EDX ADVISORY COUNCIL
MEETING MINUTES

GROUP 2 | ROCHESTER INSTITUTE OF TECHNOLOGY

Wednesday, June 9, 2016
1:00-2:30 PM
Carapella Conference Room, WAL A-685

PRESENT: Hair, Hochgraf, Rosen, Sobieraj,

EXCUSED: Contomanolis, Hannigan, Ray, Tolan

Agenda:
- Summer and fall meeting schedules
- The RITx landing page content
- Updated communications plan

N. Hair: Jeremy is keen on Micromasters and there is opportunity to select willing parties.

C. Hochgraf: Let’s build prestige first, we do not want 10% of RIT courses in the edX platform, so it would be good to communicate that message also.
The key message is that edX is a communications method

We need to add a FAQ section to website
  - What is edX?
  - Is this replacing myCourses?
  - What is the pathway?
  - If I want to do this, how?
  - How can we use it?
  - Are we able to use it?
  - Can a faculty member jump in now to “play” with Edge

[Ellen will send some questions that will form the basis of the FAQ]
[Clark to send some FAQ’s from faculty view]

Timeline:
1. Update the website first, with more basic information
2. Add the FAQ’s page
3. Inform faculty, staff & students about edX and give a timeline (for now simply that it will not be ready this fall).
   - Craft a specific message to department chairs.
   - Schedule a department chairs coffee hour (suggested date: Aug 16, in the AM) – offer opportunity to share more info.
   - Schedule college and/or department meetings.
   - Schedule another department chairs coffee hour (if needed).
   - Schedule time for Neil & Team to demonstrate differences in edge vs edx.org (sometime in the fall).

Global campus?
J. Myers: Global campuses are really good at social media – Kosovo tries to do something every day. We could think of them as our students and wait for a bigger communications approach. Definitely the academic leadership, Jim to take lead on that.

Our traditional way of communicating is less effective (i.e. message center). We need to come up with some more creative ways, surprising – social media as a way of finding content you do not expect.

Look into at advert options on bike racks [Neil?]

C. Sobieraj: Each college marketing person, we can see what channels they use. If we provide them with the tools, they can do the rest and get our message out. [Cindy to share the list of communications personnel]

There are some areas where we only need to communicate with the department chairs – other areas more detailed and specific – i.e. computing.

Next meeting to be scheduled end of July (after website updated)

NEXT STEPS:

- Neil to Look into at advertising options on bike racks
- Dawn to schedule meeting for Late July (after website updated, to meet and review content)
- Ellen will send some questions that will form the basis of the FAQ
- Clark to send some FAQs from faculty view
- Cindy to share the list of communications personnel
- Dawn to schedule meetings and events