Cleveland State University  
Center for eLearning  
eLearning Program Development  
Request for Proposal (RFP)

Introduction  
Cleveland State University has made a commitment to the increased development of elearning programs in an effort to attract and serve new populations of students. The Center for eLearning was established in 2006 to advance elearning through faculty and student support. The University is offering support for elearning program development, including incentives for faculty developing courses in the program. The Center invites proposals for fully online or blended elearning programs from academic departments and Colleges.

This project seeks to:

- Improve the coordination of web-based program development campus-wide  
- Ensure consistency in the elearning course environment as experienced by our students  
- Maintain a consistent high quality of educational experience in elearning courses and programs  
- Develop complete, marketable “sets” of coursework for online delivery (e.g., a complete certificate program, degree program, or blended programs)  
- Develop courses on a program level that can be shared by multiple faculty

This incentive funding is directed primarily to departments seeking to deliver complete elearning programs (certificates, endorsements, or degrees). eLearning programs include both fully online and blended programs; however the intent of this project is to serve new populations of students.

Departments seeking to take advantage of this RFP should be aware that quality web-based course development is likely to require a substantial redesign of most courses. Departments and faculty receiving support under this RFP agree to follow processes developed by the Center for eLearning to ensure quality course design and delivery. Participating faculty will be required to complete a series of training experiences addressing online pedagogy and Blackboard CE (our course management system).

For participating programs in this project, the Center for eLearning will provide the following:

- An Instructional Project Manager who will coordinate course development schedule, faculty development, and other instructional issues related to the overall program  
- A Services Coordinator who will work with the program on marketing, enrollment forecasting, student support, and coordination with other services and offices on campus to ensure a seamless student experience  
- An Instructional Designer for each course project who will guide faculty through the design process and manage efforts of the development team  
- A Media Developer who will prepare developed course content for delivery via Blackboard CE
• Summer Course Load or Course Release funding for faculty working on program courses. Incentives can only be guaranteed for the current fiscal year. Commitments for following fiscal years are made contingent on available funding.

Incentives

The Center for eLearning can provide incentives for faculty under this program on the following basis:

<table>
<thead>
<tr>
<th>Activity #</th>
<th>Activity Description</th>
<th>Semester during which development is to occur</th>
<th>Incentive</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Full development of an elearning course offering</td>
<td>Summer semester</td>
<td>The equivalent of up to 3 credits of summer teaching load (prorated for 1 or 2 cr. courses);</td>
</tr>
<tr>
<td>2</td>
<td>Full development of an elearning course offering</td>
<td>Fall or Spring semester</td>
<td>One course release from regular teaching load (3 or 4 credits);</td>
</tr>
</tbody>
</table>

Incentive funding comes through the Provost’s office. Departments will issue contracts or teaching load assignments per usual procedures. Colleges may then request reimbursement from the Provost’s Office for qualifying expenses.

Course Development Calendar

As shown in the table below, there are four development cycles. Courses slated for spring delivery will be developed during the previous fall semester, those slated for summer delivery will be developed in the spring, and courses to be delivered in the fall are developed in the summer. There are two development cycles for spring to coincide with the four summer session offerings.

<table>
<thead>
<tr>
<th>Fall Development /Spring Delivery</th>
<th>Course Commitment *</th>
<th>Begin Course Development</th>
<th>Complete Content Delivery</th>
<th>Course Delivery</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>July 15</td>
<td>August 1</td>
<td>November 15</td>
<td>1 week prior to start of spring session</td>
</tr>
<tr>
<td>Spring Development I /Summer Delivery 6W1, 12W1, 8W, 10W</td>
<td>November 30</td>
<td>January 1</td>
<td>April 1</td>
<td>1 week prior to start of summer session</td>
</tr>
<tr>
<td>Spring Development II</td>
<td>November 30</td>
<td>February 1</td>
<td>May 1</td>
<td>1 week prior to start of 6W2</td>
</tr>
</tbody>
</table>
In addition to completing the steps in the online course production process, faculty development in the form of a program entitled *eLearning Fundamentals* will become a part of the production process. Two courses make up this program:

