

eCampusOntario
Virtual Learning Strategy
Call for Expressions of Interest (EOI)

November 17, 2021

**Virtual
Learning
Strategy
(VLS)**

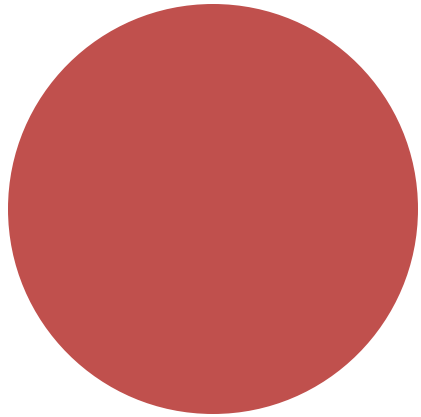


Webinar Goals

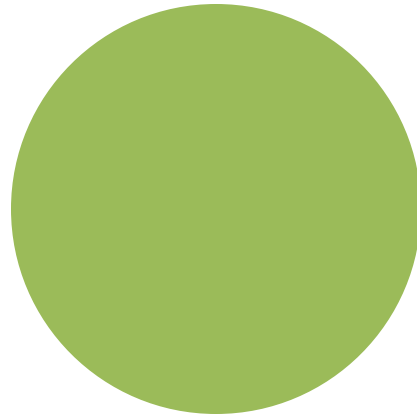
- Confirm goals/target content/format
- Review RFP requirements
- Key criteria & strategies for success
- Budget matters
- Common issues
- Next steps
- Your questions



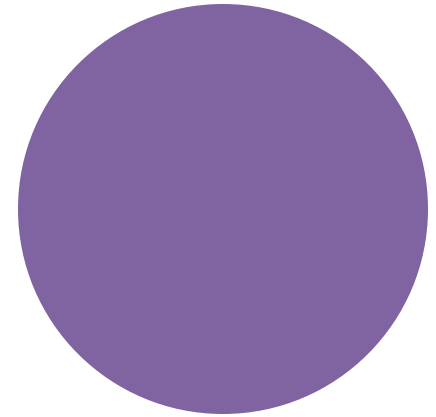
Funder Aspirations



INVEST IN PEOPLE



INCREASED CAPACITY



CREATE MORE AND
BETTER CONTENT

Funder Streams

- Digital Content (\$2.5 M)
- Digital Content – XR Projects (\$1 M)
- Digital Capacity – Targeted Supports
- Digital Capacity – International Marketing
- Central Virtual Learning Platform (CVLP) - (\$1.5M)

What's Different

- Funding Pool
- Funding Streams
- Avoid Duplication from Previous VLS Projects
- Top-Up Funding Model
- Significant funding envelope for CVLP

UofT Approach

- Seeking potential projects compatible with provincial cross-institutional sharing (e.g., sharing content, collaboration)
- UofT has had high rate of success, leveraging central support and coordination of proposal development and project implementation processes
- Highly competitive – need every possible point in review score
- Consider CVLP as option to address specific budgetary gaps for planned projects

UofT Approach cont'd

- Focusing on Digital Content
- Prioritizing projects that are eligible for \$15,000 Top-Ups:
 - Micro-Credential
 - Sector-wide Impact
 - Learning Engagement
 - Employer Partnership
 - Connectivity Options
 - Translation Top-Up

UofT Timeline

November 4, 2021	Expression of Interest available online at Virtual Learning Strategy site
November 10 and 12, 2021, 12-1pm	eCampus Technical Briefings [video recording presentation slides]
November 17, 2021, 10 – 11 AM	UofT VLS Information Webinar
November 22, 2021	Internal Expressions of Interest to be submitted to VPIUE for review
January 7, 2022 11:59 PM	Full VLS Application to be submitted to VPIUE for final review
January 14, 2022	VPIUE to submit applications to eCampusOntario
January – February 2022	Evaluation Process
March 2022	Successful applicants notified

Forthcoming Templates and Guides

VLS Digital Content Eol Institutional Template

Please submit completed form to vp.iue@utoronto.ca by January 25, 2021.

