Request for Proposals
Development of New Distance Programs
2017

Introduction and Overview

In support of President Schovanec’s initiative to grow Texas Tech’s footprint across the state of Texas, TTU Worldwide eLearning is requesting proposals for the development of new distance programs that provide a stand-alone credential (i.e., graduate and undergraduate degree, undergraduate and graduate certificates, minors, concentrations, and certification preparation) at one or more of our regional sites and online.

Expenses the award will cover:
Awards may be used for release time for instructors, additional compensation for faculty, summer stipends, and/or stipends for student assistants involved in developing a for credit program. Funds may also be used for travel to one or more of the regional sites. All expenditures should be justified in the proposal budget. Proposals may be funded for amounts up to $30,000.

Expenses that the award will not cover:
- Development of distance courses that are not part of a certificate, certification preparation, or degree program not to be offered to distance students.
- Office renovation, computers or other office equipment or supplies.
- Services or software that is readily available on campus, for example, instructional design.
- Instructor of record salaries while they teach the courses developed as part of this grant.

TTU Worldwide eLearning anticipates funding no more than 5 grants at no more than $30,000 each:
- 2-3 new programs that will be offered at the regional sites (via a combination of face-to-face, electronic to group, and online courses)
- 2-3 new programs that will be offered completely online

Proposal Review

Proposals will be evaluated by a subcommittee of the eLearning Council, the Associate Vice Provost for eLearning, and the Vice Provost for Worldwide eLearning through a competitive process. The Review Committee will only consider proposals:

a. Which involve programs that have received appropriate academic approval (e.g. college committees, Graduate Council, Academic Council, Dean’s Council). Documentation of
approval is required. See list of currently approved programs at

b. Which have a departmental course design team that has completed pre-proposal
consultations with TTU Worldwide eLearning.

c. In which grant funds are directly linked to listed grant activities and deliverables.

d. Which include the development of at least 3 new courses as part of the grant program.

e. Which include for each new course a course development start date and a projected date for
the course to be first taught.

f. In which the subject matter and working title of each new course is outlined in the proposal
regardless whether the course has a university designated section number or not.

g. Which is drafted utilizing the new program forms on the New Programs website on the
Provost’s website: http://www.depts.ttu.edu/provost/curriculum/new-programs/

Proposals must be submitted electronically to Dr. Justin Louder, Associate Vice Provost for
eLearning at elearning@ttu.edu by 5:00 PM, November 29, 2016. Proposals received after the
deadline will be reviewed in the next evaluation period.

The Review Committee will submit funding recommendations to Dr. Melanie Hart, Vice
Provost for Distance and Extended Education, for final approval.

Funding decisions will be announced by January 14, 2017.

Please note: The courses developed with program funds are to be developed based on the
TLPDC rubric, PGP, and ADA accessibility guidelines. These requirements must be met prior to
the release of grant funds.

By submitting this form, you indicate you understand the requirements for participation in the
TTU Worldwide eLearning: Development of New Distance Programs RFP and that if you
are unable to fulfill them, funds for your project may be withdrawn.

If you have any questions about this RFP, please contact Dr. Justin Louder at
eLearning@ttu.edu.
Proposal Guidelines

Part I

- College or School
- Department
- Program Title
- Program Type (e.g., graduate and undergraduate degree, graduate certificate, certification preparation)
- Copy of program approval at highest level appropriate (e.g. Academic Council, Graduate School, Dean)
- Projected Program Launch Date
- Name and Phone Number of Person to Contact for More Information
- List of Courses in Proposed Program and Total SCH required to complete the program
  - List of all courses required in the program
    - Identify courses that have been partially or completely developed for online delivery (if applicable).
    - Identify courses that have been offered previously in an online format? (if applicable).
    - Identify new courses that will be developed as a result of this funding initiative:
      - At least 3 new courses.
      - Projected course development start date and a projected date for the course to be first taught for each course.
      - The subject matter and working title of each course regardless whether the course has a university designated section number or not.
- Budget and budget narrative (fringe benefits must be included for salaries)
- 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 CIO.
- A marketing plan with identified and reachable distance or nontraditional student market.
- Program sustainability with evidence-based educational need.
- Program contributes courses to several online programs.

