

UNC Online Program Development Fund

Letter of Intent

Division of Continuing Education and Academic Outreach

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Purpose of the Online Program Development Fund

The Online Program Development Fund (OPDF) serves as a catalyst to strengthen and expand the University's outreach activity, particularly that activity that can be self-sustaining and reach new audiences seeking degrees through UNC's Extended Studies. The specific goals of the Fund are to meet the educational needs of professional audiences, adult learners, and the workforce, thereby increasing access to UNC through online programs.

Fund Goals and Criteria for Selection

The goals of the Fund are to develop and enhance the online delivery method for current and new degrees that will reach new audiences or expand existing audiences. A criterion for funding is that the program has the potential for high market demand. Specifically, we are seeking:

1. To convert existing master's degrees to online learning;
2. To develop new online master's degrees through the normal faculty development and approval processes;
3. To refresh existing online degrees using Quality Matters standards as a guideline;
4. To develop a bachelor's completion degree online that could serve as a 2+2 for graduates of community colleges or create a degree completion pathway for adult learners with some college but no degree; and,
5. Lastly, we are seeking to develop an online delivery of Liberal Arts Core courses to complement the existing offerings or to refresh existing online LACs.

Support Services

Office of Extended Studies

The Office of Extended Studies (OES) supports delivery of UNC degree programs, certificates, and individual courses off campus using both face to face and distance technologies. OES seeks to support faculty in an effort to meet the growing demand for online degree programs, certificates and courses. The Online Program Development Fund is designed for programs and courses offered through Extended Studies. Extended Studies will provide faculty support, staff support, pricing strategy, registration services, student support services, and budget management through our regular policy and procedures. Contact: Director, Jeanie York at 1-1931 or Jeanie.York@unco.edu.

Marketing

Extended Studies will provide market research, program marketing campaign design and execution, market testing analysis and optimization, and lead generation. A market demand study must be completed prior to full program proposal development. Contact: Marketing Specialist, Shane Mares at 1-1709 or Shane.Mares@unco.edu.

Instructional Design and Development for Distance Education (IDD)

The Instructional Design and Development (IDD) team, a new unit in the Division of Continuing Education and Academic Outreach, works with faculty to design and develop online courses by assisting in translating faculty teaching activities into the online learning environment. This includes everything from the course structure to the way content is presented to how to encourage discussion and interaction, and assistance with methods for evaluation including learning outcomes. Contact: Sherri Lancton 1-2920 or Sherri.Lancton@unco.edu or Kathryn Boyer at 1-2128 or Kathryn.Boyer@unco.edu.

Quality Matters (QM) is a toolset and process that is designed to promote quality in online courses. The QM program involves the use of a rubric and peer evaluation to evaluate the quality of design and as a guideline in the development of online courses. All new online courses to be offered through OES will be designed using QM guidelines.

Letter of Intent Submission

Individual faculty and academic units may submit Letters of Intent for individual courses (LAC), certificate and degree programs as appropriate. Each course or program must have the support and approval of the School Director and College Dean. Applicants are encouraged to secure this level of support early on in the process of developing their Letter of Intent.

Overview of Agreement

The Office of Extended Studies (OES) will provide stipends (commensurate with the level of participation) for faculty to develop online courses under the guidelines outlined in this Letter of Intent and according to current OES compensation guidelines. For conversion of existing master's degrees to an online format, programs can be awarded up to \$20,000. For new degree programs online, programs can be awarded up to \$29,000. For online degree refreshment, up to \$10,000 can be awarded. For new or refreshed LAC courses, a total pool of \$10,000 can be awarded (stipends of \$500 for a refresh or \$1,000 for a new LAC course), and up to \$35,000 can be awarded for an online bachelor's completion degree. Stipends will be paid to those faculty members developing courses upon the completion of each course that is developed according to agreed upon terms. Stipends will be paid according to current OES compensation policies.

Degree programs, when online development is completed, will be offered through Extended Studies following current OES degree program policy and procedures.

Instructional Design and Development (IDD) will provide:

- Instructional design assistance in course development (as desired at varying levels) through IDD.
- An Introduction to Online Teaching training session.
- Training on course design guidelines.
- Instructional design consulting on how to design courses that meet Quality Matters standards.
- Coordination of informal peer reviews of online courses.

Faculty/Program

The faculty or program submitting the proposal agrees to the following terms:

- Collaborate with the OES Marketing Specialist to determine the audience to be reached, including the specific nature and size of the audience.
- Attend training (can be one on one) on Quality Matters.
- Attend CETL courses or open labs to develop basic Blackboard skills.
- Develop a schedule for program development that includes all courses to be developed.
- Develop a project plan with the Instructional Designer for completion of specific courses.
- For a program, work with the Instructional Designer to incorporate the UNC brand identity into the program.
- For a program, work with the Instructional Designer to develop a model or template for all program courses for ease of faculty and student navigation.
- For a course (within an approved program), use the UNC brand and template for the program as a shell for the course for ease of faculty and student navigation.
- Work with the Instructional Designer to incorporate the Quality Matters standards into all courses.
- Participate in an informal faculty peer review of the course.

Relevant Background Information

The University is developing a UNC Online portal that will serve as an entry point for prospective learners seeking online degrees. In addition to this development, the University is seeking to ensure that the UNC brand is reflected in our offerings. The University is also seeking to ensure that we take advantage of recognized standards of effective online programs so that our programs are seen as of highest quality in an increasingly competitive landscape within which our prospective learners can choose.

