



Initial Proposal for Continuing Education Programming

When proposing an [idea for new programming](#) through [Continuing Education at PLU](#), there are a few pieces of information you'll need to provide. These help Continuing Education understand your idea, what shape it might take, and how it fits into our program and PLU. Continuing Education will use this information to decide whether the idea warrants further development and consideration.



Before starting your proposal, please prepare the following:

- Updated CV/Resume
- Description
- Audience
- Titles
- Contact Hours
- Delivery Mode/Format

Reference the following for what we are seeking in each section:

- **Proposer***
This is whoever is completing the proposal form. It might be the person actually developing the content or might be a director, dean, or other staff initiating a program.
- **Developer**
We'll need to know who will be developing the content *only if it is different* from the proposer.
- **Updated CV or Resume*** for whoever is developing the content.
- **Type of Program***
 - **Single course**
An offering that takes places over multiple meeting days or an extended period of time, usually with work participants must do on their own outside of class.
 - **Program with multiple courses**
An offering comprised of multiple single courses around a common topic or theme, often leading to a certificate, certification, or degree.
 - **Single workshop or event**
Self-contained, shorter offerings, usually lasting several hours to one day. Conferences and weekend-long events also fall into this category.
 - **Series of workshops or events**
Multiple self-contained workshops or events on a related topic or theme. Individual workshops or events can usually stand alone, although a certificate option may be available.
- **Title***
Provide the title of the offering. If a program or workshop/event series, provide the titles of each distinct session, as well.
- **Course Description***
Provide as robust a course and/or program description as you can, including learning objectives if you have them. You will be asked to provide these later in the process if you do not have them at this time.

You need only provide the overall description for the offering at this time. For



Initial Proposal for Continuing Education Programming

programs and workshop/event series, you will be asked to provide descriptions for the individual sessions later in the process.

- **Contact Hours**

Estimate the number of hours participants will spend on the program. For workshops and events, this will usually just be the seat time participants spend.

For courses and more robust programs, estimate the number of hours participants will spend in class (or in equivalent activities, for online courses). Later in the process you will need to also describe any outside work participants must do, so you may indicate that here if you have it.

- **Delivery Mode**

- *Face-to-Face*

Traditional delivery mode, with participants and instructors present in the same physical location for delivery of all contact hours and content.

- *Blended*

Mixes face-to-face and online components, replacing a portion of physical contact hours and content with online activities and assignments like discussion boards. Blended classes go beyond just having readings or resources posted online – there must be actual learning activities and interaction in the online space.

- *Fully Online*

There are no physical contact hours and all interaction happens in the online space. The offering may be synchronous (participants all logging in at the same time for lectures), asynchronous (no real-time interaction), or a mix.

- **Format**

- *Self-paced*

Online courses where there is little to no interaction between instructors and participants, aside from answering occasional participant questions or light assignment feedback. Participants can usually begin the course at any time and have a defined period in which to complete it. Sometimes referred to as “self-study” and a popular format for continuing education for educators, nurses, and other professionals.

- *Instructor-led*

Traditional format for offering courses, with defined start and end dates for all participants.

- **Audience***

Who do you think would be interested in this program and why? This helps us determine the potential viability of a program.

- **How does this program fit at PLU? What can PLU gain from this offering?***

Explain why this program should be offered through PLU. Does it address our mission or one of our values ([PLU](#) / [CE](#))? Will it provide a stable revenue stream or increase the university’s prestige? Does it address a gap in programming or address a community/industry need?

* Indicates a required field in the proposal form. It is recommended that you complete all fields in order to expedite the process, but we understand that some ideas might not be confined to certain delivery modes or formats in the early stages.