

Online Course Development

John Chambers College of Business and Economics

Last Update: 10/16/2023

Purpose and Scope:

This policy explains college expectations regarding the overall quality of online courses developed in eCampus and payment for development when applicable.

Introduction:

Development of online courses is considered the responsibility of the faculty member given their teaching load as part of their employment contract. It is standard practice that all online courses delivered by the college meet Quality Matters (QM) standards. Guidance and assistance in meeting these standards is provided through the BEIT office and at times through the Teaching and Learning Commons. There may be additional academic program standards associated with course development that are enforced by Program Directors and Department Chairs.

Policy/Procedures:

Quality Matters Higher Ed Rubric Standards

All online courses should be developed in compliance with [Quality Matters Higher Ed Rubric](#) standards in order to meet requirements of the [State Authorization Reciprocity Agreement \(SARA\)](#). In addition, courses should meet the Credit Hours and Time Equivalencies and Substantive Interaction requirements as specified on the [Teaching and Learning Commons webpage](#).

All online courses will be reviewed by the Program Coordinator, Department Chair and/or Instructional Designer (BEIT or TLC) prior to or during the first delivery of the course.

In certain situations, faculty may be paid for online course development. When separate payments are made to the faculty member for online course development, the Director of BEIT will confirm that QM standards are met before final payment is received.

1. Conditions Where Payment for Online Course Development May be Approved

Payment for online course development may be permitted in the following situations:

- a. Gift or grant stipulations include such payments as part of the agreement language.
- b. When the Dean has authorized the use of funding to expedite the transition of specific courses to an online format. This may include on boarding of a new degree program for example.
- c. During initiatives to standardize course content across course sections where multiple faculty and/or adjuncts are tapped to teach these sections.

2. Expected Reimbursement

When approved, payments for online course development will be determined depending on the nature and scope of work required and not to exceed \$5,000 for a new course or \$2,500 for a revised course.

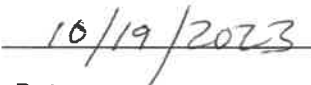
3. Course Development Agreement

The Course Development Agreement should be reviewed and signed before any work commences.

Dean Approval:



Signature



Date

Course Development Agreement for _____ (hereinafter referred to as "Course Material," this includes all course content)
(Course Name and Number)

Initial online course start date _____
(At least 6 months from today)

Faculty Developer and Preferred Contact Info _____

Primary Instructional Designer _____

Compensation _____ Funding Source _____

The Faculty Developer and the Instructional Design Team agree to the following processes and course development steps. *NOTE: If the Faculty Developer is working with WVU iDesign, pages 3 and 4 will differ.*

1. Faculty Developer will provide unrestricted access to all Course Material to the Instructional Designer before course development is completed.
2. Faculty Developer understands that this is a work made for hire agreement. Faculty Developer acknowledges and agrees that the Course Materials and all rights in them, including, without limitation, copyright, belong to and shall be the exclusive property of West Virginia University Board of Governors on behalf of West Virginia University and its College of Business and Economics ("WVU"). If for any reason the Course Materials would not be considered a work made for hire under applicable law, Faculty Developer sells, assigns, and transfers the entire right, title, and interest in and to the copyright in the Course Materials now known or hereafter devised to WVU throughout the world.
3. Faculty Developer warrants that: (a) it is the sole owner of the Course Material and/or has full and sufficient right to assign or grant the rights to WVU in this Agreement and; (b) the Course Materials do not infringe any copyright, trademark, trade secret, or any other intellectual property rights of any third party. If there are any restrictions on Faculty Developer's use of third party materials, Faculty Developer will alert WVU so that it may determine whether such materials can be used in the course.
4. If a third party claim or action is brought against WVU claiming that the Course Materials infringe the copyright, trademark, trade secret, or other intellectual property of a third party, Faculty Developer will indemnify WVU and hold it harmless against such claim and all resulting costs, damages, and attorneys' fees.
5. In accordance with the rights granted by Faculty Developer to WVU in section 2 of this Agreement, WVU grants a non-exclusive, limited license and right to the Course Materials to the Faculty Developer to use the Course Materials upon departure from WVU employment in the furtherance of his or her professional career provided that all WVU marks, logos, indicia, and branding are removed. However, if Faculty Developer uses the Course Materials for a commercial purpose, for example, the sale to another educational institution or content provider, gross revenue will be split between WVU and Course Developer accordingly: 60% to WVU and 40% to Faculty Developer. For the avoidance of doubt, "commercial purpose" does not include use of the Course Materials in Faculty Developer's teaching assignments at another educational institution after departure from employment at WVU.
6. Prior to delivery of the Course Materials, WVU or Faculty Developer may terminate this Agreement at any time. If terminated by either party prior to final delivery of the Course Materials, WVU will pay Faculty Developer for services rendered on a pro-rated schedule agreed to by the parties.
7. This Agreement shall be governed by the laws of the State of West Virginia, without giving effect to its conflict of laws statutes.

