Open Enrollment Courses

Open enrollment courses are offered to the public and are our most frequently developed courses. Development typically takes about 8-9 months and the steps in the process are shown below. Click on each step to learn more. Please note that it is extremely important to allow adequate time in this process timeline to market the course to the target audience.

Generate the Idea

Every innovation begins with the IDEA – the cutting edge product, methodology, knowledge set, or tool that resonates with the marketplace and adds or creates value for a person or organization. Developing a course is no different. The key is to define your idea to the point where it is easily understood and aligned to market needs.

Your Role:

- Become familiar with the course development process
- Talk with your Unit Director about your idea and how it might fit into the overall plans for your area of focus

Georgia Tech Professional Education's Role:

- The development team will direct you to the appropriate Unit Director, provide you information about the development process, and answer your questions about the process

Propose the Concept

To take that idea to the next level, we ask that you create and submit a proposal that further defines your idea.

Your Role:

- Create a proposal for your course concept to describe the topics covered, target audience, preferred mode of delivery, development timeline, and other characteristics of the course.
- Submit the proposal to PDinfo@dlpe.gatech.edu. Remember to copy your Unit Director on your submission.

Georgia Tech Professional Education’s Role:

- Professional Education will:
  - Review the proposal – assess the viability of the idea and proposed delivery format, looking at the target market and the potential to reach that market, price that the market may bear, competing programs.
  - Determine if more formal market research may be needed at this point.
  - Identify overlaps between the proposed course and existing courses or programs. If there are synergies with existing courses, we bring together those involved to explore potential collaboration and leveraging marketing resources.
Check for consistency with the mission of the proposing unit, GTPE, and Georgia Tech.
Discuss the results of this analysis with you and determine next steps and what other research is needed.
Construct an activity timeline for the development process considering the availability of required resources. This will help to keep the project on track and lead to a successful implementation.

Construct the Syllabus

Once the proposal is approved, you are ready to move forward with course development. Key to your success is clearly defining your course objectives and characteristics. The Professional Education syllabus form is used to capture this information. This is a triggering event in the internal Professional Education processes, so timely completion of the syllabus is important to stay on your development timeline.

Your Role:

- Complete all portions of the Syllabus Form for your course, being as specific as possible
- Ask questions
- Submit the syllabus in a timely manner to keep the development process on track.
- Review any suggested changes to your syllabus. Make further revisions as you see appropriate.
- Approve the final syllabus.

Georgia Tech Professional Education’s Role:

- Review all elements of the syllabus – description, learning objectives, assessment policies, prerequisites, delivery format, etc.
- Check for completeness and consistency
- Assign CEU’s to the course

Please note that the review and revision process may be iterative to make sure all elements are clear and complete.

Design Course Specifics

The real fun begins with the more detailed course design. In this step, you will determine when to offer your course, the specifics of the delivery format, how to reach your audience, and how to create high quality course content. And we work closely with you as you answer these important questions.

Your Role:

- Determine a time for initial offering; take into account seasonality of the work done by your target audience, broadly attended industry conferences, and other factors that may determine the best time to offer your course
- Price your course – this will be done with guidance from the Professional Education staff.
- Define your objectives for the initial offering. How would you define success now and in the future?
- Specifically define how you will deliver this course:
  - Online, face-to-face, or a combination of the two
  - If online, what is the best way to convey this material? An instructional designer will help
you evaluate alternatives and answer some of these questions

- Determine who may be helping you teach or develop the course. Discuss and determine compensation for these activities.
- Clarify with your Unit Director, School Chair, or Lab Director, as appropriate, how any course surpluses will flow back to the unit in which you work.

Georgia Tech Professional Education’s Role:

- The implementation team will:
  - Help you schedule the time and place of the offering and will work with you on course logistics from start to finish.
  - Make the course available for registration on the Professional Education website and handle all registration payments.
  - Work with you to create a pro forma to estimate your course revenues and expenses.
- The development team will help you with course design and delivery methodology to best meet the needs of your audience.
- The marketing team will help you further define the best way to reach your target audience and develop a mutually agreed upon marketing plan.

Build Content and Materials

The previous steps in the development process have led you to this point where you build the content and the materials for the course experience. That content will be primarily developed by you and your team based on the design structure that has been decided upon. However, many other activities will happen in parallel in preparation for your course offering.

Your Role:

- Build all elements of the course – both face-to-face and online – so that all materials are available to students in a timely manner.
- Engage the Instructional Design team, where needed, as you create these elements.
- Record any online video segments that might be required. We will work with you to determine the best recording alternative and set up a recording schedule.
- Coordinate schedules and responsibilities of others who may be teaching in your course.
- Complete the Professional Education Course Approval Sheet (COAS) [3].

Georgia Tech Professional Education’s Role:

- The development team will assist with implementing elements of the design, schedule recordings of distance delivered content, establish webinars, etc. as required.
- The Marketing team will execute the marketing plan and monitor its progress.
- The implementation team will take course registrations, set up logistics for your course offering, provide periodic registration updates, and coordinate reproduction of course materials for students where needed.

Offer Course

Now your course is complete and ready for offering.

Your Role:
• Deliver course content either online, face-to-face, or a combination of both.
• Monitor students’ progress and respond to their questions in a timely manner.
• Use assessments to evaluate their level of knowledge and ability to meet course objectives.
• Communicate assessment outcomes to your students.

Georgia Tech Professional Education’s Role:

• Administer onsite course check-in, provide logistical support, provide technical and AV support, and administer post-course evaluations.

Wrap-Up and Review

Once the course offering is complete, we will work will you to tie up all of the loose ends associated with the course, provide course feedback, and finalize all associated accounting functions.

Your Role:

• Ensure that all grades are submitted to Professional Education so that students may receive proper CEU credit for their efforts
• Review post-course evaluation results
• Work with your Portfolio Manager to make sure all expenses are applied to the course in a timely manner and instructor compensation is included in the expense reporting.

Georgia Tech Professional Education’s Role:

• The implementation team will:
  ◦ Compile and send the results of course evaluations, for your review
  ◦ Prepare a Profit and Loss Statement for the course, reconcile revenues, pay bills associated with the course offering, and transfer any surplus funds appropriately
• We will conduct a post course review/debrief to prepare for the next offering.

Source URL:  http://pd.pe.gatech.edu/process/open-enrollment-courses

Links: