



Minutes of the Master Educators' Guild Meeting September 19, 2006 Final

Members Present: Drs. Bachmann, Mupparapu, Chopra, Demissie, Deutsch, Gelinas, Griesback, Giudice, Hock, Kaplan, Keohane, Kountz, Lee, Martin, O'Rourke, Ponzio, Rajput, Samant, West.

Meeting Location: The meeting was held in the Science Center, Room 290, UMDNJ-Stratford Campus, Stratford, NJ

I. Call to Order:

Dr. Kaplan called the meeting to order at 2:20 PM.

Introduction of Members:

Dr. Kaplan asked those present to introduce themselves.

II. Approval of Minutes of June 13, 2006 Meeting

Drs. Samant and Deutsch moved and seconded a **MOTION** to approve the minutes of the June 13, 2006 meeting. There was no discussion. **Action:** The **MOTION** was approved unanimously.

III. President's Report (Dr. Sandra Kaplan)

a. New Board (2006-2007)

Dr. Kaplan welcomed the new Master Educators' Guild Board. The Officers are President: Dr. Sandra Kaplan (SHRP), President-elect: Dr. Kai Mon Lee (SOM), VP Finance: Dr. Asha Samant (NJDS), Secretary: Dr. Elaine Keohane (SHRP), Past President: Dr. Nicholas Ponzio (GSBS). The At-Large Members are: GSBS: Dr. Ann Stock, NJDS: Dr. Marc Rosenblum, NJMS: Dr. Marian Passannante, RWJMS: Dr. Nancy Stevenson, SHRP: Dr. Craig Scanlan, SN: Dr. Kathleen Burke, SPH: Dr. Bernadette West, and SOM: Dr. Russell Griesback.

b. New Members of the Guild

Dr. Kaplan congratulated and welcomed the new members of the Guild: Gloria Bachmann, MD (RWJMS), Anita Chopra, MD (SOM), Kitaw Demissie, MD, PhD (SPH), Richard N. Feinberg, PhD (NJMS), Céline Gélinas, PhD (GSBS), James Giudice, DO (SOM), Debra S. Heller, MD (NJMS), Nancy Kirsch, PT, PhD (SHRP), Muralidhar Mupparapu, DMD, MDS (NJDS), Kerry O'Rourke, MLS (RWJMS), John Reeves, PhD (GSBS), and Frances Ward, PhD, RN, APNC (SN).

c. Renewing Members Inducted in 2001

Dr. Kaplan welcomed back the renewing members who were inducted in 2001: Linda

Boyd, DO, Elaine Diegmann, ND, CNM, Mark Robson, PhD, MPH, Ellen Townes-Anderson, PhD, Nancy Stevenson, PhD, Gwyneth Patterson, EDD, RN, C.

d. **ACITAC (Academic Computing Information Technology Advisory Committee) Invitation**

Dr. Kaplan was invited to serve on ACITAC; Dr. Lee is also a member.

e. **Ethics Education Initiative**

Dr. Kaplan was informed by Dr. Denise Rodgers that the University is planning a day of ethics education with activities that will bring faculty and students together in interdisciplinary groups. She requested Master Educator volunteers to participate in the planning and implementation of this activity. The following Guild members volunteered: Drs. Bachmann, Mupparapu, Kai, Keohane, Kirsch, Rajput, Samant; Dr. Erde will also be asked.

f. **Potential Goal of the Guild**

Dr. Kaplan suggested that a role of the Guild could be to stimulate more campus-wide dialogue in Academic Integrity. Strategies could include: reaching out to the student body and creating opportunities for informal dialogue; present cases via the UMDNJ Web on issues that we find important, encourage students to log into the site to review the cases, then meeting personally to expand on website information; have an ongoing dialogue on Academic Integrity topics; the website could also link to other campus courses. Master Educators could also start a campus-wide initiative, such as campus-centered coffees, then go to the general website. The course could be non-credit elective with pizza or coffee and muffins. Student clubs could also sponsor a lunch and learn. We would need a template to be approved by the respective curriculum committees.

g. **Mentoring Guidelines**

The MEG Mentoring Guidelines have been approved by the Council of Deans. They will be sent out to the new members. The Guidelines have not yet been implemented. Dr. Kaplan indicated that faculty could share expertise through mentoring; there could be events such as Junior faculty coffees, information could be posted on the Guild website. A consistent type of approach to all new faculty could be included in faculty orientation.

