Call for Proposals for next round of Coursera Massive Open Online Courses (MOOCs)

The selection process will consist of two phases. The initial pre-proposal will describe the general shape of the course with a 1-2 minute introductory video, and the final proposal (available only to those selected from the pre-proposal phase) will require more detailed information, including a sample 5-10 minute course video.

It is expected that that the development of the course will have been substantially completed (including videos and assessments) before the course is launched. Courses should be designed to run for approximately 6-10 weeks.

Because these courses are not offered for academic credit, faculty that deliver a Coursera course in response to this RFP will not be given teaching release time. For courses that are selected, the Provost’s office will provide $10K of funding into a research account to be used at the discretion of the instructor with the limitation that it can not be used for teaching release or salary overload (summer salary is ok.) In addition, any revenue from offering these courses beyond the above mentioned disbursement will be split 50/50 between the university and the faculty offering this round of courses using a “shared tip jar” model. I.e., if we offer 5 courses in the Fall and earn a total of $10,000, then because the direct expenses of $50,000 would not have been met, no revenue will be shared.

Courses will be selected according to the following criteria:

- **Broad appeal:** The course must have interest to a broad set of potential students.
- **Breadth of offerings:** We want to show off the breadth of intellectual engagement at our university, and so we will consider courses that represent that breadth.
- **Enhance UMD’s reputation:** Courses must help the public perceive our excellence – which can be made apparent through a range of course characteristics. Excellence in pedagogy and clarity of communication and course structure are obviously key. But so is engagement, fairness of assessments, and relevant and engaging course material.
- **Be able to run course successfully:** Creating and running a successful MOOC requires a significant commitment. These courses require substantially more than recording long lectures. Rather, the material must be broken down into small segments with integrated quizzes and assessments that can be performed automatically with potentially tens of thousands of students. A useful resource guide for building a Coursera course can be found at: http://cft.vanderbilt.edu/files/coursera.pdf.
- **Measurable learning outcomes:** MOOCs must have clear learning outcomes and corresponding assessments that monitor student achievement of the learning outcomes (https://www.irpa.umd.edu/Assessment/LearningOutcomes).

The following additional characteristics are desirable, but not required:
● **Material that can be re-used in UMD campus courses:** through courses that provide content or other benefit to UMD for-credit instruction (whether face-to-face or online).

● **Support research in online learning:** through courses that are combined with research efforts to better understand teaching in this modality.

● **Innovation in course offering:** As MOOCs are continuing to rapidly evolve, it is important that UMD participates in not only delivering online courses, but also in helping to lead in the creation of new ways of offering courses. Thus innovation in any aspect of a course offering is appreciated – whether it is related to how the course is structured, assessments are designed, how communities are developed, etc.

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**Pre-Proposal: Due Tuesday, May 21st, 5pm**

A pre-proposal must include:

- **Course Title**
- **Course description** (1 page maximum): including target audience, prerequisite knowledge, learning outcomes, and how you address the selection criteria.
- **Your background:** Briefly explain your background and why you will be good at creating and delivering a UMD MOOC.
- **A 1-2 minute video** that introduces the course. This should be designed for prospective students in order to help them decide if they would like to take the course. High quality production values are not required - the goal is to see your ability to communicate well on video. Technical support will be provided for creating this video upon request by emailing coursera-support@umd.edu.
- **Chair approval**

Submit your pre-proposal by emailing the above information directly to Prof. Ben Bederson at bederson@cs.umd.edu. In addition, your department (or unit) head must separately email Prof. Bederson with approval of your course.

Decisions on pre-proposals will be made by Wednesday, May 29th

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**Final Proposal: Due Monday, June 17th**

Final proposals will be considered only from those selected among the pre-proposals. Final proposals must include:

- **A sample course segment.** This must include a 5-10 minute video on any topic within the course along with a sample quiz(zes) that would be embedded in or connected to the video. For the purposes of this proposal, the quiz can simply be plain text. You do not need to actually create an interactive quiz or grading
mechanism, but you should consider what kind of quizzes would be suitable for this context. Technical support will be provided for creating this video upon request by emailing coursera-support@umd.edu.

- **A detailed course plan** including a weekly schedule, readings, and types of assessments. If you expect to use any copyrighted material, please indicate the approximate quantity and type to help us estimate costs in acquiring a license to that material (note that "fair use" does not apply to MOOCs). An example plan can be found from one of UMD’s existing courses at https://www.coursera.org/course/innovativeideas. However, please note that we would like more detailed information about the kinds of assessments you are planning on offering as well as information about copyrighted material.

- **A description of what resources** and support you would require in order to create the course.

- **Responses to any additional questions** from the selection committee in response to the pre-proposal.

- **Dean approval** – please have your Dean separately email Prof. Bederson approving your course.

Final decisions will be made by approximately June 24th. Courses should be planned to run sometime during the Fall 2013 semester. Selected MOOC instructors will be expected to participate in a Faculty Learning Community that will meet regularly (4-5 times during the Fall semester.) In addition, you agree to participate in helping us evaluate the roles of MOOCs at UMD and submit a final written report when the MOOC has been completed summarizing your experience.

**Selection Committee Membership**

- June Ahn, iSchool and Education
- Ben Bederson (committee chair), Computer Science
- Betsy Beise, Associate Provost for Academic Planning and Programs
- Spencer Benson, Director of The Center for Teaching Excellence
- Helene Cohen, Education
- Justin Dent, undergrad, Chair – Dean’s Student Advisory Council (BSOS)
- Abram Fox, Ph.D. Candidate, Art History & Archaeology
- James Green, MTech
- Alison Robinson, Division of IT
- Greg Staley, Classics