This is an Institutional Template designed to help interested applicants apply to complete the Virtual Learning Strategy eCampusOntario Expression of Interest form for the **Digital Content Stream**.

How to use this template:

Excerpts from the Eol and scoring rubric are highlighted in red text boxes for reference at the beginning of each section. Delete red boxes when complete.

Editing notes and tips are in *blue italic* and should be deleted when complete.

Example text crafted for inclusion by all UofT applicants **is yellow highlighted**.

Remaining text are examples provided as a guide or examples to be edited to suit project needs.

Please consider the funder goals noted below when crafting your proposal. Your project should be positioned to bring benefit instructors/students at institutions across the province.

It should be noted that this is a template and should be treated as such. The below document contains suggestions based on previous rounds of eCampusOntario grants and funding and not binding or prescriptive.

Be succinct. There is a strict four-page limit on the proposal content, plus an additional one page project plan (see MS Excel template). Do not use smaller font size or row spacing. References are not included in the page count.

Digital Content Project - Create a New Online Course (Example)			
Note Below is an example of a high level project plan for creating a new online course or modules. This is provided as a guide when developing your own project plan using the template provided. Please adapt as needed pre specifics of your proposal.			
	Project Plan (Specify Deliverables & Milestones)	Duration (Work Effort)	Resources (People, Equipment, etc.)
1.0	Phase 1: Planning	04-01-21 to 06-30-21	
1.1	Administrative set-up and project plan confirmed	4 weeks	Lead Instructor; Director - OLS
1.2	Kick-off meeting (Course/Module Design Workshop)	1 week	Project Coordinator; Director- OLS; All team members
1.3	Needs Requirement and instructional design planning; student focus group	8 weeks	Project Coordinator; Lead Instructor; Collaborating SMEs; Course
1.4	Deliverables: Project plan prepared	04-30-21	
1.5	Deliverable: Content outline draft	06-30-21	
2.0	Phase 2: Design & Develop	07-01-21 to 11-30-21	
2.1	Content collected; knowledge sources confirmed; structure planning	8 weeks	Project Coordinator; Lead Instructor; SMEs; Media Designer; Librarian
2.2	Storyboards/module templates and outlines completed	7 weeks	Project Coordinator; Lead Instructor; SMEs; Media Designer
2.3	Multimedia assets produced	9 weeks	Project Coordinator; Media Designer; Software licenses
2.4	Deliverables: Content & media; assets fully drafted	11-30-21	
3.0	Phase 3: Implementation	12-01-21 to 01-15-22	
3.1	Content review and final edit (including Accessibility review); student focus group feedback	4 weeks	Project Coordinator; Lead Instructor; SMEs; Media Designer; Editor
3.2	Issues addressed/contingency for outstanding tasks	4 weeks	Project Coordinator; Lead Instructor; SMEs; Media Designer; Course
3.3	Deliverable: Content/media assets reviewed, assembled	1/22/2015	
4.0	Phase 4: Evaluation	01-15-22 to 15-02-22	
4.1	Evaluation for sustainability and reusability	2 weeks	Project Coordinator; Lead Instructor; students
4.2	Final course export/packaging; reporting	1 week	Project Coordinator; Media Designer
4.3	Deliverable: Final report; Content upload to eCO	2/22/2015	

Digital Content Stream Options

November 4, 2021	Max Funding
Create a New Online Course	\$75,000
Create a New Virtual Resource/Open Educational Resource (OER)	\$25,000
Adapt an Existing OER	\$15,000
Create a New Simulation, Serious Game, or XR (AV/VR) Experience	\$75,000
Create Learner Wraparound Supports for Virtual Learning Success	\$25,000

Does it already exist?

The screenshot shows the Open Library website homepage. At the top left is the Open Library logo. Navigation links include 'FIND OER', 'GET SUPPORT', 'IMPACT', 'ABOUT', and 'CONTACT'. There are also social media icons for Twitter, LinkedIn, and YouTube, and a search icon. The main heading reads 'Welcome to the Open Library' followed by 'The home of Open Educational Resources (OER) in Ontario'. A search bar with the placeholder text 'Search Resources...' is centered. Below the search bar are three columns: 'FIND', 'CUSTOMIZE', and 'CREATE', each with a brief description of the service.