Part II

- Description of Proposed Program, Work Plan, and Timeline for Deliverables
- Market Analysis for Program via Online or Distance Delivery
- Business and Marketing Plan: Recruiting and Retaining Distance Students
- Financial Projections
  - Expenses
  - Revenues
  - Net Revenues
- Academic Unit Growth Capacity
- Distance Program Structure Comparison to Campus Program Structure
- Description of Faculty and Administration to Support Distance Program and Their Roles
- Syllabi (proposed course title, course description, learning objectives should be included.)
- Projected Program Launch Date
Project Period
Academic units with proposals funded in FY2017 are expected to begin offering online courses by Fall 2017. An instructional designer will work with each faculty member responsible for designing and developing new courses. At the beginning of the project period, the Dean will receive half of the awarded funds. Additional funds will be released as each new course developed with grant funds is found to meet the Modified 2012 TLPDC Online Course Quality Review Rubric, ADA accessibility guidelines, and comply with copyright regulations. The last day that new courses developed with grant funds can be submitted for course review is the first day of class of Fall 2018. All projects are to be completed and funds dispersed by the first day of class of Spring 2019.

Proposal Evaluation Criteria
- Proposed program addresses funding priorities.
- Program team has expertise to design and launch proposed program with the support of TTU Worldwide eLearning.
- Proposed program will attract new distance students, rather than Lubbock residential students.
- Work plan is well conceived.

Due Diligence and Departmental Buy-In: If computing hardware/software purchases are requested, written verification from the CIO or his designee 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 TTU networks and 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 Texas Tech University community.

Reporting Requirements: Report forms will be available to the award recipients who must submit brief quarterly progress reports detailing:
- Progress in development of each course.
- Status of marketing plan and implementation.
- Projected date of project completion.
- Projected date to launch each course.

Completion of Project: Projects must be completed by the first day of class Spring 2019. Courses developed with grant funds must be completed and submitted for review by the first day of class Fall 2018. 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.
2017 Addendum

Program Grant Course Development and Review Requirements

- Courses developed with grant funds must result in a fully online (85%-100% electronic delivery) course.
- Courses delivered before Fall 2017 are not eligible for grant funding.
- Courses developed as part of this grant may not be implemented less than 150 days from the first meeting with one of the eLearning ID team members.
- The grant recipient may serve as the course developer or designate an alternate person for each course.
  - The course developer must have authority to make course decisions in a timely manner, including modifying course objectives and selecting and creating course content, activities, assessments, instructions, and navigation.

- Required Sessions
  - The course developer of each course must attend an *Accessibility in a Nutshell* training session within four weeks of their first required bi-weekly meeting with the designated Instructional Design Team member.
  - The course developer must attend two additional eLearning sponsored sessions before the course has been completed. eLearning sponsored sessions include: Blackboard training sessions; the Teaching Well Online series; instructional design training sessions; and additional accessibility sessions. Your designated instructional designer will be able to supply details.

- Bi-Weekly Meetings
  - The course developer will be required to meet at least bi-weekly (no less than once every two weeks) with an assigned eLearning Instructional Design (ID) Team member.
  - Bi-weekly meetings will begin within two weeks of when the grant recipient notifies Worldwide eLearning that the course developer is ready for the development process to commence. Notifications are to be made to the eLearning@ttu.edu email address.
  - The designated ID Team member will work with the course developer to schedule meetings.
  - Bi-weekly meetings will end when the course has been found to meet the standards of the Modified 2012 TLPDC Online Course Quality Review Rubric, ADA accessibility guidelines, and comply with copyright regulations or by the first day of class Fall 2018 if the course is not complete before then.

- Course Development Process
  - Course development may not proceed until Worldwide eLearning provided Course and Module Plans are approved by Worldwide eLearning staff.
  - Course Design Plans must be submitted within one month of the first required bi-weekly meeting between the course developer and the designated ID Team member.
  - The first three Course Module Plans must be submitted within two months of the first required bi-weekly meeting between the course developer and the designated ID Team member.
  - Courses are to be developed according to the agreed upon Course and Module Plans.
Courses are to be developed to meet the standards of the Modified 2012 TLPDC Online Course Quality Review Rubric, ADA accessibility guidelines, and comply with copyright regulations.

- **Course Review Process**
  - A proportional amount of remaining grant funds will be released as each course is reviewed and found to meet the standards of the Modified 2012 TLPDC Online Course Quality Review Rubric, ADA accessibility guidelines, and complies with copyright regulations.
  - Courses may be taught before the course is reviewed.
  - Courses must be completed and submitted for review by the first day of class Fall 2018 to be eligible for the proportional disbursement of grant funds.
  - Courses found to not meet the standards of the Modified 2012 TLPDC Online Course Quality Review Rubric, ADA accessibility guidelines, and comply with copyright regulations must be improved and found to meet standards, guidelines and compliance by the first day of class Spring 2019 to be eligible for proportional disbursement of remaining grant funds. Otherwise, the courses will be withdrawn from the grant process and will not eligible for grant fund disbursement.

- By participating in the grant process, grant recipients and course developers grant TTU eLearning staff and Course Quality Reviewers access to view the course at will.
- TTU eLearning reserves the right to export a copy of the course shell once it passes the online course quality review.