- Instructional Design of Online Courses
- Teaching and Facilitating Online Courses

The completion of these two courses flank the beginning and end of the course development cycle and each will take 6 weeks to complete. For example, a faculty member developing a course in the fall development cycle for spring delivery, he/she would adhere to the following schedule:

<table>
<thead>
<tr>
<th>August 1 to September 12</th>
<th>Take “Instructional Design of Online Courses”</th>
</tr>
</thead>
<tbody>
<tr>
<td>September 15 to November 15</td>
<td>Complete Instructional Design documents outlined in the Course Production Process and submit all course content.</td>
</tr>
<tr>
<td>November 17 to January 1</td>
<td>Complete “Teaching and Facilitating Online Courses” (dates extended to accommodate the holiday season)</td>
</tr>
</tbody>
</table>

The production of the course by Center for eLearning staff will begin as soon as content is submitted by the faculty member and will be completed, if all content is submitted by the due date, one week prior to the beginning of the semester.

**Proposal Procedure**

Appropriate program faculty and the department chair are encouraged to consult with the Center for eLearning prior to submission of a proposal.

Proposals should include:

1. The name of the department.
2. A description of the program, including a summary of completion requirements.
3. A listing of the courses, including course number and credits, to be included in development of the eLearning program and the semesters in which they should be completed for eLearning delivery.
4. A Two-year enrollment summary for courses in the program (if applicable).
5. Two-year projections of expected or desired enrollments.
6. A proposed two-year schedule of course offerings.
7. A list of proposed faculty to serve as course developers and content experts.
8. A statement of the market need for the program in an elearning or blended format and potential to attract new students.
9. Statement agreeing to the following:
   a. All courses must use Blackboard CE as the course management system.
   b. All courses must employ a program template that will give each course a standard look and feel that will add student coherence to each course.
   c. Programs must be delivered either completely online or in a blended format designed to serve geographically dispersed adult learners.
   d. A means for student orientation to the online or blended program must be established.
   e. All courses must be fully accessible as defined by Federal Section 508 standards.
   f. The program can be advertised externally, such as through the Ohio Learning Network (OLN).
   g. Courses can be taught by another appropriately trained Cleveland State University instructor in the future, should the original faculty developer not be available to teach it.
   h. Course development will follow the process established by the Center for eLearning, including adherence to the Quality Matters standards for course design.
   i. All faculty teaching and developing elearning courses in the program will complete required faculty development for elearning.

1. Content Experts that will comprise the roles of both Course Developers and Instructors will go through the eLearning Fundamentals: Instructional Design of Online Courses faculty development program that covers online pedagogy, design of online courses, teaching/facilitation, and the course management system.

2. Content Experts that will teach courses developed by others will go through the eLearning Fundamentals: Teaching and Facilitating Online Courses faculty development program comprised of the teaching and facilitation of online courses and using the course management system. With respect to the facilitation and delivery of elearning courses, which may be separate from course design and development.

10. Statements of department chair’s and dean’s support.
Criteria
Proposals will be evaluated on the following criteria:

1. Complete degree or certificate programs or other course sequence required to support a program
2. Potential to attract new students
3. Completeness of application materials
4. Ability and willingness to grow and scale the program as needed to meet demand
5. Departmental and College support
6. Statement of agreement to items listed in point #9 under Proposal Procedure above
7. Availability of funding and staff resources to support the program.

Submission of RFP
Proposals may be accepted on a continuing basis as funds are available. To be considered for the desired development cycle, proposals must be submitted by the due date indicated below. Proposals received after the due date will be considered for the next development cycle.

<table>
<thead>
<tr>
<th>Development Cycle</th>
<th>RFP Due Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall Development</td>
<td>May 15</td>
</tr>
<tr>
<td>Spring Development</td>
<td>September 30</td>
</tr>
<tr>
<td>Summer Development</td>
<td>January 1</td>
</tr>
</tbody>
</table>

Please submit proposals to the Center for eLearning, Rhodes Tower 203.

Questions
Please contact Pete Rottier, Ph.D., Director, Center for eLearning, at p.rottier@csuohio.edu or (216) 802-3144.

Revised 08-19-2008