



**IMPERIAL VALLEY COLLEGE
DISTANCE EDUCATION COMMITTEE AGENDA**

Wednesday, April 14, 2015

1:30 p.m. – Economic & Workforce Development Conference Room (3102)

The function of the Distance Education Committee is to develop and review policies and procedures necessary to the implementation and evaluation of the distance education program at Imperial Valley College.

1. Call to Order & Welcome

2. Consent Agenda

- a. Approval of Minutes for March 11, 2015

M/S (_____/_____) to approve the minutes of the March 11, 2015, regular meetings of the DE Committee, as presented.

3. Action Items

- a. Social Media Policy
b. Anti-Bullying Policy
c. DE Policy for Out-of-State Students

4. Reports

- a. Blackboard – Omar
b. ADA Compliance – Paige
c. Student Support – Martha
d. Students – Lidia
e. Faculty – Faculty Representatives

5. Discussion and Information Items

- a. New OL Course Evaluations – Update
b. Course Development Policy
 i. @ONE Training
 ii. Request for Waiver of @ONE Training
c. OEI Update
d. Conferences and Training
e. Other

6. Under Development

- a. DE 3-Year Plan
b. Online Faculty Handbook

7. Next Meeting: Wednesday, May 13, 2015, @ 1:30pm in Room 3102

8. Adjournment

ACTION ITEMS

ACTION ITEM 3a

Imperial Valley College Social Media Policy

Scope

This policy applies to all use of social media by Imperial Valley College (IVC) students, faculty and staff to represent or discuss matters concerning IVC and/or members of the IVC community, whether or not such use involves IVC's network or other computer resources.

"Social media" is a term used to describe tools and platforms that enable individuals to share ideas and content quickly and easily. Examples of popular social media include, without limitation, texting, blogs and propriety platforms such as Twitter, Facebook, LinkedIn®, My Space, YouTube and Flickr®.

Purpose

This policy (1) provides guidance concerning the use of social media through IVC's network, systems or equipment and/or the use of social media to represent or discuss matters related to IVC and/or members of the IVC community; and (2) sets forth rules for the administration of IVC social media sites.

Introduction

Within recent years, the growing popularity of social media has fundamentally changed the way we communicate as individuals and as an Institution. IVC recognizes and embraces the power of social media, and the opportunity those tools provide to communicate with the IVC community, including students, faculty, staff, parents, alumni, and other interested parties.

It is important to recognize, however, that the use of social media at or concerning IVC is governed by the same laws, policies, rules of conduct and etiquette that apply to all other activities at or concerning IVC. Even activities of a private nature conducted away from IVC can subject you to disciplinary action if they reflect poorly on IVC or interfere with the conduct of IVC business.

USAGE GUIDELINES

A. Rules for Posting to Social Media Sites

When posting to any IVC social media site, communicating with members of the IVC community, or discussing IVC on *any* site, **even through your own personal account or using your own phone, computer or other device without using the IVC network or equipment,**

➤ Do

- Remember that laws and IVC policies governing inappropriate conduct such as sexual (or other) harassment, bullying, discrimination, defamation, infringement of copyright and trademark rights, and unauthorized disclosure of student records and other confidential and private information apply to communications by IVC students, faculty and staff through social media.
- If endorsing IVC, accurately disclose your relationship to IVC. When using IVC sites or acting within the scope of your IVC responsibilities, you may only endorse IVC, its programs, or its services if you have been authorized to do so by IVC.

➤ **Do**

- Carefully consider the accuracy, clarity, length (brief is better) and tone of your comments before posting them. Posts on social media sites should protect IVC's institutional voice by remaining professional in tone and in good taste. Remember, your posts may last forever.
- Sign your post with your real name and indicate your relationship to IVC. Do not use pseudonyms or post anonymously.
- Respect the views of others, even if you disagree.
- Be truthful, accurate and complete in describing IVC programs and services.
- Strive to be accountable to IVC audiences via regular updates and prompt responses when appropriate.
- Obey the Terms of Service of any social media site or platform in which you participate.
- Whenever appropriate, link back to information posted on the IVC website instead of duplicating content. When linking to a news article about IVC, check first to determine whether you can link to a release from IVC rather than another media outlet.
- Whenever, as a member of the IVC faculty, you utilize a social medium as a means of student participation in course work be sure to also provide a practical and appropriate alternative for students who may be unable or reluctant to utilize that social medium (for example, some students may not be comfortable with opening a Facebook account).

