



Request for Proposals Development of Distance (Online) Programs

Introduction and overview

In support of President Nellis' initiative to grow Texas Tech's online education presence, TTU Worldwide eLearning is requesting proposals for the development of new online programs that provide a stand-alone credential (i.e., graduate and undergraduate degree, undergraduate and graduate certificates, minors, concentrations, and certification preparation).

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 an online (semester-based) program. Funds may also be used for training and development events directly supporting the development of an online course directly related to the program. All expenditures should be justified in the proposal budget. Proposals may be funded for amounts up to \$20,000.

Expenses that the award will not cover:

- Development of online 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.

Proposal Review

Proposals will be evaluated by a subcommittee of the Distributed Learning Council, the Assistant Vice Provost for eLearning, and the Vice Provost for Distance and Extended Education through a competitive process. The Review Committee will only consider proposals that:

- a. Involve programs that have received appropriate academic approval (e.g. ASCAP, Graduate Council, Academic Council, Dean's Council). Documentation of approval is required. See list of currently approved programs at <http://www.depts.ttu.edu/officialpublications/catalog/DegreesPrograms.php>.
- b. Have a departmental course design team that has completed pre-proposal consultations with TTU Worldwide eLearning.

Funding priorities include:

- A marketing plan with identified and reachable distance or nontraditional student market
- Program sustainability with evidence-based educational need
- Proposed program may contribute courses to several online programs
- Will serve both undergraduate and graduate students

Proposals must be submitted electronically to Dr. Justin Louder, Assistant Vice Provost for eLearning at elarning@ttu.edu by 5:00 PM, **November 1, 2014**. 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 **December 15, 2014**.

Please note: *This program will be developed based on the TLPDC rubric, PGP, and ADA accessibility guidelines. These requirements must be met prior to the release of all of the grant funds.*

By submitting this form you indicate you understand the requirements for participation in the Development of Distance (Online) Programs 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](mailto:elarning@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.
- 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 CIO.

Part II

- Description of Proposed Program, Work Plan, and Timeline for Deliverables
- Fit with Funding Priorities
 - Identified and reachable distance or nontraditional student market
 - Proposed courses may contribute to several online programs
 - Will serve both undergraduate and graduate students
- Market Analysis for Program via Online 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 FY2015 are expected to begin offering online courses by Fall 2015. A TTU Worldwide eLearning staff member will work with each academic unit throughout the process. An instructional designer will 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 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: Online 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 program

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. Courses must be reviewed before being offered. The review process will include use of the rubric the TLPDC has developed (http://www.tlpd.ttu.edu/content/asp/Distance_Learning/CreatingYourCourse/QualityStandards.asp) and a collaborative, faculty-centered review process including TLPDC instructional design resources.

Compliance with ADA, Principles of Good Practice for Online Learning, the Digital Millennium Copyright Act, and other copyright information guidelines is required.