OPEN LIBRARY FIND OER GET SUPPORT IMPACT ABOUT CONTACT

Welcome to the Open Library

The home of Open Educational Resources (OER) in Ontario

Search Resources...

FIND
Search our collection of open textbooks and other open resources. The curated collection aligns with top subject areas in post-secondary education and features reviews from experts and

CUSTOMIZE
Did you know open educational resources can be adapted to suit your needs or your students' needs? Learn how to customize an OER for your course.

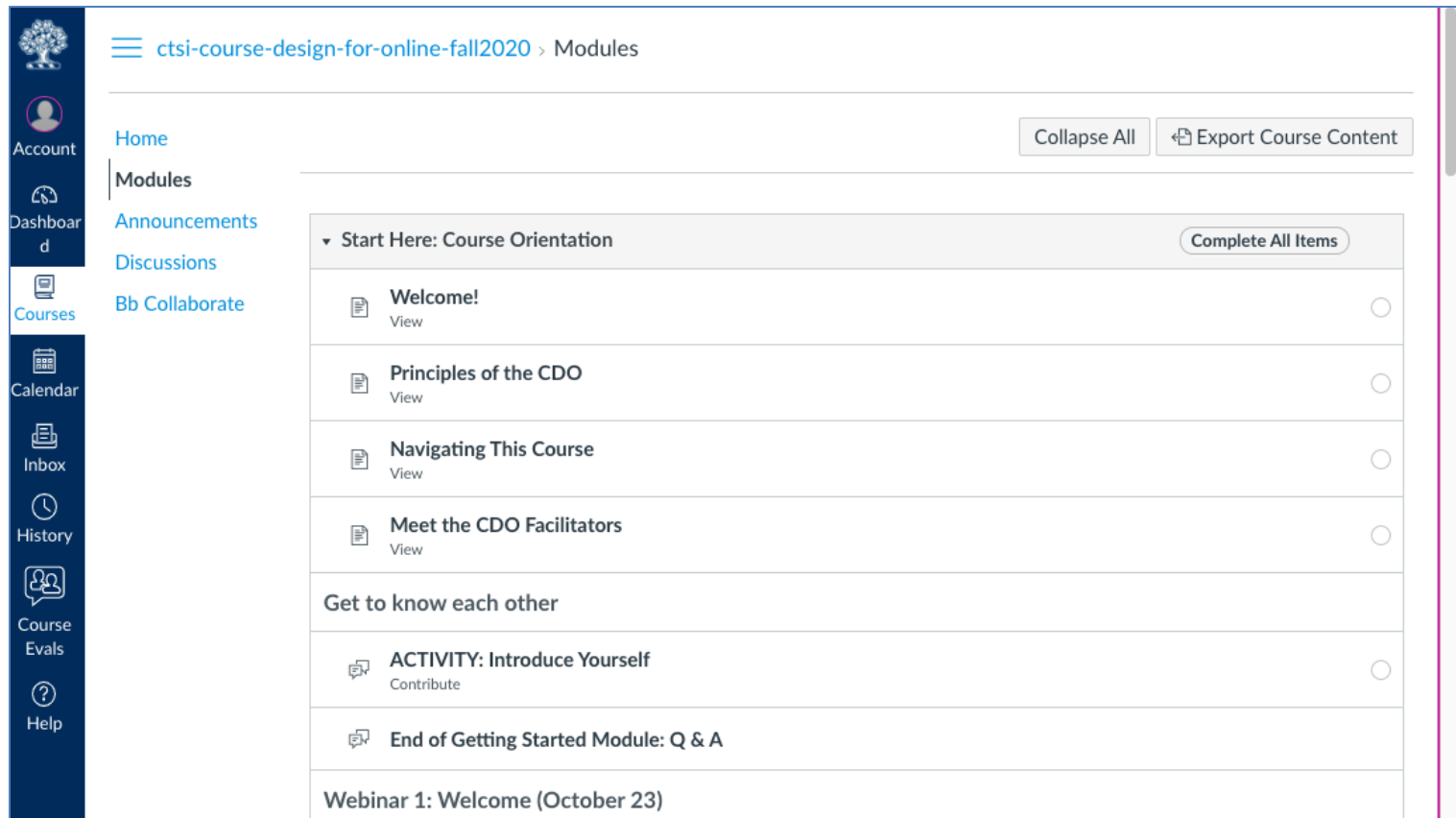
CREATE
There are many tools to create OER. Get started with Pressbooks or explore other options to create a resource for the Open Library.

