

UT TeleCampus Communiqué
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IOL Conference Proposals

REMINDER

1st Annual Innovations in Online Learning
June 1-2, 2005, Austin, Texas

CALL FOR PROPOSALS

We invite you to present an information session, panel, or workshop. For conference details and online submission of proposals, go to: <http://www.telecampus.utsystem.edu/index.cfm/4,1164,html>

Deadline for proposals: February 28, 2005

The IOL web pages are continually being updated. Please keep checking the site for additional information on the June conference.

Any questions should be directed to Marta Hubbard - mhubbard@utsystem.edu

M.Ed. In Reading Academic Affairs Committee Meeting

A meeting of the Academic Affairs Committee for the M.Ed. in Curriculum and Instruction (Reading) program was held at UT Arlington on February 8. Faculty from the program and staff from the Center for Distance Education attended. In addition to discussing program enrollment numbers and the UTTC's new evaluation system, the main agenda item was the change to the curriculum beginning Fall 2005. The program will now include courses in literacy and writing, and will require two practicum semesters. Students will still be able to obtain the Reading Specialist, English as a Second Language, and Master Reading Teacher certificates. We are in the process of updating the program website, so look for more information soon.

Spring Enrollment

UT TeleCampus enrollment for the Spring semester is 3622, based on census day enrollment in the TIS. We are offering 118 courses in 128 sections. The largest five programs are GenEd (797 enrollments), CCJO (701 enrollments), MBA (527 enrollments), Reading (328 enrollments) and Kinesiology (248 enrollments). The five most active host campuses are UT Arlington (1310 enrollments), UT Permian Basin (773 enrollments), UT Brownsville (439 enrollments), UT El Paso (402 enrollments) and UT Tyler (288 enrollments).

Safe Assignment Pilot Underway

This semester, UTTC is piloting Safe Assignment plagiarism detection software, which is integrated into Blackboard. If you are teaching this semester and missed the videoconference training, review the materials on the Blackboard portal and contact Lori McNabb at <mailto:lmcnabb@utsystem.edu> for additional support.

ATCP Online Expands

UTEP has added 21 new certification areas to ATCP Online, bringing the total alternative teacher certification programs offered online via the UT TeleCampus to 23! Tell a teacher you know. The program is designed to certify individuals who hold bachelor's degrees in disciplines other than education. For more information, please link to the program pages:
<http://www.telecampus.utsystem.edu/index.cfm/4,1065,82,56,html>

UT4Me

Submissions for the Spring 2005 edition of the award-winning online newsletter UT4Me are due by March 8th. Students, faculty and staff are welcome to submit short news briefs about any topic that would interest our UTTC community. Please contact Michelle Atkinson (matkinson@utsystem.edu) regarding submissions.

UTTC Booth on Display

The Communication Services staff just finished displaying the UTTC booth at the Texas Association of School Administrators (TASA) Midwinter Conference and Texas Computer Educators Association Conference (TCEA). Both conferences were held at the convention center in Austin. Our booth representatives were able to successfully reach out to teachers and administrators from high schools across Texas to promote both TRACK and the online education programs and degrees. TASA had more than 3,000 attendees and TCEA had more than 8,000.

Advertising Update

UTTC programs are advertised in the following locations during the month of February. **Please note that some placements are booked year round and will appear each month. For example, we index once for the year with searchable databases.** Want to make a suggestion? We do quarterly media reviews and will be happy to consider your suggestion. Send URL, radio/TV station, or sample publication to Jennifer Rees at jrees@utsystem.edu.

- Alamo Cinema Calendar Guide
- Alcalde Magazine
- AllStarDirectories (AllCriminalJusticeSchools, AllBusinessSchools, AllEducationSchools, AllNursingSchools)
- Ameriforce Texas Military Relocation Guide
- ATPE (Association of Texas Professional Educators) News Magazine
- Degree.net
- Distance-Educator.com
- GetEducated.com
- Gradschools.com
- Insight Magazine (Texas Association of School Administrators)
- JustColleges.com
- Longhorn Sports Athletic Program
- New York Times Online eNewsletter
- NewsweekDistanceLearning.com
- Online University Consortium
- Peterson's Distance Learning Guide
- Policetraining.net
- Sloan-C.org
- TAHPERD website
- Texas Monthly Magazine
- Texas Nursing Magazine
- TUMaster.com
- USNews.com Career eNewsletter
- WorldWideLearn.com

TRACK Update

The UTTC has been successful in its goal of continuing to promote awareness of TRACK – TAKS Readiness and Core Knowledge (our online tool to help 11th graders prepare for the TAKS test).

Since launching the new website and test engine in mid January, more than 11,466 total users have created profiles. Here's the population of current users at a glance:

Students: 10,396
Teachers: 802
Administrators: 82
Media reps: 30

Parents: 28
(Additional profiles have the value "other")

Under the new site more than 15,200 tests have been started as of the end of the first week in February.

English Language Arts 7,333

Math 2,229

Science 4,535

Social Studies 1,103

Site traffic continues to build and move toward our goal for this year. During the first week in February (only seven days!) we had more than 1.5 million hits to the site. Here's a snapshot of site activity:

TRACK informational web pages 1/30/05 – 2/05/05

Visits: 9,820

Average per day: 1,402

Average minutes per visit: 27.12

Page views: 58,208

Average page views per day: 8,315

Unique visitors: 5,494

Visitors who visited once: 4,117

Visitors who visited more than once: 1,377

Average visits per visitor: 1.79

Last month we sent 2,500 postcards about all of our education programs, including TRACK, to attendees pre-registered for the Texas Association of School Administrators conference. Since then, we staffed our booth at that conference and also distributed TRACK materials to Texas Computer Educator Association where more than 8,000 people attended. Interest in TRACK was high and many teachers and technology coordinators took TRACK posters back to their campuses.

We also completed a mailing to 1,650 high school counselors this week. Each packet contained two TRACK posters, TRACK business card size handouts, brochures and a reminder note to visit the new website.

We also emailed our list of technology coordinators in charge of each regional service center and asked them to place an enclosed announcement on their list servs.

We sent a TRACK update to our database of almost 700 people who expressed interest in TRACK last year during our pre-launch promotion.

The Texas Library Association was emailed an announcement and asked to place it on their listserv to all public school librarians.

Next up: We are building and placing ads to replace last year's in various education journals including Texas PTA and Texas Association of Secondary School Principals. We'll be mailing updates to more than two dozen education related associations in Texas. And, we've identified about 60 school districts that have high failure rates and low TRACK usage so we'll be directing special efforts toward them.

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