



THE RECTOR AND VISITORS OF THE  
UNIVERSITY OF VIRGINIA

September 14, 2017

**MEMORANDUM**

**TO: The Ad Hoc Committee on Advanced Technology Learning:**

Jeffrey C. Walker, Chair  
Thomas A. DePasquale  
Babur B. Lateef, M.D.  
James B. Murray Jr.  
James V. Reyes  
Frank M. Conner III, Ex Officio

**and**

**The Remaining Members of the Board:**

Robert M. Blue	John A. Griffin
Mark T. Bowles	Maurice A. Jones
L.D. Britt, M.D.	John G. Macfarlane III
Whittington W. Clement	Tammy S. Murphy
Elizabeth M. Cranwell	Margaret F. Riley
Barbara J. Fried	Bryanna F. Miller
Robert D. Hardie	

**FROM:** Susan G. Harris

**SUBJECT:** Minutes of the Meeting of the Ad Hoc Committee on Advanced Technology Learning on September 14, 2017

The Ad Hoc Committee on Advanced Technology Learning of the Board of Visitors of the University of Virginia met, in open session, at 9:05 a.m. on Thursday, September 14, 2017, in the Board Room of the Rotunda. Jeffrey C. Walker, Chair, presided.

Present: Thomas A. DePasquale, Babur B. Lateef, M.D., James B. Murray Jr., and James V. Reyes

Absent: Frank M. Conner III and Robert D. Hardie

Whittington W. Clement, Barbara J. Fried, John A. Griffin, Maurice A. Jones, Tammy S. Murphy, Margaret F. Riley and Bryanna F. Miller were also present.

Present as well were Teresa A. Sullivan, Patrick D. Hogan, Thomas C. Katsouleas, Richard P. Shannon, M.D., Melody S. Bianchetto, Susan G. Harris, Donna P. Henry, Ronald R. Hutchins, Debra D. Rinker, Colette Sheehy, Kelley D. Stuck, and Robert M. Tyler.

Roger D. Martin, Associate Dean for Academic Innovation at the McIntire School of Commerce, was the presenter.

Mr. Walker opened the meeting and said the committee is to focus on the use of technology to enhance teaching. He has met with the University's Teaching and Learning Technologies Committee and with approximately 30 people who are working on technological innovations. He found a number of myths, such as the Board of Visitors doesn't like technology, a residential based learning environment means that you don't use technology, and online students are not as good as residential students. He also found that UVA has over 40 online master degrees, but that people within the University are not talking with each other about how to implement online education. There is no central support to get programs established or to sustain them. While schools typically have associate deans for research, they usually do not have deans for academic innovation; the School of Engineering and Applied Science and the McIntire School of Commerce are the exceptions.

Mr. Walker asked Mr. Hutchins, Vice President for information Technology, for his observations. Mr. Hutchins said the University is successful in different pockets and is doing amazing things. His office is working on a number of tools to support the use of technology in the classroom. Mr. Walker then gave the floor to Mr. Martin.

### **Transformation of Introduction to Accounting in the McIntire School of Commerce**

Mr. Martin said the McIntire School has started an initiative to integrate technology into the classroom and is transitioning its two introductory accounting courses to online courses as a first step. These classes were chosen because they are large lecture courses with minimal student-faculty interaction and their content appeared to be conducive to online learning.

An online version was piloted during the summer to test content, systems, and student management processes. Although there was some student reluctance to the online format, student feedback was positive. They were amazed how simple it was to learn the content and how easy it was to get help from the professor and teaching assistants. This semester, Mr. Martin is teaching one section online. By 2018, both classes will be offered exclusively online. The school will be working with its faculty to find other opportunities to replace classroom content with online technology to free up classroom time for student-faculty interactions.

Committee discussion included comments about testing the effectiveness of online courses versus classroom courses and current competition for graduate residential students from schools with online programs. Mr. Hogan asked that the committee charge include a business case analysis of opportunities for new revenues from online degrees and certificates in selected areas.

The meeting adjourned at 9:40 a.m.

SGH:wtl

These minutes have been posted to the University of Virginia's Board of Visitors website:  
<http://www.virginia.edu/bov/advancementandcommunicationsminutes.html>