The expansion of the number of Liberal Arts Core courses that are available online will support the current and new undergraduate online degree programs. These offerings may also widen the opportunity for traditional campus students who may have a need to complete these courses in the Summer or Interim session to continue to make progress toward degree completion, but, we will take special care to ensure that these online LAC courses serve new audiences as their primary purpose, not existing on-campus students.

Letter of Intent

For: ___A program ___A group of courses ___A specific course

Contact Information	
Name of Faculty	
Program Area	
College/School	
Office Phone	
E-mail Address	
School Director	

Program Proposal (If you are proposing an online delivery of either a new or existing degree or certificate program please fill out this section.)	
Degree/Certificate Name	
Description	
Type of Program	<input type="checkbox"/> Degree <input type="checkbox"/> Certificate
Credit Type	<input type="checkbox"/> Graduate <input type="checkbox"/> Undergraduate
Status	<input type="checkbox"/> New (never offered before) <input type="checkbox"/> New online (never offered online before) <input type="checkbox"/> Refresh of existing online program
Number of courses	
List faculty who will be developing courses.	
General experience level of faculty	
Term program will begin	
Need/demand/market for the program	

Group of Courses Proposal

(For more than one course, complete this section.)

Program Name		
Credit Type	<input type="checkbox"/> Graduate <input type="checkbox"/> Undergraduate <input type="checkbox"/> Both graduate & undergraduate credit	
Number of courses		
Are there other online courses in the program?		
List courses and indicate status	Course Name	
		Status
		<input type="checkbox"/> New course <input type="checkbox"/> New online <input type="checkbox"/> New hybrid
		<input type="checkbox"/> New course <input type="checkbox"/> New online <input type="checkbox"/> New hybrid
		<input type="checkbox"/> New course <input type="checkbox"/> New online <input type="checkbox"/> New hybrid
		<input type="checkbox"/> New course <input type="checkbox"/> New online <input type="checkbox"/> New hybrid
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		<input type="checkbox"/> New course <input type="checkbox"/> New online <input type="checkbox"/> New hybrid
List faculty who will be developing courses.		<input type="checkbox"/> New course <input type="checkbox"/> New online <input type="checkbox"/> New hybrid
General experience level of faculty		
When will first course be delivered?		
Need/demand/market for the courses		

Single Course Proposal

(For a single course, complete this section.)

Course Prefix/Number Title	
Credit Type	<input type="checkbox"/> Graduate <input type="checkbox"/> Undergraduate <input type="checkbox"/> Both graduate & undergraduate credit
LAC area	
Course status	<input type="checkbox"/> New course <input type="checkbox"/> New online <input type="checkbox"/> New hybrid
When will course be offered	
Who will develop the course?	
What is your (or the developer's) experience with online learning?	<input type="checkbox"/> Have developed several classes <input type="checkbox"/> Have developed one or two classes <input type="checkbox"/> Never developed an online class <input type="checkbox"/> Have taken at least one online class <input type="checkbox"/> Have never taken an online class
All Applicants	
Please indicate the level of support you anticipate requiring from OES.	
<input type="checkbox"/> Level 1 QM Only	Faculty is very experienced in Blackboard and developing online courses and will only require training in the QM rubric and QM specific
<input type="checkbox"/> Level 2 QM and ID	Faculty has some experience with BB and online learning or is willing to learn. Faculty will consult with instructional designer on both QM and other ID issues. Faculty needs assistance converting from face to face to online learning environment.
<input type="checkbox"/> Level 3 Full Support	Faculty would like full support from IDD in developing the course. Faculty will work as subject matter expert with ID, ID will develop course and implement in BB.
Need/demand/market for the course	

Approvals, Notifications, and Understandings

<input type="checkbox"/> Yes <input type="checkbox"/> No	I understand this proposal is not complete until the attached signature page is signed by the Course Developer, School Director, and College Dean , and received by the OES office. AVP/Provost will have final approval.
<input type="checkbox"/> Yes <input type="checkbox"/> No	Program Only I understand that I will need to work with OES to develop a standard format for all courses in the program.
<input type="checkbox"/> Yes <input type="checkbox"/> No	I understand that I will need to work with OES to develop a schedule for the development of my course(s).
<input type="checkbox"/> Yes <input type="checkbox"/> No	I understand that I will be required to use Quality Matters guidelines and my program's standard format in the development of my course.
<input type="checkbox"/> Yes <input type="checkbox"/> No	I understand that the OES is a collaborative model and that other professors may be assigned sections of my course.
<input type="checkbox"/> Yes <input type="checkbox"/> No	I understand that I will be asked to serve as a content mentor to other professors teaching sections of my course and actively seek their input and collaboration in maintaining the course throughout the contract period.
<input type="checkbox"/> Yes <input type="checkbox"/> No	I agree to attend training as required to complete my course development, which may include training on: <ul style="list-style-type: none"> • Overview of online learning (if new) • Introduction to Quality Matters • Designing courses using QM • Introduction to BB
<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Already Attended	I agree to attend one to two days of follow up training in the use of the BB toolset. Topics covered should include content development, communication, and assessment using both the BB assessments/quiz tool and the BB drop box.
<input type="checkbox"/> Yes <input type="checkbox"/> No	I understand that online courses require more than a transfer of lecture notes and PowerPoint presentations and typically involve multifaceted presentation and assessment techniques.

Signatures	
_____	_____
Course Developer(s)	Date
_____	_____
School Director	Date
_____	_____
College Dean	Date
_____	_____
Director of Extended Studies	Date
_____	_____
AVP/Provost	Date
OES Internal Use Only (please do not write below this line)	
Date Received	
Date of Notification to Course Developer	
Notes	

Final September 22, 2009