing very fast. The 3rd world audience is the underserved audience in higher education. Higher ed is going to change as it becomes more driven by consumer demand.

Christopher Bruhl discussed what is going to happen regarding the change from where the student learns to what the student learns with regard to physical building and the people living and working in those places.

Ed Klonoski indicated that he does not think that place based higher education is going away, but he does believe that it will be smaller. He continued that the future is moving rapidly and that we have to face the reality that higher ed will be driven by its customers, not by its infrastructure. He asked that the Commission keep in mind that the people who are going to change higher ed are not the people in the room. The people who are going to change higher ed are the dot comers.

Hedley Freake made a plea for place learning.

Judy Greiman commented that it's important that the Commission knows that with regard to the place issue, that it's not black and white. She continued that Connecticut has been a leader in developing portfolios.

Christopher Bruhl said that the vast majority of students are over the age of 24 and don't live on campus. Connecticut's long term viability is determined by the question, can we raise attainment level among those who are not now attaining, and not can we continue to generate the college degrees from the two degree families.

Roberta Willis asked about students having trouble managing their time with on line courses. She asked how on line learning addresses the time management challenge.

Ed Klonoski replied that structure is built into each week of the course. Assignments have due dates that must be complied with. There are the same obligations for teaching time management with on line learning as there are in place based learning. He further explained that with the technology in on line learning, the institution knows when a student is not keeping up, and the student is contacted. Faculty is also watched via the same technology.

Beth Bye suggested that we make Connecticut the place people think of when they think of higher education. She continued that we need to look ahead to make an economic driver.

Judy Greiman discussed the beginnings of the Distance Learning Consortium.

Jason Jakubowski discussed allocation of students with different percentages and how the college experience has changed from when the people in the room were in college to today's college experience.

Vagos Hadjimichael brought up students who are older than 24 years of age are 65% of the total of the higher ed population. He shared that with students 18-24 years old the down side is that this age group is coming of age. He continued that being able to communicate via email with his students extends the number of hours he can spend with them. He does not believe that the on line model can deliver that to students.

Roberta Willis commented that working on the transfer and articulation piece with our state colleges was hard. She asked how difficult will it be for them to embrace this kind of change?

Ed Klonoski shared what has happened in other industries. Some companies resisted and insisted that their way of doing business would survive. In some cases it did, in some cases it didn't. He asked, do

you want to take the risk that the world will never make you change and you can continue doing what you do, or not. He stated that higher ed is not exempt from creative destruction.

Judy Resnick stated that distance learning must be part of our strategic plan. She shared that the next meeting will be on Tuesday, October 8th in the same room and that hopefully the consultants will be able to attend that meeting.

Beth Bye suggested at some time in the future the Commission have a longer conversation, in a facilitated way, about where we are going.

Judy Resnick agreed that we need to have that conversation with more stake holders present.

Judy Greiman shared that she recently met with a group of engineers and they discussed a ROOC, Regional Open Online Course in engineering

The meeting was adjourned at 4:37 p.m.