

# **Guiding Principles for Online Course Delivery for Faculty**

## **Fall 2008**

### **Definitions**

- Online courses are defined as either E or T Courses.
  - An “E-Course” is a course in which the content is delivered 100 percent by remote electronic means; there is no requirement that students attend mandatory on site or synchronous class sessions. Students pay a separate fee to participate in these courses.
  - A “T-Course” is a course in which the content is delivered at least 80 percent by remote electronic means; instructors may require students to attend on site or synchronous class sessions. (This allows for laboratories, discussions, oral presentations, etc.) A “Course Supplement” is a part of a course (not to exceed 79 percent of the course content), which consists of electronic media to supplement/enhance traditional classroom instruction. T-Courses are not charged a separate online fee and are part of the normal tuition.
- Electronic media consist of software, electronic courses, web pages, video and audio productions, CD-ROMs, DVD’s, digital imagery, and other creations stored or published in electronic formats.

### **Course Enrollment Limits**

- The instructor’s academic unit determines the course enrollment limit for an online course that is taught in load. No minimum number of registered students is required for an online course taught as an overload. However, please note, online courses designated "writing intensive" are limited to 24 students.

### **Course Schedule**

- A separate section for online courses will be published each term in the Official MU Schedule of Courses. Online courses will also appear within the department listing offering the class.

### **Credit Hours**

- Online Courses offered electronically will carry the same number of credit hours as sections of the same course/equivalent courses delivered on campus.
- No compensation will be paid to instructors or academic units for courses that do not assess a student online course fee.

### **Online Course Agreement**

- Instructors who wish to offer an online course as an overload sign an Electronic Course Agreement, which obligates them to perform their duties as instructor of the course throughout the period specified in the syllabus.

### **Evaluations**

- Student evaluation of instructors will be consistent with University policies. Technology components of the course will be evaluated using a separate tool.

- Student access to online evaluations will begin two weeks before the end of the course and end on the last day of classes. Instructor access to the evaluations will begin the day after final grades are due.
- Online evaluation results will be retained for six years after the evaluations are completed.

### **Course Back-ups and Archives**

- The Learning Management Systems (LMS) group performs a routine back-up of the full MUOnline database each night.
- LMS will keep archives of individual courses and student data for one year after the completion of the semester in case of grade appeals.
- Faculty have the ability and are encouraged to back-up and download archived copies of their course materials and student data using the Blackboard back-up tool each semester.
- The Center for Instructional Technology will assist faculty in creation of course backup files that can be restored by the LMS group.
- If faculty need access to archived course materials beyond the standard one-year window, the LMS group can retain these files by prior arrangement and on a cost-recovery basis.

### **Expiration of Electronic Course Agreements**

- If the faculty member is unable to complete the course, the department will address the matter in its normal and customary way.

### **Faculty Incentives**

- Consistent with state law, the institution will establish faculty incentives and rewards to encourage instructional development and participation in distance education. This includes (but is not limited to) the acknowledgement of online course development as a category in the Instruction/Advising area of faculty annual performance.

### **Faculty Load Time**

- Online courses may be offered either as part of regular load, overload or by part-time faculty. Extra compensation will not be paid for online courses taught within load.

### **Faculty Technical Support**

- The Center for Instructional Technology will provide support and training to faculty developing online courses. This support includes formal workshops and one on one support.
- Students taking online courses will receive a MUNet computer account at no extra cost. University and course-related email may be sent to this account unless students choose to forward their email to an alternate e-mail account.
- The MUNet email account must be used for all Help Desk and university related services.
- Students who enroll in online courses must have basic computer skills including but not limited to keyboarding skills, basic online navigation, and uploading, downloading, and attaching files as described in the course syllabus and on MUOnline. They must have access to a computer on the Internet, a web browser (variety, version, and configuration as specified in MUOnline), and other software necessary to complete course requirements. Technical support for course navigation will be available on MUOnline and through the Computing Services Help Desk. This support is designed to assist students with navigation and technical concerns regarding the operation of officially supported MU software programs, not to

instruct on the use of the web or proper computer operations. Instructors will not provide course technical support.

