**Utah State University (USU) Extension Courses
Call for Proposals (CFP) and Guidelines
2021**

**USU Extension is providing USU faculty and staff with a mechanism to develop and finance Extension online courses.** Given the land-grant mission of Utah State University, USU Extension facilitates research-based resources on various topics. Increasingly, people are looking online for resources to answer their questions and to satisfy their educational needs. Accelerated by COVID-19, Extension already transitioned many in-person Extension programs to an online format. We also started adapting traditional for-credit curricula into non-credit or CEU short courses for the general public. To see examples, visit the Extension online course library or click here for a demo reel.

**In 2021, USU Extension is dedicating ~$400,000 to developing and promoting new Extension online courses.** Extension online courses are typically one-hour stand-alone offerings. However, we also support multi-session courses. Courses may be geared to the general public or targeted to a specific audience. The most successful Extension courses are tied to a licensure requirement, CEU, court mandate, certification, etc. Courses may be developed in partnership with an outside organization like a government agency, licensing authority, a non-profit organization, etc.

**We welcome proposals from all USU employees regardless of department, role, or geographical location.** Those with and without an Extension role may benefit from creating Extension online courses from their published research, in-person program materials, or for-credit curriculum. Developing an Extension online course may include these benefits:
- Increases awareness about your work/research.
- Extends your influence to the general populace.
- Facilitates "broader impacts" and "community engagement."
- Strengthens promotion and tenure packets.
- Can be listed as a grant in Digital Measures.
- Generates funds - USU Extension shares 50% of the revenue.

**Priority\* in this round of funding will be given to proposed courses that will:**
- Lead to new collaborations and programs with Extension faculty.
- Fill a gap in the Extension library of online courses.
- Be accessed by a large and clearly identified audience.
- Generate revenue to recoup development and marketing costs.
- Affiliate with a licensure requirement, CEU, court mandate, professional certification, etc.
- Develop in partnership with an outside organization like a government agency, licensing authority, a non-profit organization, etc.
- Use content that is already published, accessible, and ready for conversion into an online course format.

*This is a list of priorities, not requirements. You may still submit proposals even if you cannot check all the boxes for prioritization. Non-prioritized proposals may be accepted if we have enough funding. Even if there isn't enough money to fund a proposal, our instructional designers may still be able to consult regarding future possibilities.*

**Multiple Extension online course proposals may be submitted and approved.** Proposals will be placed into the development queue upon approval.

**Each approved proposal will be assigned to an Extension instructional designer who will work collaboratively with the proposal author.** They will use the author's existing content, curricula, and research to develop an online course for the target audience. Proposal authors are welcome and encouraged to be fully engaged throughout the process. However, we recognize faculty are busy. Building an Extension online course may not be a priority. Consequently, if faculty simply want to contribute content, Extension instructional designers can manage most of the development process. *At a minimum, the faculty will need to meet with Extension instructional designers to discuss the content, agree on the production plan, and review the final product.* Once released to the public, Extension will advertise the new online course.

**Extension Administration will allocate awarded funds to support the development and advertising of new online courses.** For each approved one-hour course, we anticipate allocating $5,000. Courses may be more than one hour and may involve a series of short or long courses. For example, a series of two one-hour courses that leads to a certification could receive $10,000. A package of five 30-minute courses, marketed as a bundle, could receive $15,000.

**One key objective of this Call for Proposals is better serving Utahns by providing even more research-based information from more USU faculty**. We seek to add new topics to our library of resources, connect with faculty who want to be more involved with outreach/Extension, and broaden our external partnerships. The following partnerships are examples of faculty-led Extension online courses that support our land-grant mission:
- Pesticide Education and CEUs (Utah Department of Agriculture)
- Sustainable Product Design Certificate (Outdoor Industry of America)
- Divorce Education and Orientation (Utah Administrative Office of the Courts)
- Food Safety Manager Certificate (Utah Department of Health)
- Online Home Buyer Education (United States Department of Rural Development)
- Intergenerational Poverty Education (Utah Department of Workforce Services)
- PowerPay Money Mastery (Utah Department of Workforce Services)
- Master Health Volunteer (Substance Abuse and Mental Health Services Administration)
- Business Resiliency Training (coming soon) (Southeastern Utah Association of Local Governments)

**Faculty may also develop courses without an external partner.** We have many examples of faculty ingenuity in our online course library, including offerings related to gardening, raising backyard animals, firearm safety, climate and nature, etc. In light of COVID-19, Extension Administration intends to provide additional financial and technical support so that more faculty (across the USU system) can create Extension online courses. For faculty with published research, lecture notes, presentation slides, or for-credit curricula, this can be as easy as letting Extension instructional designers turn your materials into an Extension online course.