IV. President Elect's Report (Dr. Kai Mon Lee)

- a. **University Day Academic Grand Rounds.** The SOM campus host committee was: Drs. Lee, Erde, and Hock. Pat Forte and Cindy Gore were also involved. The event was successful with 275 attendees plus 150 in the auditorium. Dr. Lee reported that arranging for breakfast was difficult and will create roadblocks for the next planning committee. The speaker was Dr. David Callahan and the title of the presentation was Addressing Conflict of Interest in Health Sciences. Dr. Erde, a member of the planning committee, was not able to attend the meeting, but he asked Dr. Kaplan to express his concerns to the Guild about CME and central administration changing the title of Dr. Callahan's presentation. He indicated that it was an issue of academic freedom, and the final decision on the title of the presentation should be with the MEG planning committee, not CME. He requested that the MEG address this with central administration. A long discussion followed that included the following points:

- in general the speaker is given the theme, his/her topic should center around the theme and the speaker chooses the title; the title of the presentation was not an issue with the speaker and he confirmed the title; the title used for the presentation was the theme decided by the MEG at a previous meeting; no one asked the planning committee or the speaker to change the content of the presentation; there was a very short timeline for CME and that resulted in some confusion in dissemination of information on the presentation. It was difficult for the members present to take action since Dr. Erde was not present at the meeting to answer questions and provide clarification. Drs. Deutch and Ponzio moved and seconded a **MOTION** to table further discussion and that the concern be brought by Dr. Erde to the Executive Committee for clarification and action. The **MOTION** was approved unanimously.
- b. **Spring Symposium 2007.** The Spring Symposium is tentatively planned for March 23, 2007 on the Newark campus. The Guild and NJEDge.net will jointly organize a Best Practices Faculty Showcase. Laura Barrett is representing NJEDge.net at UMDNJ. She has not yet secured a room for the event. Members suggested space in at NJDS or SHRP.
 - c. **University Day Academic Grand Rounds 2007.** The event will be held on the Piscataway campus on the third Tuesday in September.

V. Vice President for Finance Report (Dr. Asha Samant)

There was no budget report. It was noted that clarification on the budget is needed in reference to the \$30,000 allocation from the University.

VI. Secretary's Report (Dr. Elaine Keohane)

Dr. Keohane reported that minutes were distributed from the 6/13/06 meeting; the Guild member list was updated including the newly inducted members, and it was distributed; the new members were sent the Bylaws and the Guild membership list; the e-mail aliases, me-guild@umdnj.edu and me-guild-all@umdnj.edu will be updated in September by Vernon Cabalfin from SHRP.

VII. Committee Reports

a. **Academic Integrity Committee (Drs. Keohane and Stollar, Co-Chairs)**

The Committee met on June 13, 2006. Dr. Keohane reported that the goal of the committee this year is to compile and review all the academic integrity policies of the school, and identify best practices among the schools. A report will be written this year and presented to the Guild. A Committee Group was made on the my.UMDNJ portal, and all the academic integrity policies will be uploaded there so that they will be available to all the committee members.

b. **Awards Committee (Dr. Stuart, Chair)**

Dr. Ponzio reported for Dr. Stuart that there are plans to give Distinguished Service Awards. The Awards Committee will develop criteria, the nominations will be Guild member-initiated, the Award Committee will review the nominations and make a recommendation to the Executive Committee. The Executive Committee will select the final award recipients and the finalists will be presented to the membership for approval. The honorees would receive the award at a public University event.

- c. **Educational Scholarship Committee (Dr. Passannante, Chair)**
The Committee proposed having small grants for educational research. A 5-year survey of Guild members highlighted the initiatives that the MEG was able to implement. 1/3 of the respondents increased their roles on campus in terms of mentoring and curriculum development.
- d. **Mentoring Committee (Dr. McNeal, Chair)**
No report.
- e. **Nominating Committee (No Chair at this time)**
Dr. Kaplan reported that the nominating committee needs a new chair and 2 members. The following members volunteered: Newark campus- Dr. Mupparapu; Piscataway: Drs. Gelinat, Demissie; Stratford – Dr. Chopra.
- f. **Public Relations Committee (Dr. Ponzio, Chair)**
Dr. Ponzio presented strategies to increase awareness about the Guild and its mission to administration, faculty, and students at all the schools. Suggestions included: disseminating a tri-fold brochure around UMDNJ; actively promoting the CTE website; linking the CTE website to each school's homepage; having Guild members present at all new faculty orientations; regularly including information about the Guild in UMDNJ publications; preparing and disseminating an Annual Report of Guild activities; having Guild members acknowledge membership on their presentations and publications; and putting Guild membership on their business cards. Members were reminded that the Guild logo is on the University logoweb site. A written report is attached.
- g. **Website Committee (Dr. Scanlan, Chair)**
Dr. Scanlan was not present but sent members a written report on the Center for Teaching Excellence website. There has been a modest increase in total visits and the 2006 yearly projected visits is over 70,000. The plan is to increase visits to 7,500 per month. The report indicates the content areas that were updated. He indicated in the report that support is needed from Guild members for the website. Dr. Lee volunteered to help Dr. Scanlan with the website. The report is attached.
- h. **MEG Events Committee 2007-2008 (Drs. Levine and Rajput)**
The 2007-2008 MEG events will be held on the Piscataway campus.