### **Definitions Ownership and Qualifying Conditions**

- Ownership/Disclosure Dispute Resolution of Ownership Rights Development, Promotion and Licensing of Electronic Media Allocation of Intellectual Property Revenues
  - Definitions
    - Intellectual Property includes inventions, discoveries, processes, unique materials, copyrightable works, original data, electronic media, and other creative or artistic works which have value. It is protectable by statute or legislation, such as patents, copyrights, and trademarks. It also includes the physical embodiments of intellectual effort such as software.
    - Traditional Academic Copyrightable Works are a subset of copyrightable works created for traditional academic purposes. Examples include but are not limited to class notes, books, theses and dissertations, educational software, articles, non-fiction, fiction, poems, musical works, dramatic works, pictorial, graphic and sculptural works, or other creative works.
    - Developers are those who contribute to the creation of the intellectual property.
    - Creators are individuals or a group of individuals who make, conceive, reduce to practice, author, or otherwise make a substantive intellectual contribution to the creation of intellectual property.
    - University Resources include such support as office space, library facilities, ordinary access to computers and networks, or salary. In general, it does not include use of students or employees as support staff to develop the work, or substantial use of specialized or unique facilities and equipment, or other special resources provided by the University unless approved as an exception. Individual exceptions may be approved on a case by case basis.
    - Today the growing use of the Internet as a means of course delivery to a wider body of students has led to a review of traditional intellectual property/course content ownership practices and to a call for a redefinition, in certain cases, of the relationship between a course developer and the institution. This redefinition is driven to some extent by the commercial potential of new course technologies. Faculty currently enjoy royalties on their traditional scholarly copyrightable works such as texts, books, articles, creative works, instructor's manuals, study guides, etc. This scholarly and creative work exception should not change. The University does not claim ownership of books, articles, dissertations, papers, study guides, syllabi, lecture materials, tests or similar items, novels, poems, musical compositions, or other creative works. The university recognizes that faculty should benefit from the results of their work. With this thought in mind, and in keeping with its mission, the university seeks to support faculty efforts to develop new teaching technologies and methods of course delivery. The university will make every effort to ensure faculty retain intellectual property rights, credits, and associated benefits and to support faculty interests in the distribution of digital materials for the enrichment of the faculty, the institution, and the students.
  - Ownership Disclosure

- Marshall University desires to assure that all ideas, discoveries, and electronic media are properly disclosed and utilized for the greatest possible public benefit. All members of the Marshall community with intent to market or distribute online courses in part or in whole for commercial or non-commercial reasons shall disclose the nature and detail of their electronic media to the Vice President for Research, or his/her designee at the earliest possible date.
- Within 120 days after such disclosure, the Vice President for Research or his/her designee shall notify the creator in writing whether it is the university's intention to retain its interest and to acquire assignment of all ownership rights of the electronic media. If such notification cannot be made during that time period, the creator shall be notified as to the reason for the delay and the additional time necessary to make such determination.
- If the university decides not to request assignment or ownership rights, and there are no restrictions by the sponsor of the electronic media, the university will release its proprietary interest to the creator.
- Dispute Resolution of Ownership Rights
  - In cases where there is a disagreement between the creator and the university as to ownership rights or the retention of such rights by the university, the appropriate University committee dealing with copyright issues shall recommend to the President what further action the university should take.
  - The creator of any electronic instructional content may petition the University to waive its non-exclusive marketing rights. The determining official for this action is the President of the university. Such a petition should include a description of the content sufficient to enable the president to make a tentative judgment as to whether commercial potential exists.
- Development, Promotion and Licensing of Electronic Media
  - Upon assignment of ownership and with consent of the intellectual property owner, the Vice President for Research or his or her designee shall act to bring to the public all electronic media in which the university has distribution rights. In doing this he or she shall use whatever means appropriate for development, promotion and licensing of each creation, consistent with the expressed goals of the Intellectual Property Policy.
  - In promoting the distribution of electronic media, the university is free to enter into agreements with any outside agent, which it deems will successfully aid the university in promoting the product. If a particular media creation is to become subject to such an agreement, this shall be made known to the creator, who will also be consulted about any rules governing the relationship among the outside agent, the university and the creator due to such agreement. The creator or his/her representative shall be a member of the committee selecting the licensing agent and shall participate in the development of the licensing agreement if the creator so chooses.
  - The university is free to enter into any licensing agreements that it deems beneficial to the university, the creator and the public in general, provided such agreements are not prohibited by a sponsoring agency's rules or regulations. Any terms governing the relationship among the licensee, the university or the creator due to such licensing agreements shall be disclosed to the creator, the dean of the

