EDUCATIONAL MEDIA POLICY COMMITTEE
Annual Report to the Faculty submitted by Jon Welstead, Chair
2000-2001 Academic Year

The Educational Media Policy Committee met nine times during the 2000-2001 academic year. All meetings were held jointly with the Computer Policy Committee (CPC) in an effort to streamline the duties often requested of the two committees. Much discussion was spent on the merger of the two committees into the Information Technology Policy Committee (ITPC) to begin Fall 2001. It was suggested that many of the standing committees of the current EMPC and CPC be carried forward into the ITPC. Most work of the joint committees during the academic year was spent working with Academic Affairs and Blackwell, Inc. conducting the campus-wide IT REVIEW. Jon Welstead served as the elected Chair. David Stack of I & MT took minutes of meetings that were then finalized and published by the chairs of both the EMPC and CPC. A web page was maintained by Rob Yeo, containing the full set of EMPC agendas, minutes, related documents, and relevant links: (http://www.uwm.edu/Dept/EMPC).

The University Committee and Secretary of the University, after approval by the Faculty Senate, proceeded with the disbanding of the CPC and EMPC, thus allowing the establishment of the ITPC. New members were elected and appointed to serve the ITPC by way of the standard campus and staff committee ballots during the Spring of 2001.

Various subcommittees, special campus appointment committees and standing campus committees were fulfilled by the following members.

a) Advisory Committee on Educational Technology Funds:
   EMPC: Richard O'Malley.
   CPC: Pat Touchett

b) Physical Environment Committee/Classroom Support:
   EMPC: Elizabeth Buchanan, David Prichard, Rob Yeo
   CPC: Stephen Pevnick

c) LTTR: Campus Roundtable:
   EMPC: Cameron (Bret) Besag
   CPC: Stephen Pevnick, Alan Swatek

d) Distance Education
   EMPC: Elizabeth Buchanan, Lisa Dieker, Susan Kelly (x-o)
   CPC: Mike Allen, Swarnjit Arora, Kathryn Gomm, Mary K. Madsen, Dietmar Wolfram

e) Faculty and Staff Support:
   EMPC: Michelle Harrell
   CPC: Paul Gunderson, Leonard Parker, Stephen Pevnick, Alan Swatek

f) OASIS Steering Committee:
   EMPC: 
   CPC: Mary K. Madsen

g) Internet 2 Steering Committee:
   EMPC: 
   CPC: Dietmar Wolfram
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h) Internet Issues:
   EMPC: Paula Rhyner
   CPC: Alan Baron, Dietmar Wolfram
i) Technology Assessment - IT REVIEW Committee:
   EMPC: Claudia Barreto, Jon Welstead
   CPC: Alan Baron, Allen Bell, Dave Schultz

Reports of the Subcommittees were presented at each joint meeting for further discussion or action that would subsequently be forwarded by the Chairs to Academic Affairs and the Provost & Vice Chancellor. Guest presenters were also invited to speak to specific issues before the committees. The follow is a summation of actions, discussion topics and/or inquiries as explored by the EMPC and CPC.

Some of the guests invited for discussion were, Bruce Maas, Manager of the Student Information Project (OASIS) who reported to the Committees on implementation and progress the move from the campus legacy system to the new PeopleSoft system, Provost & Vice Chancellor John Wanat attended the second joint meeting to answer committee members' questions and to discuss campus plans in the area of technology and the process of the IT Review by Blackwell, Inc., Charlene Douglas, Campus Administrator to Wisconsin Web -based Learning, Susan Kelly, Assoc. Provost & University Outreach Dean, Jay Moore, Chair of the University Committee, John Grozick, Asst. Dir, Computer Services, I&MT Instr. Media Svcs, Mitch Blank, IS-T Tech Project Mgr., Joe Smith, Admin Program Manager, Joseph Douglas, Director of the Information and Media Technologies Division and ex officio members of the committee delivered several reports to the two committees.

Remote Access and Internet Subcommittees.

1. The Internet Subcommittee, Chaired by Dietamar Wolfman made the following report:

   The committee brought forward two topics for discussion. The first was that UWM should enable off-campus internet access to a full array of resources, comparable to those available on-campus, and the second was that UWM should determine how, when and to what extent UWM will continue to provide off-campus internet (IP) service. Two motions were proposed. The motion was proposed, passed and was submitted to Provost Wanat:

   a) UWM should continue to explore ways to improve convenient remote access to the full array of electronic resources available on campus (e.g., downloadable software, databases) for the growing numbers of UWM students and employees who rely on external providers to access UWM electronically.
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b) The campus should upgrade the modem pool to include 56K service as recommended in the recent campus Information Technology Assessment Project Report, if feasible. I&MT will complete its study of this issue and give its findings to the Provost this summer. He should then take appropriate action.

