

Request for Proposals Distance (Online) Program Development Funds

Introduction and overview

In support of the 2020 Vision for Excellence, Mizzou Online has allocated \$2 million in the current fiscal year to support development of new online programs that provide a stand-alone credential (i.e., graduate or undergraduate degree, or graduate certificate). Maximum award per program: \$250,000.

Expenses the award will cover:

- Release time for instructors, additional compensation for faculty, and summer stipends
- Instructor compensation for teaching online classes within the proposed program
- Compensation for support personnel (e.g. recruiter, academic adviser)
- Stipends for student assistants involved in developing an online program
- Program specific marketing (A minimum of 10% of requested funds must be budgeted for marketing. Marketing plan to be developed in consultation with Mizzou Online marketing team)

All expenditures must be justified in the proposal budget narrative.

Expenses that the award will not cover:

- Development of online courses that are not part of a graduate certificate or degree program to be offered to distance students.
- Development of online courses that expand an existing distance program without providing a new transcribed program option.
- Office renovation, computers or other office equipment or supplies.
- Services or software readily available on campus, for example, instructional design.
- Travel to conferences to exhibit. Funds may be used for exhibit booths and materials.

Incentive awards:

- Faculty identified in the proposal as course developers will receive a \$1000 stipend if they complete ET@MO's Online Teaching Foundations program. This is in addition to the \$500 stipend provided by ET@MO.
<http://etatmo.missouri.edu/programs/onlineteachingscholars.php>.
- Instructors who complete ET@MO's Quality Course Review on new courses in the funded program will receive a stipend of \$1000 per course.
<http://etatmo.missouri.edu/services/qualitycourse.php>.

Proposal Review

Review will be done by MU's Distance Education Review Committee. The review

committee will consider fit with MU's strategic plan and the program's potential to attract new distance students to the University. Proposals that will increase diversity of MU's distance programs will receive greater consideration.

Proposals will be considered if they:

- a. **Involve programs that have received appropriate academic approval** (e.g. CBHE, Graduate Faculty Senate, Faculty Council, US Department of Education). Documentation of approval is required. See list of approved programs at: <http://catalog.missouri.edu/degreesanddegreeprograms/>. If you think your program has been approved but it is not on the list, contact Ashley Siebenaler, siebenalera@missouri.edu (graduate programs) or Carrie Murray, murrayca@missouri.edu (undergraduate programs).
- b. **Document a pre-proposal consultation with a Mizzou Online program coordinator.** (Successful online programs require additional infrastructure to support advising, marketing and recruitment efforts that go beyond that of most campus programs. Mizzou Online program coordinators can help academic units identify needed resources, establish an appropriate timeline, determine financial projections and develop a proposal budget to adequately support the infrastructure as the program gets underway. The Mizzou Online marketing team can help academic units better understand the extent and type of advertising and promotion needed to successfully launch and sustain recruitment for online programs.)
- c. **Document a QualityMatters rubric consultation with the Instructional Design Manager at ET@MO.** (The development of successful online courses and programs requires considering myriad factors often taken for granted in traditional programs, such as how to facilitate student interaction, provide technical support, maintain academic rigor, or create appropriate assessment measures via the web. Consultation with an instructional designer provides an opportunity to discuss these and other important considerations as development gets underway. Instructional designers can also provide guidance about how to meet the standards in the Quality Matters rubric for online course quality, answer questions about the logistics of getting your courses up and running, share insights into the development process itself, and assist with technology, if needed.)

Proposals may be submitted electronically to Dr. Kim Siegenthaler, Director of Mizzou Online, at SiegenthalerK@missouri.edu. Proposals may be submitted at any time. Proposals submitted after all allocated funds for the current fiscal year have been awarded may be considered in the next fiscal year .

Proposal Guidelines Part I

- College or School
- Department

- Program title
- Program type (e.g., graduate or undergraduate degree, or graduate certificate)
- Copy of program approval at highest level appropriate (e.g. CBHE, Graduate School, Dean)
- Projected program launch date
- Name and phone number of person to contact for more information
- List of all required courses in proposed program and total SCH required to complete the program
 - List courses that have been partially or completely developed for online delivery (if applicable).
 - List courses that have been offered previously in an online format (if applicable).
 - List courses that will be developed for online delivery as a result of this funding initiative.
 - List courses needed to complete the degree or graduate certificate that are not available now and will not be available online when the proposed program launches. This includes supporting coursework from other departments.
- Budget and budget narrative
- Signatures of departmental curriculum committee representative, department chair, and dean. If currently unsupported hardware or software is requested as part of the proposal, include the signature of the campus CIO.