➤ **Do Not**

- Use social media to harass, threaten, insult, defame or bully another person or entity; to violate any IVC policy; or to engage in any unlawful act, including but not limited to gambling, identity theft or other types of fraud.
- Post or store content that is obscene, pornographic, defamatory, racist, excessively violent, harassing, threatening, bullying or otherwise objectionable or injurious. In addition, do not attempt to compromise the security of any IVC social media site or use such site to operate an illegal lottery, gambling operation, or other illegal venture.
- Post copyrighted content (such as text, video, graphics or sound files) without permission from the holder of the copyright. Remember, even information that is widely available to the public (such as text, photographs, or other material posted on the Internet) may be subject to copyright restrictions that prohibit unauthorized duplication or dissemination.
- Use IVC's name, logo or trademarks for promotional announcements, advertising, product-related press releases or other commercial use, or to promote a product, cause, or political party or candidate.
- Disclose confidential IVC information, non-public strategies, student records, or personal information concerning past or present members of the IVC community without proper authorization.
- Make false claims or representations about IVC programs or services, and do not speculate or guess if you do not know the information.
- Spread gossip, rumors, or other unverified information. Furthermore, do not assume that everything posted on a social media site is true.

➤ Do Not

- Spend excessive time using social media for personal purposes during working hours or use any IVC social media sites, networks, equipment or peripherals for unauthorized commercial purposes.
- Transmit chain letters, junk email, or bulk communications.
- Be rude or argumentative, or use inappropriate language. [Correct factual inaccuracies but avoid negative exchanges whenever possible.]
- Be careless with spelling or syntax, or use language that may easily be misunderstood.
- Post a person's photograph or video image without first obtaining permission and signed talent releases from anyone depicted in the photograph or video.

Note: Please keep in mind that photographs posted on social media sites can easily be appropriated by visitors. Consider adding a watermark and/or posting images at 72 dpi and approximately 800x600 resolution to prevent copying. Images at that size are sufficient for viewing on the Web, but not suitable for printing.

- Represent your personal opinions as institutionally endorsed by IVC. If you are not authorized to post specific content on behalf of IVC, then the following disclaimer should appear in your post: "These are my personal opinions and do not reflect the views of Imperial Valley College."
- Expect that your posted content will remain private or that dissemination will necessarily be limited to your intended audience, **even if you are accessing your own private account over the IVC network or using IVC equipment or peripherals.**
- Attempt to mask your identity or attribute your comments to another person (real or fictitious).
- Insult, disparage, disrespect or defame IVC or members of the IVC community.

Note: In accordance with applicable laws and regulations, subject to other applicable IVC policies, this Policy does not prohibit associates from using social media to discuss among themselves, even in terms that may be critical of IVC, matters relating to the terms and conditions of their employment.

- Discuss legal issues or risks, draw legal conclusions, on pending legal or regulatory matters involving IVC.

Note: IVC is not responsible for monitoring or pre-screening content posted on its social media sites. Notwithstanding the foregoing, IVC reserves the right to monitor its sites and remove, without notice, any content that IVC determines to be harmful, offensive, commercial in nature, or otherwise in violation of law or this Policy. If you become aware of objectionable content posted on a IVC social media -- or objectionable comments concerning IVC that are posted on an unaffiliated site -- please notify the Director of Information Technology promptly.

B. Posting to Social Media Sites Not Administered by IVC

IVC is aware that members of the IVC community may wish to express their personal ideas and opinions through private social media that are not administered by IVC.

Nevertheless, IVC reserves the right, under circumstances it deems appropriate and subject to applicable laws and regulations, to impose disciplinary measures, up to and including dismissal from IVC or termination of employment, upon students, faculty, or staff who use private social media sites or

communications resources in violation of the Usage Guidelines in this policy or in ways that reflect poorly on IVC or are deemed to interfere with the conduct of IVC business.

In appropriate cases, such conduct may also be reported to law enforcement authorities.