2. The Subcommittee on Distance Education, Chaired by Mary Kay Madsen, recommends the following be considered for implemented with regard to Distance Education policies. The motion was proposed, passed and was submitted to Provost Wanat:

a) There should be a coordinated campus technology reporting structure that is linked to the community colleges in the UW system.

b) There should be adequate support for faculty acquisitions for distance education.

c) UWM should offer on-going professional development for people seeking recertification in various fields (e.g., lawyers, nurses, educators) as a service to the state to update their professional and legal knowledge base in issues specific to Wisconsin.

d) The Global University Alliance should be economically self sustaining.


The Computer Policy Committee and the Educational Media Policy Committee, meeting jointly, recommend the following language proposed policy change to regulate the use of .com/.org/.net address as published entry points to UWM content. This change should be placed after the first paragraph of section II of the Chancellor's policy on Electronic Publications which can be found at (http://www.uwm.edu/policy/ep.html), before the recently added section on Sponsorships and Advertising. The motion was proposed, passed and was submitted to Provost Wanat:

Policy Change:

"In order to reduce confusion as to content ownership as well as the potential for outages, UWM Colleges, Schools, Departments or units may not publish domain names registered with commercial providers (such as .com, .org, or .net addresses) re-directing the location of official UWM content. If a separate domain address is
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desired, units must arrange for an address within the uwm.edu domain by
consultation with I&MT.”

Rationale:

“Official documentation” is that which “purports to speak for the university and its official units,
programs and departments” . This would include things such as the ‘departmental pages’ of
UWM units that would normally be found in the /Dept/ area of the server. But this would not
include course materials, including those authored by UWM faculty.

Faculty may, if they wish, host their own class materials off site. And, if they do, the material
would naturally have a non-UWM web address.

The situation addressed by this policy is where official materials (which are already required by
existing policy to be hosted on campus) being *accessed* via non-uwm aliases. In some cases,
these have even been set up by persons not associated with the University. The intent of the
policy is to insure that UWM units advertise only their *.uwm.edu addresses as the ‘true’ entry
point to their materials and not some commercial address they or others may have established.

The goals are:

* Make sure UWM materials do not ‘go missing’ when departments or individuals neglect to
renew these commercial net addresses.

* Prevent potential problems due to reliance on commercial domain name providers for a
service we can do on campus under our own control.

* Prevent reliance by departments on domain names under actual ownership and control of
individual registrants (not UWM itself).

* Provide visitors with a consistent [ uwm.edu ] ‘branding’ of our web materials and eliminate
avoidable confusion as to ownership of materials.

* Avoid the annual cost to the university of renewal of potentially a large number of
commercial domain names.

Faculty and Staff Support Subcommittee.

The Subcommittee on Faculty/Staff Support, Chaired by Paul Gunderson, recommends the
Provost Office and Academic Affairs create a central fund for software and that appropriate
policies and criteria be developed by an assigned governing body. That the following should be
established:

a) Create a central fund for purchase and maintenance of universal and certain specialty software.

b) Identify the future ITPC as the governing body to develop policies and criteria for allocation of the above mentioned fund as well as policies and procedures for maintenance and discontinuation.

Distance Education Subcommittee

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d) The Global University Alliance should be economically self sustaining.

Classroom Support Subcommittee.

The Classroom Support subcommittee, Chaired by Stephen Pevnick presented the following report: Report by Classroom Support subcommittee presented by Rob Yeo. The committee noted that previous reports and surveys did not include a complete inventory of all software, hardware and capacities in campus CCL's and departmental classroom labs. Such an inventory needs to be taken in order to develop a strategic campus-wide policy that addresses software, hardware and departmental lab access, shared resources, and future development of hybrid multi-station classroom teaching and open access facilities. The motion was proposed, passed and was submitted to Provost Wanat:

That the Provost's Office shall obtain information on all campus CCL's, departmental labs, and those labs used as combined classroom and open labs. The information to be obtained should include software, hardware, capabilities and access policies. The Provost's Office in conjunction
with the new ITPC will use this information to study areas of duplication and under-utilization. It is hoped that this will lead to opportunities for sharing usage, software licenses, and other increases in efficient use of resources. It is expected that this information will aid in establishing campus standards for IT support and resources in labs.

Educational Media Policy Committee, 2000-2001

Claudia Barreto
Cameron Besag
Elizabeth Buchanan
Lisa Dieker
Michelle Harrell
Richard O'Malley
David Pritchard
Paula Rhyner
Jon Welstead, Chair
Rob Yeo
Anthony Ciccone
Susan Kelly
Peter Watson-Boone