Part II

- Table of contents
- Executive summary
- Description of proposed program, work plan, and timeline (Include timeline that indicates tasks to be completed to allow program to launch by projected date. What personnel are assigned to each task? Sequence and timeline for specific courses to be developed, individual responsible for each course.)
- Distance program structure comparison to campus program structure.
 - Is there an existing campus program?
 - Do program requirements differ for the campus program and proposed online program? If so, describe differences and provide rationale.
 - Is the proposed online program intended to replace an existing campus program? If yes, explain rationale and conversion plan.
- Description of faculty and administration to support distance program and their roles
- Syllabi (proposed course title, course description, learning objectives should be included.)
- Business and marketing plan
 - Market analysis for program via online delivery

- Which colleges and universities in Missouri offer this program on-campus? Online?
 - How is this program different from the competition?
- Where do you anticipate new distance students will be drawn from? Include evidence of market demand.
 - Within Missouri
 - Beyond Missouri
- Academic unit growth capacity
 - How many new distance students will this program serve at maximum capacity?
 - What are growth projections for years 1-5 following program launch?
 - How will program growth be accommodated if it exceeds capacity of current faculty/administrative personnel?
- Financial projections
 - Expenses
 - Revenues
 - Net Revenues
- Recruitment plan
 - Description of the ideal prospective student: include their professional/educational background and what this program will do for them.
 - Discuss specifics of the target audiences (e.g. are they returning military, general public, career switchers, international students, seeking advancement, etc.)
 - Include organizations or groups that these types of prospective students belong to or follow. Are there industry related publications/websites that they read? Are there conferences or trade shows to attend? Are there employers or organizations to partner with in order to get information about this program in front of prospective students?
 - Garnering sufficient inquiries: Discuss the number of applicants it takes for your current programs to meet your enrollment goals each semester.

Project Period

Academic units with proposals funded in this fiscal year are expected to begin offering online courses within three full semesters of funding (e.g. A program funded in Spring 2016 would launch no later than Fall 2017). A Mizzou Online program coordinator will work with each academic unit throughout the process. ET@MO instructional designers are available to work with each faculty member

responsible for developing a course. At the beginning of the project period, the Dean will receive the funds.

Proposal Evaluation Criteria

- Proposed program will attract new distance students that will generate new revenue for the University.
- Proposed program adds diversity to MU's distance programs.
- Program team has expertise to design and launch proposed program.
- Work plan is well conceived.

Additional Terms and Conditions

Due Diligence and Departmental Buy-In: If computing hardware/software purchases are requested, written verification from the appropriate departmental technology representative must be attached to the application, indicating that the hardware/software is not available, why it is necessary for the course, and that it is compatible with networks and Mizzou computing standards. The department will be responsible for ensuring ongoing support/maintenance of the hardware and software. The department chair must also sign the form before consideration of the proposal and transfer of funds to the department for purchasing.

Applicants must attach written verification of the availability of production materials, equipment, research resources, media services, and training so that any direct purchase does not duplicate resources that are available within the Mizzou Community.

Reporting Requirements: Online report forms are available to the award recipients who must submit brief quarterly (Nov. 15, Feb. 15, May 15, Aug. 15) progress reports addressing:

- Projected date to launch program(s). If this date is different from what was indicated in the proposal, explain the reason for the change.
- Any changes to the original list of courses. Include change of faculty member responsible.
- A short summary of work completed in this quarter.
- A short summary of work planned for next quarter.

Completion of Project: Projects must be completed during the designated time period for which they are funded. Funding may be withdrawn from recipients who do not show consistent progress toward project completion. Project progress will be assessed using the timeline for project deliverables as presented in the proposal. A Quality Course Review of each new online class is highly recommended before it is offered (See incentive award above). The review process will use the QualityMatters rubric and a collaborative, faculty-centered review process including ET@MO instructional design resources. The rubric is available here: <https://www.qualitymatters.org/rubric>.

Copyright: All materials produced are owned by the Curators of the University of

Missouri as a “sponsored work” under CRR 100.300 which governs use of the materials. All rights reserved. Compliance with DMCA and other copyright information guidelines is required.