openlibrary.ecampusontario.ca/

new [Searchable VLS project database](#)

What is a “Course?”

- May be offered on Quercus for UofT, but content must also be shared on eCampusOntario web site/resource repository (ie as a zipped export)



The screenshot displays a Blackboard course interface. The top navigation bar shows the course title 'ctsi-course-design-for-online-fall2020' and the current page 'Modules'. A sidebar on the left contains navigation links: Account, Dashboard, Courses, Calendar, Inbox, History, Course Evals, and Help. The main content area features a 'Home' button, a 'Collapse All' button, and an 'Export Course Content' button. Below these, a section titled 'Start Here: Course Orientation' is expanded, showing a list of modules with 'View' links and progress indicators (radio buttons). The modules listed are: Welcome!, Principles of the CDO, Navigating This Course, Meet the CDO Facilitators, and an activity 'ACTIVITY: Introduce Yourself'. A section 'Get to know each other' contains 'End of Getting Started Module: Q & A'. At the bottom, a 'Webinar 1: Welcome (October 23)' is listed.

Module Title	Action	Progress
Start Here: Course Orientation	Complete All Items	
Welcome!	View	<input type="radio"/>
Principles of the CDO	View	<input type="radio"/>
Navigating This Course	View	<input type="radio"/>
Meet the CDO Facilitators	View	<input type="radio"/>
Get to know each other		
ACTIVITY: Introduce Yourself	Contribute	<input type="radio"/>
End of Getting Started Module: Q & A		
Webinar 1: Welcome (October 23)		

Governance and Approvals

- **Commitment to delivering the content not the course:**
 - The province is requiring *course content* as the deliverable.
Submission of an VLS proposal is completely separate from divisional governance approval for delivery of a fully online course post-COVID.

What is an “OER?”

Open Educational Resources (OER) are teaching, learning, and research materials that are either (a) in the public domain or (b) licensed in a manner that provides everyone with free and perpetual permission to engage in the reuse.

<https://creativecommons.org/about/program-areas/education-oer/>

Open Textbook

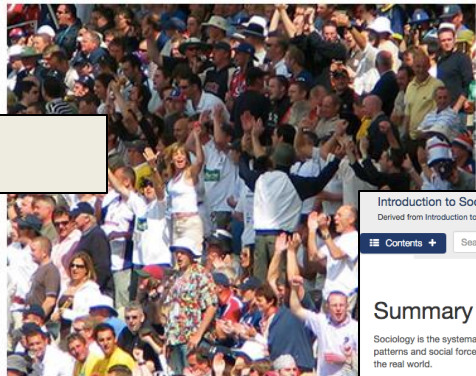
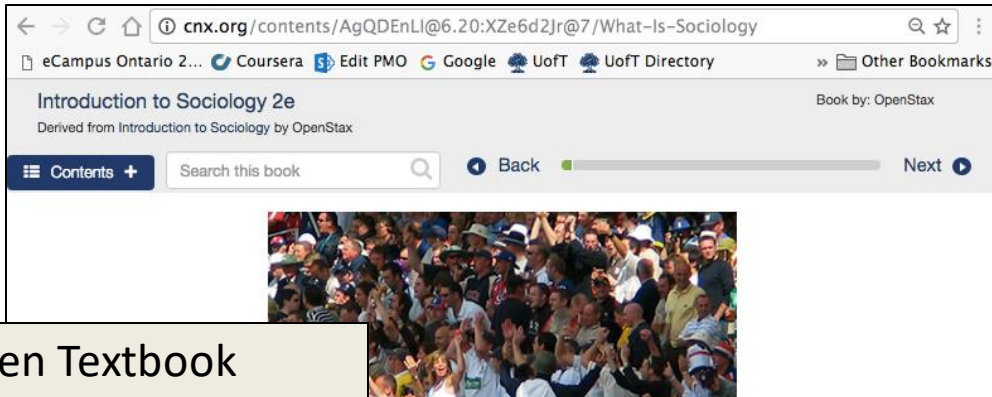


