### FutureLearn MOOC Proposal Template

Please note that page 1 of this template is the Course Proposal information required by FutureLearn and will be submitted to them as part of the development process. More details on many of the sections can be found at this link: <https://partners.futurelearn.com/hc/en-us/articles/360014159598-When-and-how-do-I-submit-a-course-proposal>

# Educators

**Name(s) and email address of Author(s):** *(Please note that if there are multiple course authors then the lead person should be identified, as well as other authors)*

**Brief bio of the author(s)** - Ideally 2-3 sentences outlining your experience relative to this course content.

# Course Information

All of the information required here will be used to build the Course Description Page on FutureLearn. This should be written as if you were speaking directly to a potential learner. Additional information can be found here: <https://partners.futurelearn.com/hc/en-us/articles/360026814533-How-do-I-get-my-Course-Description-Page-ready->

1. **Working Title of the Course:**
2. ***Target Audience for the proposed course*** *–* Please identify your target market and any evidence you have that these persons would take the course. It would be helpful to include information such as: potential career stage, reasons for taking the course, industry sector etc. If they take this course, what do they receive? Certificates, awards, etc. Is any prior knowledge or experience required?
3. ***Why are you the best individual/department/organization to deliver this course?*** - Tell us about the unique perspective and expertise you bring to this area. Are there any unique assets or stats which would stand out and excite prospective learners?
4. ***Why should learners join this course?*** - Explain in 5-10 sentences what the course is about and why it's important. How will your target audience benefit from taking this course? How will it help their career, development, confidence, knowledge?
5. ***What subjects are covered in this course?* Please choose two of the following:**

|  |  |
| --- | --- |
| * Art and Design\*
* Business and Management\*
* Creative Arts and Media
* Education\*
* Environment\*
* Healthcare\*
* Health and Psychology
* History
 | * Language and Culture
* Literature
* Law Nature & Environment
* Politics & The Modern World
* Science, Engineering and Maths
* Study Skills
* Teaching
* Tech & Coding
 |

**Subjects with an asterisk are especially encouraged.**

1. ***What topics will you cover in the course****?* - Provide 4-6 bullet points outlining what the course will cover
2. ***Course Learning Outcomes:* Please identify the main course learning outcomes**
3. **Number of Learning Hours per week:** Usually 3-4. Please make sure that each week has approximately the same number of hours of student work,
4. ***Proposed Course Duration:* How long will this course run for?** Courses can come in all shapes and sizes, but we often find that the most successful courses are between 4 and 6 weeks long.
5. ***Proposed start date:* When will the first run start?When would you like to run it for a second time?**
6. ***Is this course part of a programme?*** A programme is 2- 6 courses which are related to each other (see https://partners.futurelearn.com/hc/en-us/articles/360010878737-Programs )
7. ***Do you have a course banner image?* This image will represent the course and must adhere to certain specifications. For more information on this please see -** <https://partners.futurelearn.com/hc/en-us/articles/360034154554-How-do-I-source-and-add-good-course-images->
8. **What are your Commercial Objectives?**
9. **Are you working with any content providers, sponsors, accreditors, specialist organisations or other third party organisations on the course?** If your course involves any external organisations they can be listed on the course description page.
10. **Are you intending to, or considering using this course for research purposes?**
11. **Will the course use Facilitation Windows?**

For more information on this please see: <https://partners.futurelearn.com/hc/en-us/articles/4403678809489-What-are-Facilitation-Windows-and-how-can-I-use-them->

# Developing A MOOC Strategy

Please describe your MOOC strategy including:

1. ***Rationale* –** Please provide a rationale and measurable objectives for the use of MOOCs. How will you measure success in the use of MOOCs for your department?

UWI’s Objectives for MOOCs are as follows:

1. Increase UWI brand recognition
2. Increase enrollment of students in non-MOOC courses/programmes
3. Increase revenue streams
4. Build capacity in the development of asynchronous online courses
5. ***Is this course part of a UWI program?*** - This section should also include how the course aligns with current or future online courses/programmes at UWI. Using the MOOC course content in existing or future online courses at UWI would be an asset.
6. ***What parts of the course, if any, of the course would you consider using in your on-campus teaching?***
7. ***Evidence of available resources***– What resources can you draw on to create this course? What support will you need? This should include departmental support for course development including budgeted time for the faculty members to create course materials and availability of an instructional designer. How will the department provide incentives to the faculty member?

**Course Planning Timelines**

|  |  |  |
| --- | --- | --- |
| Deliverable | Countdown to course start (minimum timelines) | Submission Date |
| Identification of MOOC | 16 weeks before start  |  |
| Take FutureLearn Training MOOC | 16 weeks before start |  |
| Course Proposal   | 12 weeks before start  |  |
| Course Outline to FutureLearn | 8 weeks before start  |  |
| Build Course in Course Creator | 8 weeks before start |  |
| Course opened for enrollment   | 5 weeks before start  |   |
| Quality Assurance Review FL | 4 weeks before start  |  |
|  Final Editing of course  | 1 week before start  |   |
| Your MOOC Starts!  |  0 weeks |  |