division/school, the Provost, the Vice President for Business and Finance and the President

- Allocation of Intellectual Property Revenues
  - All income received by the University for the commercialization of university-owned intellectual property will be appropriately used for the research and educational functions of the university. In the absence of any contract to the contrary and where the creator made substantial use of University resources as defined by this policy, and where the intellectual property does not fall under the “scholarly and creative work exception,” net annual income from copyright will be shared as follows:
    - Net proceeds of each individual media project shall be distributed in accordance with the formula established in the university policy guiding patent development. Net proceeds shall be calculated on gross royalties minus documented administrative, licensing, legal and other related expenses. This royalty revenue sharing is not to be construed as wages or salary compensation to the employee from the university, but rather as separate income derived from commercialization of intellectual property. In addition, an employee’s rights which have accrued to this royalty revenue sharing shall continue beyond such individual’s employment with the university. Upon decease of the creator, the creator’s share of future income resulting from his/her work shall be paid to the creator’s estate or designated beneficiaries. Contract agreements shall supersede this policy.
    - If the electronic media creation is the result of sponsored research, and the sponsoring agency regulates the distribution of royalty income, such regulations shall apply rather than those in the above paragraph. Also, if such regulations apply because of development, promotion or licensing agreements with an outside agent, they shall take precedence over those cited here.

## **Library**

- Online course students have access to all library resources, including online databases. Access to these databases from off campus requires an MU login. Books and articles not available online can be requested through Information Delivery Services.

## **Proctoring**

- Students in online courses may be required by the instructor to designate an approved proctor who will administer their examinations. The student will also be responsible for paying any fees required by the proctor. Unless the instructor specifies otherwise in the syllabus, the following steps are required once a proctor has been selected:
  - Before the first exam for which a proctor is required, the student is responsible for ensuring that the proctor states in writing to the instructor that he or she is NOT related to the student whose exams he or she will proctor.
  - Proctors will send the completed exam directly to the instructor along with a signed statement noted below. Individual instructors and proctors will determine the method of delivery of the exams (web-based, e-mail, fax, standard mail, etc.).
  - The signed proctor verification statement indicates that:

- The student taking the exam presented them with a photo ID at the time of the exam;
- The student finished the exam in the amount of time specified by the instructor;
- The proctor was physically present during the entire time the student had the exam in his or her possession;
- To the best of the proctor's knowledge, the student finished the exam and followed all exam regulations as specified by the instructor.

### **Syllabi and Course Documentation**

- Syllabi are required for online courses and must meet the content requirements which apply to syllabi for all on campus courses. In addition, syllabi for online courses must specify minimum hardware and software requirements, minimum computer skills requirements, and a course start and completion date. Course syllabi must be made available for posting to the web as soon as possible before the course begins.

### **Hiring Policies**

- Possession of skills in the delivery of course content using distributed technologies will be considered a criterion by Academic Units in the hiring of faculty for online courses.