Figure 1. Sociologists learn about society as a whole while studying one-to-one interactions. (Credit: "A Crowd of People" by Williams/flickr)

What Are Society and Culture?

Sociology is the study of groups and group interactions, societies and social interactions, and large groups. A group of people who live in a defined geographic area, who interact, and share a culture is what sociologists call a **society**. Sociologists study all aspects and levels of culture. **Micro-level** study small groups and individual interactions, while those using **macro-level** study groups and societies. For example, a micro-level study might look at the accepted norms among teenagers or business professionals. In contrast, a macro-level analysis might look at how culture has changed over time or in social media outlets.

The term **culture** refers to the group's shared practices, values, and beliefs. Culture encompasses a group's way of life, from routine, everyday interactions to the most important parts of group members' lives. It includes everything produced by a society, including all

Introduction to Sociology 2e
Derived from Introduction to Sociology by OpenStax

Book by: OpenStax

Contents + Search this book Back Next

Summary

Sociology is the systematic study of society and social interaction. In order to carry out their studies, sociologists identify cultural patterns and social forces and determine how they affect individuals and groups. They also develop ways to apply their findings to the real world.

Section Quiz

Exercise

Which of the following best describes sociology as a subject?

- 1a. The study of individual behavior
- 2b. The study of cultures
- 3c. The study of society and social interaction
- 4d. The study of economics

[Show Solution]

Exercise

C. Wright Mills once said that sociologists need to develop a sociological _____ to study how society affects individuals.

- 1a. culture
- 2b. imagination
- 3c. method
- 4d. tool

Introduction to Planet Earth

Each learning module consists of a number of interactive activities and multiple choice-based assessments. Modules are distributed as SCORM files that can be imported into your Learning Management System of choice. Instructor guides are available which outline the topics covered and installation procedure. Select from the ten available modules below:



Open Modules

CVLP – Central Virtual Learning Platform

FUNDING CATEGORIES

Digital Capacity - CVLP Support

Goal: Support institutions with low capacity to produce high quality virtual learning through vouchers.

Provides supplemental design and production capacity to produce high quality virtual learning content, by way of connecting members to services including:

- Instructional designers
- Media production
- AODA compliance and accessibility experts
- Virtual learning content translation and copy editing
- Technical assistance and advanced LMS experience
- Other supports directly contributing to the development or distribution of virtual learning materials

<https://vls.ecampusontario.ca/cvlp>

Rubric Weighting

Criteria	Weight (% of total)
Impact	45%
Collaboration	20%
Logistics	35%

IMPORTANT

What is “Collaboration?”

- Course “Collaboration” - strengthens proposal
- Full rubric points with 2 other institutions, half points for collaboration within UofT
- Consider discipline networks to identify colleagues at other institutions who can consult and provide feedback on content
- **Keep involvement light given timelines**



Who will be reading your application?

- Institutional relevance is needed, but when developing a proposal, focus on provincial requirements and benefits.
- Consider the audience of reviewers – all of whom are experts in the field.
- Reverse engineer your application to the rubric score system... you will need every point possible.
- Templated UofT sample application content will be made available to those submitting Eols

Budget Matters

- All funds must be spent by February 2023
- Funds are for OTO for content development - not for maintenance or web application development
- Ensure budget aligns with description of project, and is appropriate/feasible
- Use "real" numbers rather than rounded estimates



More on Budget

- Consult your IT unit in your division/ed tech professional/teaching and learning office regarding plans
- Talk to your business officer/chair regarding proposed expenses
- Ensure your business officer can document expenses for audit purposes
- Remember - Budget coherence is weighted at 20%



