

**Online Education and Microcredential Council (OEMC)**  
**2020-2021**  
**October 20, 2021**  
**SYNCHRONOUS MEETING (via Zoom)**  
**1:00pm - 2:00pm**  
**Minutes Meeting #14**

**Members Present:** Krista Benson, Kelli Damstra, Bradford Dykes, Rick Geisel (in absentia), Denise Goerisch, Erica Hamilton (Chair), Barb Hoogenboom, Simone Jonaitis (vice-chair), Alisha Karabinus (in absentia), Kim Kenward (IDel), Rhonda Lubberts, Christine Renner (FTLC), Ellen Schendel, Mark Staves, Pam Wells,

**Consent Agenda**

- Approval of Meeting #13 (10.13.2021) minutes

**Continuing Business**

- Review OEMC Charges from UCC (2021-2022) (all)
  - **Pilot Microcredential Approval Process** - Report on and monitor the effectiveness of the pilot, including selection and rationale for the metrics used along with the results and final recommendations ([SHORE Log: 1185-2020](#)) **Microcredential Proposals** - Create a proposal form and process for review and approval of microcredentials in partnership with UCC ([SHORE Log: 1187-2020](#)) Form 1 almost completed (test site), Will begin form 2 shortly. Barb will update UCC of progress thus far on our 2 year pilot
  - **OEMC Leadership** - Propose language to ensure that the applicable section of the [UAS Bylaws \(SG1.02\)](#) that charters the committee includes a subsection on Leadership, that describes the leadership positions and succession process. **MEMO submitted to ECS on 9/22/21**

**New Business**

- Update on SAIL “test form” microcredential forms, Parts 1 (of 2) and 2
  - Will be brought to UCC 10/20
- Discussion: Consider using the current “[Program Change Proposal form](#)” in SAIL for changes to currently approved badges
  - Current change program form language in SAIL: approved
- Badge proposal review:
  - [Victim Advocacy Badge, Proposal Form Part 2](#) (Jackie Doyon-Martin, Criminal Justice); NOTE: The OEMC reviewed the [this badge part 1 proposal](#) on 4/7/21)
    - Recommended for approval - moves on through the process

- Institutional Marketing - Assessing/Measuring Badge Marketing success - (Rhonda)
  - Market research and analytics team supports proposer by using EMSI data
  - A number of tactics are used – new badges are added to [www.gvsu.edu/levelup](http://www.gvsu.edu/levelup) - inquiries are followed up by GVSU representatives
  - Suggestion: link market research request to badge proposal form in SAIL
- Course Review
  - NOTE (from 10/13/21 meeting): OEMC will begin using the following actions in its review of new and change course proposals (in line with current UCC review practices and designations):
    - Accept as proposed (i.e., approved)
    - Accept with amendment (chair review only)
    - Return for amendment (OEMC members review revised proposal)
    - Reject

11899	EDI 312	CECI	CCP	Accept as proposed
11898	EDI 418	CECI	CCP	Accept with amendment
11900	EDI 317	CECI	CCP	Accept with amendment
11770	CIS 453	PCEC	CCP	Return for amendment
11931	SW 319	CECI	CCP	Accept as proposed
11929	SW 671	CECI	CCP	Accept as proposed
11805	SPA 313	CLAS	CCP	Accept as proposed
11906	LS 320	CLAS	CCP	Accept as proposed
11930	SW 669	CECI	CCP	Accept as proposed
11924	PSY 492	CLAS	CCP	Return for amendment
11914	MOV 310	CLAS	CCP	Return for amendment
11913	MOV 350	CLAS	CCP	Accept as proposed
11912	MOV 304	CHP	CCP	Return for amendment
11923	PSY 405	CLAS	CCP	Accept as proposed
11927	EDI 339	CECI	CCP	Accept as proposed
11459	BIO 311	CLAS	CCP	Accept with amendment
11915	MOV 101	CLAS	CCP	Return for amendment