SITE APPROVAL, ADMINISTRATION AND REQUIREMENTS

With appropriate authorization, IVC social media sites may be administered on behalf of (a) IVC as an institution; (b) individual programs or departments; (c) members of the faculty, in connection with a specific course; or (d) student organizations. **Unauthorized use of the IVC name, logo, or trademarks without the express permission of an authorized official of IVC is strictly prohibited.**

A. Authorization of Social Media Sites

Any person or organization who seeks authorization for a new site will be expected to articulate an appropriate purpose of the site and a reasonable plan for managing its content.

- **Institutional sites** that represent IVC as a whole must be authorized in advance by the Superintendent/President of IVC.
- **Program and departmental sites** must be authorized in advance by the Division Dean or Department Chair, respectively, and approved by the Vice President of Academic Services.
- **Sites administered by members of the faculty in connection with specific courses** must be authorized by the faculty member and approved by the Division Dean or Department Chair, respectively.
- **Sites sponsored by recognized student organizations in connection with specific activities** must be authorized by the Dean of Student Affairs & Enrollment Services/ASG Advisor.

Note: When naming pages or accounts, selecting profile pictures or icons, and selecting content to post, authorized IVC sites that represent only a segment of the IVC community (for example, a program, department or course) should take care to avoid the appearance of representing the entire institution. **Names, profile images, and posts should all be clearly linked to the particular program, department or course.**

B. Site Administrators

Each authorized IVC social media site must have a designated administrator. In addition, the Director of Information Technology (or delegate) shall be included as an administrator on any IVC social media site.

C. Site Registration

All IVC social media sites shall register each term with the IVC Information Technology Department. In addition, the Information Technology Department shall keep track of registrations and may, in its discretion, review site content (but is not required to do so). If a site does not register (or renew its registration) for a term, or if the Information Technology Department becomes aware of content posted on an IVC site in violation of this policy, the Information Technology Department shall promptly take appropriate action, which may include notifying the site administrator, the official who authorized the creation of the site, and/or other IVC officials, removing the offending content and/or closing the site.

D. Site Requirements: Required Terms of Use, Privacy Policies, and Disclaimers

- **Terms of Use.** Every IVC social media site shall clearly set forth **Terms and Conditions of Use** applicable to the site, which shall incorporate the ***Usage Guidelines for Imperial Valley College Social Media Sites*** substantially as they appear in this policy.

- **Privacy Policy.** For sites on which personally identifiable information is recorded, the Terms and Conditions of Use must also include either (a) a link to or (b) the text of the IVC **Internet Privacy Policy**.
- **Acknowledgement and Agreement.** The Terms and Conditions of Use must also include the following **Acknowledgement and Agreement**:

“In connection with the use of this Site and as a condition of such use, the user expressly acknowledges and agrees that any use of the site is subject to these Terms and Conditions of Use; that these Terms and Conditions of Use may change without notice and continued use of the site constitutes acceptance of such changes; that IVC neither endorses nor shall be held liable for the content of any postings that are not made by authorized IVC personnel or that are in violation of this policy; and that the user shall indemnify IVC, its affiliates, and their respective officers, directors, trustees, employees, agents and representatives from any and all expenses and liabilities, including but not limited to reasonable attorneys’ fees, resulting from any content posted by such user or any violation of these Terms and Conditions of Usage.”

- **Disclaimer.** Every IVC social media site shall also include a disclaimer stating the following:

“Content posted to this site represents the views of the individuals who post it and, unless stated otherwise, neither represent the views of, nor are endorsed by, Imperial Valley College.”

Questions?

Violators may be subject to disciplinary action, up to and including dismissal from IVC or termination of employment. Any questions regarding site administration or Usage Guidelines may be addressed to the IVC Information Technology Department.

ACTION ITEM 3b

ANTI-BULLYING POLICY **Imperial Valley College**

Imperial Valley College believes that all members of the Imperial Valley College community, whether student, employee, faculty or guest, have a right to a safe and secure learning and working environment. The college and the community have an obligation to promote mutual respect, tolerance, and acceptance.

While each circumstance is different, bullying is inappropriate, unwelcome behavior that targets an individual or group because of a characteristic of the individual or group, whether protected by anti-discrimination laws or not. Prohibited bullying may be the result of repeated behavior or, if sufficiently severe, a single incident. It can be direct or indirect, and can be effectuated through verbal, physical, electronic or other means.

