**OAA Funding Guidelines for Online Program Development**

In support of CUNY’s Online Education Initiative, the Office of the Executive Vice Chancellor and University Provost will provide one-time funds to support development of select fully online asynchronous programs that provide a credit-bearing stand-alone credential (i.e., degree or certificate). Campus participation in NC-SARA and NYSED approval for online delivery of the program are requirements for funding eligibility.

Maximum award: $150,000

The Offering Department commits to:

* Develop and adhere to a plan of work that ensures program launch (accepting enrollments and minimum of courses offered) within one year of funding. For example, a program funded in Spring 2023 would be expected to launch no later than Spring term 2024.
* Immediately notify the Executive Director of CUNY Online of any events that have the potential to delay program launch.
* Designate a faculty or staff program coordinator responsible for managing the online program development project including execution of plan of work and continuing oversight and management of the program post-launch. The program coordinator will also serve as the primary point of contact to liaise with CUNY Online regarding program development, launch, marketing, etc.
* Develop and deliver all courses as fully asynchronous in the University-supported LMS (i.e., Blackboard, D2L Brightspace).
* Ensure that all faculty responsible for online course development and/or teaching have completed Online Teaching Essentials, (OTE), ACUE’s Effective Online Teaching Practices courses, or similar training.
* Ensure that all faculty responsible for online course development and/or teaching are committed to incorporating best practices in the development and delivery of courses,
* Ensure that all faculty responsible for online course development consult regularly with their CUNY Online instructional development team.
* Ensure that all courses provide evidence of regular and substantive interaction as required by the US Department of Education.

CUNY Online will provide ongoing support:

* Faculty for instructional and multimedia design
* Faculty development resources for online teaching and learning
* Campus program leadership regarding strategy, program design, marketing, student support, etc.

Expenses the award can cover:

* Faculty release time or stipends for online course development work above and beyond normal workload. The stipend per course should reflect norms within the college. Maximum stipend per course that will be supported from the EVC/UP Office by type of development:
  + Complete development (has not previously been offered online): $6,000
  + Major revision (50% or greater of course content, e.g., recorded lectures, assessments, discussion forums, etc.): $4,000
  + Minor revision/refresh (up to 50% of course content, e.g., recorded lectures, assessments, discussion forums, etc.): $2,500
* Faculty and/or staff compensation for administrative oversight of program development, launch, and growth.

Expenses that the award will not cover:

* Development of online courses that are not part of a stand-alone credential (i.e., certificate or degree program) to be offered to online students. Online general education courses will be addressed separately.
* Office renovation, computers or other office equipment or supplies.
* Software or technology.
* Marketing.
* Travel.

Tuition Revenue Return to Campuses

CUNY Online will be funded centrally from tax levy funds as part of OAA operating costs. Tuition revenue generated by online program enrollments will contribute to colleges’ total tuition revenue. Colleges are expected to achieve a specific tuition revenue target to fund their overall operations, and they retain any revenue above the target.