



## DIVISION 2010 SEMI-ANNUAL REPORT

Name of Division: **Division of Distance Learning (DDL)**

Spring Report  Fall Report

Name and title of person submitting report: **Dr. Al P. Mizell, President**

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Responses to the following items may be entered directly on this form (preferred) or other paper or electronic format.

### Mission

The mission of the Association for Educational Communications and Technology is to provide international leadership by promoting scholarship and best practices in the creation, use, and management of technologies for effective teaching and learning in a wide range of settings.

### Vision

We seek to be the premier international organization dealing with educational technology, the organization to which others refer for best research and practices.

### Definition

Educational technology is the study and ethical practice of facilitating learning and improving performance by creating, using, and managing appropriate technological processes and resources.

### Goals

1. Advocate innovative, effective and ethical uses of educational technology.
2. Sustain an organization of professionals who study and use technology for training and education.
3. Establish an attractive and appealing professional presence that advances knowledge in the field.

Identify division goals you are addressing and when you hope to accomplish them. Please relate your goals to the three main AECT goals listed above (or to strategies in the current strategic plan):

1. Offer an interesting DDL program based on research and best practice for the AECT Convention
2. Strengthen our existing relationship with Information Age Publishing (IAP), publisher of the QRDE.
3. Assign a Board member to ensure the maintenance of the Division of Distance Learning website
4. Place a Board member in charge of the DDL blog site to enhance its viability.
5. Fund the Crystal Awards for distance learning practice
6. Establish several new awards for distance learning practice/research, including the Burmeister Memorial Award.
7. Develop a branding effort for DDL. This includes creating a DDL logo through a contest and planning the DDL table at the affiliate/division reception at the 2010 conference.
8. Conduct monthly Board meetings to actively involve all Board members in the division projects.
9. Create a DDL/AECT-Sponsored Case Study Book on Distance Learning Practices and Research.
10. Develop and distribute Job descriptions for the Board members and officers.
11. Encourage members of the Board to attend the July Leadership Conference and disseminate information to our division members..

Describe your progress in meeting your goals in terms of specific actions you have taken or are taking:

1. President-Elect and her shadow are actively engaged in a rigorous peer-review process that will result in the acceptance of high-quality proposals
2. Have secured Board approval for us to engage in discussions with Phil Harris and the CEO of IAP to become an AECT sponsor and for sponsorship of DDL awards.
3. Website is outdated but plans are underway to update it before the July Leadership Conference.
4. A Board member is reviewing the blog to evaluate its viability for continued support.
5. Crystal Awards sponsorship from Information Age Publishing ran into snags last year so plans are underway to get them re-engaged. A DDL member ran the award program last year and selected a winner; she agreed to do it again this year..However, funding had not been set aside for the 2009 award so this must be clarified for the 2010 cycle..
6. Approval has been given by the Board to establish a Burmeister memorial award and details will be worked out during this year. Following an initial donation is made from the NSU Burmeister Memorial Fund, IAP will be asked to continue supporting and to expand the funding.
7. Board meetings have been held using Elluminate on the third Tuesday of each month at 2:30 p.m. since the October AECT Conference.
8. Tony Pina and Al Mizell have developed a proposal for the Case Study book and submitted it to the AECT Publications Committee for their information. They are preparing to submit it to the editors of the IAP Distance Learning series for publication consideration.
9. A draft set of job descriptions has been reviewed by the DDL Board and is now being finalized.
10. With the additional funds provided by the ECT Foundation, all members of the DDL Board have been encouraged to attend the July Conference with the funds to be divided between those attending unless their institutions are supporting them fully.
11. Ana Donaldson has been working with the Mark Atkinson of the Virtual Committee on our DDL meeting room in Second Life (SL). It is our hope that a DDL division meeting will occur in SL in the near future.

Describe additional special activities your division has undertaken or is planning to undertake and talk about how they address the three AECT goals (or strategies in the current strategic plan):

1. Past-President, Christopher Miller, solicited candidates for 2011 officers and Board members and a successful election was held with the election of the President-Elect. We are especially pleased that one of our Board members, Ana Donaldson, was elected as our 2010-2011 AECT President-Elect. In addition, Cindy York was elected as our 2010-2011 DDL President-Elect and Nari Kim has been elected as a three-year member of the DDL Board. They will all take office in their elected positions at the 2010 convention in Anaheim. Our leadership will themselves be involved with goal #2 and they will encourage the Division members to also be involved.
2. Goal #1 is being addressed through the type of presentations that the Division sponsors and in the establishment of several awards to encourage innovative, effective and ethical uses of educational technology.
3. Once the Division web site and blog are updated and functional, goal #3 will be addressed. Establishment and publicity of the Division competitions will also encourage the results ought in goal #3.

How well do you feel your division is operating and meeting its goals? Please tell us why you think things are going well or less well:

In many ways, the Division goals are going well (see examples above); however, there are a number of areas of weakness:

- a. Over the past year, our Communications Officer was involved with AECT projects and our web site became outdated. Now that he is back with us on an active basis, we will be able to update the site and our communications. We anticipate posting our Board minutes on the site when it is updated.