Conduct constitutes prohibited bullying when a reasonable person in the circumstances would find the conduct sufficiently severe, based on its nature and frequency, to create an environment which is hostile or intimidating and which unreasonably interferes with the work, educational or college opportunity, or is intended to cause or is reasonably foreseeable to cause physical, emotional, or psychological harm.

Prohibited bullying behavior can take a variety of forms, and may include, but is not limited to, the following examples:

- Verbal abuse, such as the use of derogatory remarks, insults, and epithets; slandering, ridiculing or maligning a person or his/her family; persistent name calling; using an individual or group as the target of jokes;
- Verbal or physical conduct of a threatening, intimidating, or humiliating nature;
- Sabotaging or undermining an individual or group's work performance or educational experience;
- Inappropriate physical contact, such as pushing, shoving, kicking, poking, tripping, assault, or the threat of such conduct; or damage to a person's work area or property; and
- Inappropriate electronic communication, such as the use of electronic mail, text messaging, voice mail, pagers, websites, or online chat rooms in a threatening, intimidating, or humiliating manner.

Bullying behavior violates Imperial Valley College's Institutional Code of Ethics (AP 3050) and its expectation that employees will be treated with respect and dignity, the Student Standards of Conduct (AP 5500) and its expectation that students will respect the rights of others and help create a positive environment where diversity of people and ideas is valued and tolerated, and the College's Commitment to Diversity (AP 7100).

Any individual that feels that he/she has been the victim of prohibited bullying, or who witnesses any incident of bullying, should promptly report it. Imperial Valley College will investigate any allegation of bullying. Complaints by employees should initially be reported to the employee's immediate supervisor, unless that person is the individual about whom the complaint is being made, in which case the complaint should be made to that person's supervisor. The complaint may also be made to the Chief Human Resources Officer. A student may bring forward a complaint to the Dean of Student Affairs or to the Vice President for Student Services.

An individual complaining of bullying may be required to make the complaint in writing. Anonymous charges will not be the basis of any administrative action. In investigating complaints of bullying, attempts will be made to respect the privacy of all individuals involved, but due to the nature of fact-finding and investigation that may be needed, confidentiality cannot be guaranteed.

No individual will be disciplined or retaliated against for making a good faith complaint regarding bullying.

If inappropriate bullying behavior is found to have occurred, prompt remedial action will be taken. Any employee found to have engaged in prohibited bullying or retaliatory behavior is subject to immediate discipline up to and including termination. Any student found to have engaged in prohibited bullying or retaliatory behavior is subject to immediate discipline, up to and including expulsion.

ACTION ITEM 3c

Distance Education Services for Out-of-State Students

Online courses at Imperial Valley College are available to students who reside in the States of California and Arizona.

Distance Education Complaint Process for Out-of-State Students

In compliance with the Higher Education Opportunities Act of 2008, the U.S. Department of Education (USDOE) conducted a Negotiated Rule Making Process in 2010, and institutions offering distance education must provide enrolled and prospective students with contact information for filing complaints with its accrediting agency and with the appropriate state agency for handling complaints in the student's state.

Students enrolled in online classes at Imperial Valley College who reside out-of-state should follow the Complaint Procedures listed in IVC's Student Conduct and Complaint Policies listed in the [General Catalog](#) to resolve concerns. Online students have the same rights and responsibilities as those students enrolled in on-campus courses.

Complaints are addressed through informal and formal processes. It is suggested that students first try to resolve an issue through the informal report and resolution process listed in the [General Catalog](#) before submitting a formal complaint.

Imperial Valley College is accredited by the Accrediting Commission for Community and Junior Colleges, Western Association of Schools and Colleges (ACCJC). Information regarding their complaint process can be found on the ACCJC website at <http://www.accjc.org/>.

If after following the college procedure the issue cannot be resolved internally and the out-of-state student seeks additional resolution, Arizona residents can contact the [Arizona State Board for Private Postsecondary Education](#) through their website at <https://ppse.az.gov/> or at 1400 W. Washington Street, Phoenix, AZ 85007, phone: 602-542-5709, fax: 602-542-1253.