STEP 1: Course Details and Module #1 (30% of stipend for successful completion within deadlines to be paid at completion of course development.)

A. The Faculty Developer will provide the Design Team with:

- 1) Textbook and all publishers' materials such as Instructor's Manual.
- 2) Test bank (with their selected or additional questions, if part of the course design.)
- 3) Syllabus and Detailed Course Schedule.
- 4) Content for Module #1 (see "Content" note on page 2), according to the schedule on page 3.

B. The Faculty Developer will work with the Instructional Design Team to ensure that all of the elements needed for Assurance of Learning(AOL) and Quality Matters(QM) are included in the module.

C. The Instructional Design Team will return the draft of the newly designed module to the faculty developer based on the Project Schedule on page 3.

D. The Faculty Developer will review the designed/modified module and provide appropriate recommendations, suggestions and changes, where necessary, based on the Project Schedule on page 3.

E. A final Project Schedule will be agreed upon by the faculty developer and the designer at this time. (page 3)

STEP 2: Modules #2 – Final Module (50% of stipend for successful completion within deadlines to be paid at completion of course development.)

A. The Faculty Developer will deliver the content (see "Content" note on page 2) for Modules # 2-6 according to the Project Schedule on Page 3. Content for each module will be developed using the format established for Module #1 to ensure QM and AOL standards.

B. The Instructional Design Team will return the draft of the newly designed module to the faculty developer based on the final design schedule.

C. The Faculty Developer will review the designed/modified module and provide appropriate recommendations, suggestions and changes, where necessary, based on the final design schedule.

STEP 3: First Course Delivery and Needed Changes (20% of stipend for successful completion within deadlines)

A. The Faculty Developer will deliver the course.

B. The Faculty Developer will work with the Instructional Design Team to make needed changes to the course during and after the completion of the course.

NOTE: Format for Content

- a. The Faculty Developer will provide typed course content with section and subsection headings and with comments such as "add graphic" or "this is the most difficult concept" or "add visuals."
- b. For quantitative courses, the Faculty Developer must provide specific examples, specific databases, or spreadsheets. Graphs, for example, may be hand drawn by the faculty member and the Instructional Designer will convert them to a digital format.
- c. If the Faculty Developer only has hand-written notes, the Instructional Design Team will hire a student worker to type the notes, as long as the Faculty Developer will work closely (be available for meetings) with the student to check for accuracy. The Faculty Developer must give the hand-written notes to the Instructional Design Team at least two weeks prior to each Module Due Date.

SAMPLE PROJECT SCHEDULE
For Development in Fall 2013 for Delivery Summer 1 of 2014

Deliverables	Faculty		Instructional Designer		Approval Date by Faculty
	Delivery Date	Actual Date	Delivery Date	Actual Date	
Text, Syllabus, etc. as detailed in Step 1, A. Module #1	8/15		9/1		9/15
Module #2	10/1		10/15		11/1
Module #3	10/15		11/1		11/15
Module #4	11/1		11/15		12/1
Module #5	11/15		12/1		12/15
Module #6	12/1		12/15		1/1
Additional modules added below					

PROJECT SCHEDULE

For Development _____ for Delivery _____

Deliverables	Faculty		Instructional Designer		Approval Date by Faculty
	Delivery Date	Actual Date	Delivery Date	Actual Date	
Text, Syllabus, etc. as detailed on page 1, STP 1: E Module #1					
Module #2					
Module #3					
Module #4					
Module #5					
Module #6					
Additional Modules as noted on attached pages					

Milestones	Completion Date	Actual Date
Faculty final project approval		
Course to be migrated to production		
Course CD delivered to faculty		
Course CD on file with Instructional Designer		
**Project Evaluation		

Plan/Spending Approval		
Plan	Signature of Faculty Developer	Date
Plan	Signature of Instructional Designer	Date
Plan	Signature of Department Chair	Date
Budget	Signature of Chief Business Planning Officer	Date

80% Compensation Approval		
Course Moved to eCampus Production	Signature of Instructional Designer	Date
Content Approved	Signature of Program Director	Date
Payment Approval	Signature of Department Chair	Date

20% Compensation Approval		
Content Approved	Signature of Program Director	Date
Payment Approved	Signature of Department Chair	Date