- b. The DDL Representative to the AECT Board, Tony Pina, has been very active and keeps the Division well informed of the AECT Board actions that affect us. He is also engaged in the negotiations with IAP and the creation of the DDL Case Study book.
- c. Regular virtual Board meetings have been held and fully participated. All Board members have accepted responsibility for coordinating various areas of our current goals. The President-Elect successfully took over the running of a recent Board meeting when the President had to leave due to an unexpected fire alarm at his institution-yet the Board finished the agenda without any problems.
- d. A delay in a response from the Publications Committee has slowed work on the Case Study Book but contact is being actively pursued.
- e. The Crystal Awards had a winner this year thanks to the work of member, Joanne Bentley [joanne.bentley@usu.edu]. However, due to disagreements between AECT and IAP over their sponsorship, the award winner received a certificate The sponsorship of IAP should become solidified in time for the award cycle prior to the 2011 Convention.
- f. The DDL experienced some controversy regarding the role of students as reviewers of proposals for presentation at the Convention. The President-Elect has established rules that will allow graduate students to be engaged in the process.
- g. The roles of Board Members At-Large are now well defined. This issue has been addressed and clarified by the Board with the new job descriptions and acceptance of coordinating responsibilities by each Board member.

Do you need anything special from AECT to support your division plans? If so, please tell us what you need and when:

- a. President Al Mizell and President-Elect Maria Aygerinou [mavgerinou@aol.com] have an excellent working relationship. Her imminent delivery of twins has made it more difficult for her but she has fulfilled all of her duties. Cindy York volunteered to be her shadow in the presentation selection process if needed so having both individuals involved was a real plus. In addition, this helped Cindy prepare for her role as President-Elect next year and might be an excellent model for all divisions for the future.
- b. Negotiation with Information Age Publishing and its CEO, George Johnson, can be enhanced and eased if AECT will be accommodating in allowing DDL to negotiate with IAP so that both can feel they will benefit from the sponsorship. Past disagreements have left a bad taste and need to be rectified. Tony and Al will be working on this. As mentioned in the 2007 report, although QRDE is an official journal of AECT, there is evidence that it is held in lower regard by the Association leadership than the Springer-published Journals (ETR&D and Tech Trends) that have a longer history with AECT. We would like AECT Leadership to work with the DDL to actively promote QRDE as an AECT scholarly journal.
- c. An accounting to the Division of how the prior year's \$500 allotment was spent would be a help in planning for this year's Board expenditure. Also, clarification on the funding for the plaques for the past year's officers would be helpful as would clarification on the funding of the current competitive awards.
- d. I would have liked to have had some advance training on the expectations for these reports other than just being told they would be expected. It would also have been helpful to receive a blank copy for this year's report. I did receive copies of prior year's reports so I modified and updated one of those to prepare this report but I am not even sure if the AECT goals above are current for this year. . Have you considered an online submission process that is forms oriented?

Are you requesting an allocation from AECT against the \$500 maximum? X YES  NO  
If so, how much are you requesting and please tell exactly how it would be expended:

It is not clear if or how we have used our allocation in the past. However, since the allocation has been increased to \$1,000 this year, we wish to request our \$1,000 allocation to be spent on the following:

- Advertising and printing of call-for-proposal brochures for the Crystal Awards and other competitions
- Purchase of awards for recipients of Crystal Awards, the logo contest, and other competitions
- Recognition awards for those who have served the division as officers
- Approximately \$600 to be divided between those attending the July Leadership Conference to encourage their attendance.

It is anticipated that the total cost for these activities will exceed the \$1,000 allotment; however, we also hope to receive assistance via our anticipated partnership with Information Age Publishing (amounts have not yet been fixed).

Do you have any additional comments or suggestions to make? If so, please provide them here:

List 2010-2011 Officers and Board members names and email address:

President	Al P. Mizell; <a href="mailto:mizell@nova.edu">mizell@nova.edu</a>
Past-President	Chris Miller; <a href="mailto:c.miller@moreheadstate.edu">c.miller@moreheadstate.edu</a>
President-Elect	Maria Avgerinou; <a href="mailto:mavgerinou@aol.com">mavgerinou@aol.com</a>
Communications	Terry Patterson; <a href="mailto:tpatterson@southark.edu">tpatterson@southark.edu</a>
AECT Board Rep	Tony Pina; <a href="mailto:apina@sullivan.edu">apina@sullivan.edu</a>
DDL Board:	Kathryn Ley; <a href="mailto:ley@uhcl.edu">ley@uhcl.edu</a>
DDL Board:	Ana Donaldson; <a href="mailto:ana.donaldson@uni.edu">ana.donaldson@uni.edu</a>
DDL Board	Cynthia S York; <a href="mailto:cyork@purdue.edu">cyork@purdue.edu</a>
DDL Board	Tonya Amankwatia; <a href="mailto:Tonya.Amankwatia@desales.edu">Tonya.Amankwatia@desales.edu</a>

Incoming Board Member for 2011-2014 Nari Kim; [narkim@umail.iu.edu](mailto:narkim@umail.iu.edu)

President-Elect for 2011-2012 Cynthia S York; [cyork@purdue.edu](mailto:cyork@purdue.edu)

The DDL is comprised of many hard-working professionals who balance their AECT tasks between multiple divisions and affiliates, their individual career demands, family responsibilities and other obligations. As a “lay” association, we will always wish that we could do more. Thanks to the past-presidents of DDL for their assistance in sharing their past reports to help in the preparation of this report.

**Please mail, fax, or e-mail (preferred) to:**

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