Dr. Kaplan suggested that a member of the MEG Executive Committee be designated as a liaison to each Committee.

VIII. Future Meetings

The Spring Symposium with NJEDge.net will be held in March. The June business meeting will be held on June 12, 2007, 4-6 PM, in Piscataway.

IX. Old Business

None

X. New Business

It was suggested that MEG members consider having a social activity, perhaps a dinner, either University-wide or campus-wide. It was also suggested that the Guild investigate

using conference calls for business meetings.

XI. Adjournment

Drs. Ponzio and Martin moved and seconded a **MOTION** to adjourn. Motion was approved and the meeting adjourned at 3:50 PM.

Respectfully submitted,
Elaine M. Keohane, PhD, CLS(NCA)
Secretary, SDCMDMEG

Goals: Increase awareness about the MEG and its mission to administration, faculty, and students within all schools of UMDNJ

Strategies to achieve goals (in no particular order):	Completion Status (pre 9/19/06 business meeting)	Action to be taken (post 9/19/06 business meeting)
Brochure (tri-fold; one page) for distribution in/at: <ul style="list-style-type: none"> • Offices of UMDNJ president and deans • Offices of Education/Faculty Development/Faculty Affairs • Library • UMDNJ mailings • UMDNJ academic functions • Information packets to faculty and student recruits by all UMDNJ schools 	Not done	To do
Establish a MEG Public Relations Committee	Done	None needed
Up-to-date information on the CTE website	Done (Thanks to Craig Scanlan)	None needed
Link CTE website to the UMDNJ and every school's homepage	Partially done	To do
Presentation by MEG on orientation programs for new faculty at all schools	NJMS – yes Other schools ?	Distribute PowerPoint template to MEG members
Information about the MEG in UMDNJ publications (print and electronic) on a regular basis	Not being done	To do
Annual report on the MEG - Content could include information about activities of the MEG and its members for the entire year (publications, presentations, grants, etc).	Worthwhile to do?	Low priority at the present time
MEG Newsletter.	Not much support for this	Remove from priority list
Acknowledge MEG membership on all presentations and publications.	How many people are doing this?	Personal decision by MEG members
Increase awareness of the MEG and its mission beyond UMDNJ (i.e., nationally and internationally)	Not done	Was not discussed at the 9/19/06 business meeting

**UMDNJ – Stuart D. Cook Master Educator's Guild
Center for Teaching Excellence
Report to the Guild, September 19, 2006**

Center Activity

The following table summarizes the Center for Teaching Excellence (CTE) activity for the six months for which full tracking data has been available:

Month (06)	Visits and Pageviews			Source		
	Visits	New	Return	Pageviews	UMD	Ext
Apr	5363	87%	13%	13882	14%	86%
May	5204	86%	14%	13120	11%	89%
Jun	4570	87%	13%	12392	12%	88%
Jul	5149	85%	15%	13321	10%	90%
Aug	6044	86%	14%	14949	9%	91%
Sep (proj)	6525	86%	14%	15182	9%	91%
Daily (avg)	193	86%	14%	487	11%	89%
Yearly (proj)	70445			177755		

As indicated in the table, over the period tracked, there has been a modest increase in total visits and pageviews per month. The percentage of returning visitors has remained relatively stable (at about 1 in 7) and there is a trend toward more visits coming from outside UMDNJ. In terms of external visits, the site is regularly accessed from every populated continent, with the majority of international access coming from Europe and Asia (including India and Pakistan).

The activity goal is to increase visits to 7500/month with 20,000 monthly pageviews by June 2007. The plan to accomplish this is described below.

