January 29, 2015

To:
Jody Early, Associate Professor, School of Nursing and Health Studies, Co-Chair
Claire Fraczek, Director of Integrative Learning, Co-Chair
Jonathan Cluts, Director of Strategic Initiatives
Sarah Leadley, Associate Dean of University Libraries and Director of UW Bothell/Cascadia library
Joe Shelley, Assistant Vice Chancellor and CIO, Information Technology
David Goldstein, Director, Teaching and Learning Center
Andreas Brockhaus, Director, Learning Technologies
Jason Naranjo, Assistant Professor, School of Educational Studies
Robin Angotti, School of STEM
Arnie Berger, School of STEM
Karam Dana, School of IAS
Tayfun Keskin, School of Business
Horatio Rodriguez, ASUWB

Dear Colleagues:

Thank for agreeing to serve on the E-Learning Coordinating Committee. In order to insure that UWB's ongoing commitment to innovative teaching and learning is keeping pace with the rapidly shifting technology landscape of higher education, I ask this Committee to explore various eLearning models that may reflect and benefit the mission and goals of our institution.

To accomplish this, I ask that you engage broadly with campus stakeholders - students, faculty, and staff - to ensure that the decisions we make account for UW Bothell’s institutional values and unit-specific practices and cultures. To insure broad engagement, I ask that you include campus representation in planning subgroups and seeking feedback about eLearning strategies and operational decisions.

I have no doubt that eLearning will comprise an increasing component of our instructional work, whether as component of face-to-face classes (hybrid) or as entirely on-line classes, serving students who cannot come to campus or whose schedules and obligations make full-time class attendance difficult. To insure that this increasing dimension of our work is in keeping with UWB value and practices, I ask that you consider the following specific topics:

- Map out an overall process and schedule for developing and implementing an E-Learning initiative and infrastructure: what are the key decisions and milestones?
- Draft a values statement and guiding principles for eLearning that align with UW Bothell’s mission
- Outline national best practices and benchmark institutions that could serve as models for eLearning at UWB
- Provide a set of scenarios, examples and information that help deans, schools, and other units make operational decisions about eLearning strategies
Develop recommendations for projected resources for building eLearning infrastructure: what resources are needed to support faculty, students, and staff in this work?

I ask that you consult broadly and inclusively across campus, taking into consideration the varying perspectives of the diverse student populations and academic cultures at UWB.

My challenge to you: how could UWB develop an eLearning initiative that would reflect the rigorous and student-focused pedagogy and learning environment for which UWB has become known? That could place UWB among leaders nationally in developing eLearning that is evidence-based, student-focused, and embracing of innovations in technology and pedagogy? How do we develop eLearning that shares the same quality and student learning outcomes that characterizes a UWB education today?

Thank you for engaging in this important work. I would appreciate having periodic updates on your work as you move forward so that your progress can be shared with the Academic Council and faculty and student leadership.

Thank you again for your contributions to this very important work.

Sincerely,

Susan Jeffords
Vice Chancellor for Academic Affairs
University of Washington Bothell