MEMO

TO: School Senior BA’s
FROM: Trevor Lewis
Cc: Lynne Hunter, Ed Rock, Deirdre Woods, Julie Shuttleworth, Kathy Bailey
RE: Business Process for Coursera Course Offerings
DATE: October 2013

The Office of the Senior Advisor to the President and Provost and Director of Open Course Initiatives issues a call for proposals, up-to twice a year. All course proposals require the Dean and Department Chair’s approval (via signature) and can be for a first, second, third, etc. offering. A Faculty Committee reviews and recommends proposals to be funded.

This memo outlines the process to pay for expenses related to the development and offering of courses on the Coursera platform. By way of background, these are courses that originate from Penn faculty and are offered online as Massively Open Online Courses or MOOCs.

If proposal is approved, a Course Development Agreement (CDA) is sent to faculty member(s) and the Dean for signature. Copies of Signed CDAs are returned to Open Learning. Detailed cost sharing will be described in the agreement but typical funding models for Coursera courses are as follows:

- First Offering
  - Faculty Stipend $15K—50% School + 50% UNIV
  - Teaching Assistance $15K—50% School + 50% UNIV
  - Production & Copyright—0% School + 100% UNIV

- Second Offering
  - Faculty Stipend $7.5K—50% School + 50% UNIV
  - Teaching Assistance $7.5K—50% School + 50% UNIV
  - Production & Copyright—0% School + 100% UNIV

- Subsequent Offerings
  - Faculty Stipend $1.0K—50% School + 50% UNIV
  - Teaching Assistance $1K—50% School + 50% UNIV
  - Production & Copyright—estimate required prior to modification

Courses will not be produced, nor will faculty members get paid until Course Development Agreements are signed.
The faculty and support personnel are paid and the expenses to prepare the materials are covered as follows:

Faculty Stipend Payment (paid in the month course is launched):
- Pre-work will be initiated by the Office of Open Learning using the Department ORG of the faculty member in PennWorks.
- The School will need to provide Open Learning with the department chair contact for the pre-work request.
- Verification of pre-work will be submitted by the Office of Open Learning.
- Additional pay to be initiated from the Pre-Work by the School splitting the cost per the agreement.
- Open Learning to provide the account number for the University portion of the additional pay within the comment field in the Pre-Work.

Teaching Assistance Payment(s) (paid in the month course is launched):
- Department to contact Open Learning for the account number to use while paying the Teaching Assistants.

Production & Copyright Costs:
- Department or faculty members to contact Open Learning to coordinate the production and copyright purchasing and costs. These costs should have been outlined in the original proposal with confirmation in the CDA.

Please provide a school contact who should receive a copy of the completed Course Development Agreement (CDA) and a contact for the shared costs of the faculty stipend and TA support:

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<th>Name:</th>
<th>CDA School Contact</th>
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<th>School Financial Contact</th>
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Please contact open_learning@upenn.edu, with any questions regarding this process. For more information please see the Open Learning website (http://provost.upenn.edu/initiatives/openlearning).

Thank you,

Trevor C. Lewis
Chief of Academic Finance & Planning
Office of the Provost, Provost Administrative Affairs