

MAP ERC Continuing Education Course Proposals

DRAFT December 1, 2011

The Mountain and Plains ERC (MAP ERC) CE Program largely depends on academics and practicing professionals in occupational health and safety to provide new and updated educational materials that can be delivered through our learning management system (LMS) or at live conferences. Individuals or parties interested in submitting a proposal for an online continuing education course or a live conference should use the following guidelines for submission.

Before preparing a submission for MAP ERC support, please contact Lili Tenney, Assistant CE Director, so that she can discuss your proposal with you *before* you start writing. She can be reached at liliana.tenney@ucdenver.edu. This will help us manage the resources that the CE group will provide, such as project management, marketing, advertising, training and access to software, scheduling of events, etc. We consider all CE courses to be collaborations between our group and the course director and faculty. The information below helps start an iterative process that is meant to result in the highest quality course and most efficient development process.

Brevity is appreciated. Planning ahead is essential.

1. **Introduction** - The general topic you are proposing (e.g. title for the course or lecture), including a justification statement on the **need** for the specific course.
 - a. Target Market (e.g. “occupational health nurses,” regional)
 - b. Has a needs assessment been conducted?
 - c. Live conference or online “distance learning”
 - d. Estimated date for launch or preferred date of conference

2. **Scope** - Description of the course development and delivery. Also please indicate those activities that would benefit from CE group assistance. Note: typically the CE group can offer assistance in providing technical assistance (video recording, audio/power point, live conference coordination).
 - a. Course content development
 - b. Technical logistics
 - c. Evaluation plan
 - d. Production
 - e. Marketing and promotion
 - f. Timeline

3. **Course Content** - Outline of course modules, learning objectives. For example, include proposed titles or topic areas for lectures that compose a module.
4. **Development Team** – List course director(s) and proposed lecturers as well as the instructors' responsibilities.
5. **Support:** If you are requesting some financial support from the CE group for the development of the course or for running a live conference, provide a brief budget that includes personnel time and hourly rate (e.g. course director's time for developing the course and coordinating faculty),.
6. **Requested Royalties** – For distance learning courses, the CE Group will consider requests for royalties (based on enrollment/sales). Please propose royalty request (% of profit) and indicate preferred payment method (e.g. personal compensation, to an academic enrichment account, or other)
7. **Return on Investment** – In order for the CE group to determine the level of support for the proposed project, it is important for us to be able to estimate both the cost of creating/running the course as well as the approximate amount of money that will be earned. NOT ALL COURSES NEED TO BE PROFITABLE, however the CE group needs to take the "return on investment" into account in order to not run in the "red." Please provide information that will help us estimate the ROI based on estimated course enrollment and proposed course fees, per year.

Review Process:

After we have received the proposal, the CE group will meet to consider the request. Typically there will be additional questions and a need for us to meet with the course director(s) to get additional details.

We consider requests on a first-come-first-served basis. We take into account factors including a) regional need, b) relevance to occupational health and safety professionals, c) size of target audience, d) cost/profit, e) availability and scheduling of CE group resources.