Request for Online Teaching and Learning Proposals

The Office of the Provost seeks proposals for the fourth round of funding for online projects to be undertaken during the 2018-19 academic year. This RFP includes a new funding track that has a shorter deadline.

The Online Teaching and Learning Initiative (OTL) provides seed funding for proposals that support the following strategic goals of the University:

1) Attracting and retaining enrollments
2) Developing and extending access to new academic programs
3) Innovating Programs to Meet 21st Century Societal Challenges

Proposals require the endorsement of the Dean of the College/School from which they originate. They should be transmitted with endorsement through the Dean to the following email: jcole4@albany.edu.

Option A: Up to $250,000. Deadline: January 10, 2018. Funds available after January 30, 2018

NEW! The University was recently awarded funding from the SUNY Performance Investment Fund (PIF) to expand online education opportunities to attract new graduate students to the University. Funding is to be used for the following:

- A new full-time faculty line dedicated to teaching online courses. It is anticipated that the faculty hire would have a 3+3 teaching load and other obligations reflecting full integration in the department (e.g. course development, student advisement, committee work, attendance at faculty meetings).
- A full-time graduate student to assist with online course development or course teaching in years 1 and 2.
- Student recruitment/marketing for the program to achieve enrollment growth to sustain the position.
- Articulation agreements or partnerships with other SUNY campuses meant to provide a pipeline of enrollments to assist with sustainability (*this campus partner is a condition of funding from SUNY).

The funds will support the new hire for 2 years, and in year 3 and beyond the line is expected to be funded by enrollment growth achieved through funding for marketing, recruitment, and partnering.

Option A: Proposal Format:

1) Name of the existing or proposed online program that the funds will support
2) One or more SUNY campus partner(s) that will assist with enrollment (through articulation or other strategies)
3) Estimated net new enrollments in years 1, 2, and 3 and an explanation that helps us understand the rationale for these estimates.
4) Initial ideas/plans for marketing/recruitment
5) Other resources your unit can provide to support enrollment growth in the proposed program
6) A brief sustainability plan for the new faculty hire

Option A: Proposal Selection Criteria:

1) Feasibility of supporting the new faculty line based on enrollment growth by year 3
2) Documentation of demand for the program by students and/or employers
3) Resources that the unit can provide indicating capacity to support online student success
4) Significant existing strength in online teaching within the department
5) Existing online programs, courses, and/or a developed online program plan
6) Willingness/ability to develop a strong marketing and recruitment plan
7) A partner within SUNY that can contribute to enrollment potential (including contact information)
8) Responsiveness to high-needs employment criteria set by SUNY
Option B: Annual University OTL Projects. Deadline: April 3, 2018; funding available July 1, 2018

For the past five years, the University at Albany has supported projects from academic departments, programs, or schools/colleges that strategically address specific curricular, enrollment, institutional, and disciplinary needs. All proposals must be endorsed by the Dean of the College or School. The following funding models will be considered:

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<th>Funding Tracks</th>
<th>Funding available</th>
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<td>Development of fully-online courses to be offered during the fall or Spring terms. These courses must integrate with and apply to <a href="https://example.com">existing or proposed online degree or certificate programs</a>.</td>
<td>Up to $3,000 stipend</td>
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<td>Projects that provide multiple, related online courses that extend the reach of an academic program (e.g., core courses of an academic program or major)</td>
<td>Up to $15,000</td>
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<td>Projects aimed to create new fully-online programs with a demonstrated appeal to new student populations. These proposals will receive fast track review, support from ITS and ITLAL as well as assistance procuring additional funding from other sources.</td>
<td>Up to $25,000 per year during the development of the program</td>
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**Option B Proposal Format:**

Maximum 5-page application including the following:

- **Rationale:** Brief description of the anticipated demand for and impact of the proposed project, and University goals the proposal supports
- **Scope of the proposal: goal of the project, as appropriate** titles of courses to be developed, timeframe for development, semester when courses would be offered, anticipated enrollment as appropriate. For software or equipment, a full description of the initiative.
- **Budget:** indicating how funds will be used.

**Option B Criteria for selection:**

Proposals will be reviewed by members of the OTL Steering Committee as to whether the proposal reflects one of the stated priorities, meaningfully extends the reach of an academic program, and is feasible given the resources and time allocated. For fully online courses/programs, a focused market analysis, including estimates of new enrollments will assist with assessing the merit of the proposal. Proposals that are designed to offer online coursework/programs in both the academic year and in summer and/or winter sessions will also be a priority for funding.

**Additional Funded Project Requirements**

A written project progress report and final outcomes will be required at the end of the academic year, ideally delivered either at an OTL Steering Committee meeting and/or a faculty development workshop.

All supported courses must meet University standards for excellence in online teaching. Faculty who have never taught online must consult with staff from ITLAL or ITS Educational Technology Center (ETC) and participate in a program in instructional design and online pedagogical approaches. This engagement with instructional design staff should include a review of any new online course prior to its “go live” date. Note: Courses previously supported—or previously offered online during summer or winter—must demonstrate the additional benefit of renewed investment.)
University at Albany Strategic Priorities

Project outcomes should reflect one of the following University strategic priority areas:

**Attracting and Retaining New Enrollments**
Projects which have as a goal to develop online courses, programs, or supports that result in new enrollments, or enhanced quality of service to existing online students. This priority also includes innovative efforts to better serve out-of-state and international students, enhance diversity, or attract qualified students who otherwise would not attend the University.

**Expanding Academic Offerings**
Proposals that seek to develop online programs that provide expanded access to either existing or new academic offerings. Examples include general education courses offered during the academic year and thus support the goal of making undergraduate education more accessible for students with work or family commitments or who live at a distance from campus. This proposal also solicits more ambitious proposals that seek to develop several related online courses (such as core courses) or entire degree programs to be offered online.

**Innovate Programs to Meet 21st Century Societal Challenges**
Proposals that help foster an environment that promotes dynamic academic innovation across the boundaries of today’s disciplines, departments and colleges. Such proposals define the mix of online/blended programs, particularly at the master’s and doctoral levels, that will enable UAlbany to develop a competitive advantage, to better articulate the contemporary role of the arts and humanities, and to enhance our identity as a public research university.