New Center Content

Since the last report (May 2006), the following updating of the CTE content has occurred: 53 content links updated (new/redirected URLs); 27 content links retired (dead links) and 222 new content links added to the following sections:

Section	Added
Resource Center	6
Traditional Teaching	54
Active Learning	19
Clinical Education	54
Technology Corner	59
Student Evaluation	6
Career Development	24
TOTAL	222

In addition, *EdSources*, the Center's searchable database, has been updated with over 6,300 new citations to the educational literature, including about 3900 new Medline/CINAHL citations and 2400 new citations from the ERIC (Educational Resources Information Center) database.

IT Issues

Spamming. Over the last 6 months the CTE has experienced a huge increase in automated spam 'attacks,' directed mainly at its interactive features (Ask a Question, Recommend Web Site, Sign Guest Book, Get Newsletter, Discussion Forums). Most spam is promotional for drug sales and pornography. To combat this problem, most CTE interactive features have been temporarily shut down until a fix can be developed. Among the fixes being considered is discontinuation of these features (which had minimal legitimate use).

Limited Webmaster Access. Changes in UMDNJ sever access and security mechanisms have dramatically limited the ability of the CTE Webmaster to easily update Center pages. Currently, only the Center's database can be accessed

and updated directly (contributing to why the MEG area pages have not been updated, including activities announcements such as University Day). A software tool has been deployed and will be tested out over the next month or two (the 'Subversion' Repository).

Future Plans

Site Promotion. As originally recommended by the Website committee, the best way to promote the CTE would be to increase the number of Web links to it from professional associations and/or sections having specific interests in education. To do so, on 9/18/06, all Guild members were e-mailed a 'copy and paste' promotional announcement that they can forward to key decision-makers in the professional associations and/or sections with which they are affiliated. The short-term goal will be to have the CTE 'cross-linked' from at least 50 associations' and/or sections' Web pages by June 2007, thereby achieving the targeted 7500 monthly visits.

Support. Having a single individual responsible for the CTE is becoming increasingly difficult and will not be feasible at all should the current Webmaster retire in 2009 as planned. The original AcITAC grant proposed that volunteer Guild members serve as section editors for each of the CTE's major content categories, being responsible for identifying and recommending applicable new content, as well as moderating any applicable discussion (requiring about 6 hrs/month). Volunteers were requested in 2002 and again in September 2005, but no one ever stepped forward. In terms of technical support, Dean Gibson has offered to find the funds, once a justified budget is developed. The bottom line is that if the CTE is to grow and improve, Guild members will need to assume more responsibility in its maintenance. To that end, the Website committee should meet this Fall and develop a workable forward CTE support plan that combines the content expertise of Guild members with the appropriate technical support for the Center. Ideally, this plan should be fully implemented by January 2008.

Respectfully Submitted,



Craig Scanlan, EdD, RRT, FAARC

E-mail Promotion - Help Us Promote the Center for Teaching Excellence!

Copy/paste (and modify as needed) the following three paragraphs and Web address (*everything below the line*) into an e-mail message and send it to the key decision-makers in the professional associations and/or sections with which you are affiliated. Please copy all communications to Craig Scanlan at scanlan@umdnj.edu.

As a member of the Stuart D. Cook Master Educators' Guild at the University of Medicine and Dentistry of New Jersey (UMDNJ), I would like to introduce you to a valuable Web resource that I believe would be of interest and utility to your association, section, department or office.

The Guild sponsors the *Center for Teaching Excellence*, available online at <http://cte.umdnj.edu>. The Center is the most comprehensive health professions Teaching/Learning resource on the Web, providing over 100 pages of content organized into seven major sections: General Resources, Traditional Teaching, Active Learning, Clinical Education, Educational Technology, Student Evaluation and Career Development. In combination, these sections provide direct access to over 1400 Web links on teaching and learning topics. Indirect ('deep' Web) access also is provided via a custom database of over 40,000 sources and dozens of prestructured Medline searches on key educational topics. The site is easily navigated using structured menus, a comprehensive site map, and an on-site search tool. Regular updating assures that the content remains active and accessible to users. The Center currently receives over 6000 visits per month, serving up over 175,000 pages per year.

I urge you to visit and evaluate the Center for Teaching Excellence. Should you find our Center a useful resource for your associates or members, I encourage your organization to establish a link to our Center from the relevant page(s) of your Web site. And if your organization's Web site is not currently referenced on ours, we will be happy to reciprocate.

<http://cte.umdnj.edu>