Note the “Fine Print”

- Licensing of Final Product: Final product be released with the appropriate license which may allow others to freely retain, revise, reuse, remix and redistribute the content. For Open Educational Resources (OERs) applicants must ensure that all content (text, images, etc.) is released under an open license or used with copyright permissions
- Retention of Final Product: All final products will be submitted to the eCampusOntario Library. This includes all source files and/or editable files used in creating the resource (including any multimedia files) to easily enable further remixing and modification where permitted by the license
- Digital Standards: All applications will prioritize use of tools and technology that are compliant with appropriate standards for openness and interoperability to support adoption and adaptation across multiple platforms that include W3C standards. Applicants will also prioritize use of tools and technology that demonstrate user-centered design; continuous evaluation and improvement; effective use of data; protection of security; and privacy of personal information

More fine print

All final products associated with the Digital Content Expression of Interest will be:

- Delivered for deposit in the eCampusOntario Library for sustainable retention of final product. **Please note: as a result, ongoing hosting costs are not permitted as an eligible expense in the EOI**
- Made available for use by institutions across the province using an appropriate license (for example, a Creative Commons license or a Non-Exclusive License)

Common Issues

- **Creating databases, web applications or UofT hosted resources**
 - If there is any institutional support that will be ongoing, you will be *required to submit a letter* from your your Chair/Dean or appropriate Director confirming support to sustain the project for delivery of resources to all Ontario institutions
- **Proprietary software or specialized equipment.**
 - Re-use opportunities are reduced for other institutions to use the resource. Provide a rationale or explain availability of software/equipment that has an additional cost to institutions or learners.
- **"It's been done"**
 - Many existing OERs funded by eCampusOntario. Search the eCampusOntario library and VLS database to ensure you are not duplicating and/or consider an adaptation if your topic is general/common.

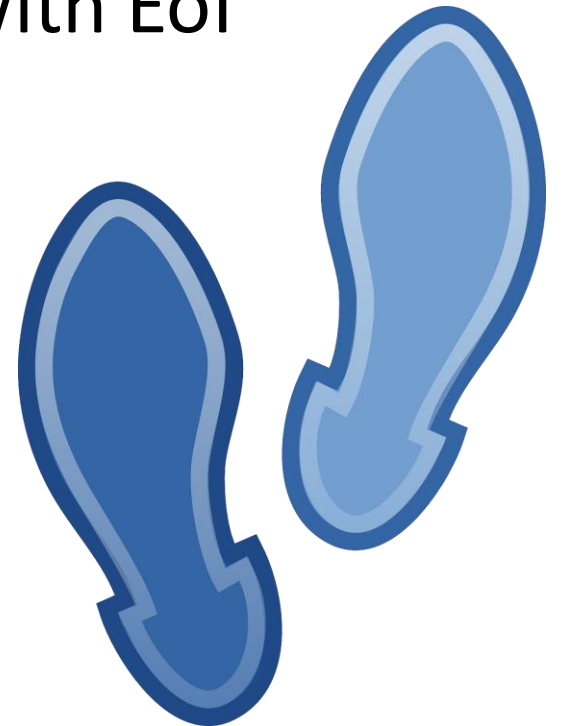
Tips

- Hiring a coordinator and student staff is a great strategy
- Talk to your local ed tech specialist or [UTL library liaison](#) as a potential consultant on your project team
- Budget line for honorariums for contributors from other institutions/divisions adds credibility regarding reuse
- Include vacation pay and benefits for staff hired
- Submit your draft proposal early to get feedback



Next Steps for Success

- Consult locally in your dept/division on planning/resourcing
- **Submit to VPIUE by Jan 7 for final review/approval**
- A letter from chair/division required for upload with EoI
- VPIUE office will submit to eCO with digital signature on behalf of institution
- VPIUE will act as "Project Lead" and act as main point of contact for project contracts and communications



Your questions



More Resource Links

- Previous UofT modules projects:
<https://ocw.utoronto.ca/projects-at-uoft/>