Proposal to Publish a University of Idaho Extension Curriculum

Please write a proposal that includes all of the following elements:

☐ Date.

☐ Authors. Give the name, title, and affiliation of each author and contact information for the first author.

☐ Working title of curriculum.

☐ Description. Briefly describe your curriculum, its approach, and your purpose in writing it. Include a one-line statement that summarizes the curriculum's scope and content followed by a paragraph of no more than 250 words.

AUDIENCE

☐ Learner audience. Describe the learner audience (age, gender, income, occupation, education level, physical location, lifestyle, other relevant information).

☐ Instructor audience. Describe the people and organizations who will purchase and deliver this curriculum. What positions do they hold? For what organizations or businesses do they work?

CONTENT

☐ Learning objectives. Please state at least three to five things learners will be able to do after completing the curriculum.

☐ Outline. The outline provides an overview of the entire curriculum. Lesson headings should be followed by subheads or paragraphs that explain the content at a greater level of detail, including lesson objectives.

☐ Learner engagement strategies. What teaching strategies will you employ (video clips, demonstrations, discussions, hands-on activities, field experiences, social media, virtual reality, other)?

☐ Artwork. Will your curriculum incorporate photography or other artwork? If so, you will need to secure permissions from the rights holders.

ASSESSMENT

☐ Assessment. How will you measure learning or behavior change?
MARKETING

☐ Selling points. Give three key selling points for your curriculum—i.e., why your target instructors will buy and implement it.

☐ Competition. What other resources are available to meet the targeted needs of the learner audience? How will this curriculum differ from and be better than those resources?

☐ Price. How much do you think your target instructors will be willing to pay for the curriculum?

☐ Promotion. What events, mail and email lists, and other strategies can be used to promote the curriculum among your target instructors? Be as specific as possible, giving, for example, the names of specific conferences and mail and email lists you can obtain.

FUNDING

☐ Funding. Describe your funding plan for this curriculum.

I have read the attached proposal and agree that this project should be initiated. The author(s) and I acknowledge that support of this proposal does not guarantee funding.

Unit administrator ________________________________ Date: _____________

Extension director ________________________________ Date: _____________

Educational Communications ___________________________ Date: _____________