**Extension Administration currently employs three instructional designers as well as graphic designers, videographers, and marketing specialists**. These employees assist with course ideation, development, accessibility, marketing, customer support, etc. They have access to recording studios and can facilitate professional talent, voice-overs, translation, animation, etc. Extension instructional designers have master's degrees and, with faculty permission, can professionally develop short or long Extension courses from existing material. Click here for a demo reel.

**To submit a proposal for an Extension online course, please go to http://extension.usu.edu/employee/grants.** The online submission form will ask the following questions. Please prepare your answers in advance and copy them into the online submission form.

Lead Author (proposal submitter) Information
1. Full name:
2. Email:
3. Phone:
4. USU department:
5. USU Banner identification number:
6. Describe your experience with online courses (i.e., for-credit, for-profit, Extension):

Course Information
1. Course title:
2. Course author(s):
3. How many hours would the course be?
4. Is this a stand-alone course or part of a series?
5. In a few sentences, describe what your course is about. You may provide a course outline if you already know the objectives.
6. Describe desired course features (e.g., video, animation, certificate of completion, etc.).
7. Describe any research/evaluation expectations (e.g., none, pre-post, follow-up, embedded tests, informed consent, etc.) and how the desired research component could impact enrollments and the educational experience.
8. Is this course associated with a licensure requirement, CEU, court mandate, professional certification, etc.? If so, please explain.

9.  Is this course being developed in partnership with an outside organization like a government agency, licensing authority, a non-profit organization, etc.? If so, please explain.

Audience
1.  Who is the audience for this course?
2.  Why would someone sign up and complete the course?
3.  What marketing strategies should be used to ensure the target audience is aware of the course (e.g., what would you suggest for the marketing plan)?
4.  What is your course promise/objective? (After taking the course, the student will be able to....)

Market Research
1.  Describe the market research you have conducted to determine demand for a course on your topic.
2.  What other e-resources on the market are similar? Please provide links, hours of instruction, and price if possible to help us understand the competition.
3.  How many enrollments do you estimate per year? How did you arrive at this estimate?
4.  How much do you estimate people would pay for your course? How did you arrive at this estimate?
5.  Several of our learning management systems (LMS) charge user fees that range from $2-$5/user. If you do not want to charge people to take your course, what ideas do you have for covering these costs (e.g., overhead, other grants, a sponsorship from a partnering organization)?

Course Development
1.  Describe the source and status of course content (e.g., existing lecture notes, published research articles, established in-person curriculum, etc.).
2.  Will access to the course content require permission or royalties? In other words, does someone else control the intellectual property that you want to use?
3.  What part(s) of the course development would you want to prepare yourself? (e.g., PowerPoint design, audio/video recordings, etc.). If desired, you many indicate "none."
4.  What part(s) of the course development would you want an Extension instructional designer to prepare? (e.g., graphic design, audio/video, animations, etc.). If desired, you may indicate "everything."
5.  When would you be ready for an Extension instructional designer to begin developing your course from the content that you will provide?

**Details:**
*   Proposals must be submitted online at http://extension.usu.edu/employee/grants. The online submission form will ask the questions listed above. Consider preparing your answers in advance to copy and paste into the form.
*   Proposals will be reviewed on a rolling basis.
*   Proposals may only be submitted by USU employees. An Extension assignment or role statement is not required.

- An employee may submit, and be a collaborator on, multiple proposals. Multiple proposals from the same employee may be approved.
- Proposals will be reviewed and rated by a panel of Extension professionals.
- Final funding decisions will be determined by Extension Administration. Preference will be given to proposals that address the priorities listed above.
- Extension Administration anticipates allocating $5,000 for each approved one-hour course. The Extension online team, assisted by Extension Business Services, will manage the funds and track expenses, such as talent fees, travel, graphic design, closed captioning, translation, marketing, and customer support.
- Extension Administration reserves the right to allocate more or less than $5,000 per one-hour course depending on the development needs of the course and the recommendation of the assigned Extension instructional designer.
- Any remaining/unused funds will be retained by Extension Administration.
- Funding may not be used for the salary of USU employees nor student assistantships.
- All courses developed will be considered the property of Utah State University. Per USU Policy 587, USU designates these services as a commissioned work, and as such, acquires and retains title to all USU IP related to resulting media.
- Extension shares the revenue of online courses. After expenses have been recouped, Extension retains 50%. The remaining 50% is sent to the department of the lead author. The author(s) may negotiate with the department head to access some, or all, of these funds.

**Dates:**
- Proposals will be reviewed on a rolling basis until funds are depleted. Submit proposals at http://extension.usu.edu/employee/grants.
- June 31, 2022 – Target date for the development of all approved 2021 proposals. This date is subject to change depending on the number of approved proposals, the readiness of faculty to provide course content, and the availability of Extension instructional designers.

**Questions** about Extension online courses can be directed to:
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