**My Outline for Developing an Online Learning Experience for Extension Staff**

**Steps for Success**

| **√** | **Category** | **Preparation for the online learning experience** | **My course/webinar/module** |
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|  | **Stakeholders and Partners** | Who are my partners in this project? |  |
|  | Who will fill roles on your design and development team? |  |
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|  | **Audience Profile** | Who is your primary audience? |  |
|  | Who are your secondary audiences? |  |
|  | How many learners per year do you expect will take/view/ your course/ module/ webinar? |  |
|  | Where are your target learners located? |  |
|  | In what other ways are your audiences currently learning the content that is planned for your online course/module/webinar? |  |
|  | What motivates the learners and how do they benefit in an online learning experience of this type? |  |
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| **√** | **Category** | **Preparation for the online learning experience** | **My course/webinar** |
|  | **Deliverables and Technologies** | What is the overall description of the course/module/webinar? |  |
|  | What are the overall course/module/webinar objectives? |  |
|  | What is the targeted length of the course/module/webinar? |  |
|  | Are the objectives realistic with the length of the learning opportunity? |  |
|  | What technologies will be used to design deliver your online webinar/course/module? |  |
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|  | **Intellectual Property** | Is any of the content of the course owned or copyrighted by others? Do you need permissions? |  |
|  | Who will have the rights to the intellectual property of this project? |  |
|  | Who will be the first, second, etc. authors? Create an agreement on this order before starting the project. |  |
|  | How will any income from this project be handled? |  |
|  | Who has the rights to use this resource in the future? |  |
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| **√** | **Category** | **Preparation for the online learning experience** | **My course/webinar** |
|  | **Funding and Operational Support** | What internal sources of funding and operational needs (staff) are available to support this project? |  |
|  | What external sources of funding are available for this project? |  |
|  | Do you need funding to sustain the project? |  |
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|  | **Staffing and Instructional Support**  *Who will be responsible for each of these items?* | Once the project has been developed, will it require staffing? |  |
|  | Marketing, development, dissemination |  |
|  | Registration system, set-up, trouble shoot |  |
|  | Maintenance of the course |  |
|  | Trouble shooting tech. challenges |  |
|  | Instructors/ Facilitators |  |
|  | Evaluation |  |
|  | Who maintains, fixes, edits content |  |
|  |  | Lead course/module review process (3-5 years) |  |
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| **√** | **Category** | **Preparation for the online learning experience** | **My course/webinar** |
|  | **Marketing and Publicity** | What communication venues (e-mail list serves, website, flyers will I use to promote or publicize this project to target audiences? |  |
|  | Who will develop communications? |  |
|  | What resources will support ongoing marketing and publicity? |  |
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Other Notes:

Adapted from and designed for use with: **ONLINE COURSE/MODULE PROJECT PLANNING Business Plan Development for Online Learning,** University of Minnesota Extension: Author: Kari Robideau, Youth Development Extension Educator

Robideau, K. & Vogel, E. (2014). *Development Strategies for Online Volunteer Training Modules: A Team Approach*. Journal of Extension [On-line], 52(1), Article 1FEA6.