**Request for Proposal**

RITx Offerings and Programs

**Date:** Academic Year 2018-19

**Prepared by:** Innovative Learning Institute

**RIT & edX:**

In October of 2015, RIT became a contributing member of the online learning platform edX. The edX consortium is a non-profit association built on an open-source learning platform that promotes innovative learning. It was founded by Harvard and MIT in 2012 and already counts some of the nation’s top universities, such as Cornell, University of Texas, Georgetown, Caltech, Columbia and University of California, Berkeley, among its partners. Through our strategic partnership with edX, RIT is:

* Offering more flexible and affordable pathways to earn a degree
* Recruiting students for on-campus and online programs
* Increasing our visibility with access to 15+ million global learners
* Experimenting with new teaching technologies to increase access to learning
* Collecting data to inform discipline-based pedagogical explorations
* Claiming membership in edX’s consortium of 130+ prestigious universities and global partners

**RITx Goals:**

With approval from the Provost, RIT is creating non-credit bearing online offerings to appear on edx.org with the following defined outcomes and goals:

* Recruit students for on-campus and online programs
* Improve RIT’s visibility and reputation worldwide
* Create additional revenue
* Engage RIT community and/or corporate partners

**Currently Accepting Proposals for:**

* A **single offering** is a university-level massive open online course (MOOC) from any discipline to a worldwide student body on edx.org. EdX offerings consist of weekly learning sequences and can vary in length and rigor.
* A **MicroMasters program** is a series of masters-level career focused offerings (usually 3-5) within a content area that offers an edX credential with a pathway to credit at RIT. You can view examples at [edx.org/MicroMasters.](https://www.edx.org/micromasters)

**RITx Selection Criteria:**

All proposed RITx offerings and programs must:

* Improve RIT’s visibility and reputation worldwide
* Recruit students for on-campus and online programs
* Create additional revenue for high-demand offerings
* Engage RIT community and/or corporate partners
* Pass edX’s assessment of market/learner demand

All proposed RITx offerings and programs should:

* Generate interest from a large set of prospective learners (mass appeal and relevancy
* Complement RIT’s portfolio of offerings (demonstrate our expertise across our core disciplines)

**RITx Proposal Process:**

Any faculty or staff member may submit a proposal to create a RITx offering or program to appear on edx.org. All applicants must seek approval from their manager/program chair and dean prior to submission (include their signatures on the proposal form). The required steps of the proposal   
process are:

1. Request for Proposal (RFP) Form – complete the RFP Form for RITx offerings  
and programs

2. Review – proposals will be reviewed by the ILI and Provost

a. Strategic Alignment – proposals will be aligned with RITx selection criteria

b. Research – selected proposals will go through market demand research, edX review, interview process and degree pathway analysis

3. Notification – a communication will be sent to notify selected applicants of the results  
of the review

4. Letter of Agreement – if selected, a detailed LOA will be drafted and signed   
(College, ILI, Provost)

Proposals must:

* Provide a brief description of the RITx offering or program
* Provide a case for the market demand for the proposed RITx offering or program
* Identify target audiences for the RITx offering or program
* Identify credit-bearing program(s) that the RITx offering or program will promote
* Identify occupations requiring the skills and knowledge gained through this RITx offering or program
* Include a sample high-level outline for the offering or program

If approved, members of the ILI team will meet with you to discuss in more detail the vision for your offering(s).

**Questions:**

For more information regarding the edX partnership with RIT, RITx offerings and programs, RITx development process, edX guidelines, etc., please contact the edX Institutional Program Manager for RIT:

**Thérèse Hannigan**

Director, RIT Online, Innovative Learning Institute

[tmhfaa@rit.edu](mailto:tmhfaa@rit.edu)

**Request for Proposal (RFP) Form**

RITx Offerings and Programs

**Proposal Contact:**

**Email:**

**Program/Department:**

**College/Division:**

**Program Chair/Department Manager Approval Signature: Date:**

**Dean/Next Level Manager Approval Signature: Date:**

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| **Offering Name(s):**  *(If you are proposing a program, please list the names of all offerings.)* | Please provide the name of your RITx offering(s): |
| **Offering or Program Description:** | Please provide a brief description of your RITx offering or program: |
| **Strategic Alignment (RITx Goals):** | Please explain how your RITx offering or program will meet **EACH** of the four goals outlined by RIT: |
| **Market Demand:** | Please provide recent facts and supporting information to validate the demand for your content. |
| **Target Audience:** | Please identify and explain the target audience(s) for your RITx offering or program (including any prerequisites in knowledge required). |
| **Job Outlook:** | Please identify occupations requiring the competencies and knowledge gained through this RITx offering or program (potential job titles, labor statistics, salary information, skills, etc.). |
| **Program Awareness:** | Please identify credit-bearing campus or online program(s) that the RITx offering or program will serve to promote at RIT. |
| **Pathway to Credit:** | If your RITx offering or program has a potential pathway to awarding credit in a credit-bearing program at RIT, please identify the program(s) and opportunity. |
| **Course Development Experience** | Please list or describe any online courses you have developed (can be outside of RIT). |
| **Applicant Background:** | Please provide a brief bio relating to why you would be successful developing and delivering content for delivery on edx.org. |
| **Sample Outline** | Please upload/attach a high-level outline of your proposed offering or program. |

**Form Submission:**

All proposals for RITx offerings and programs will be reviewed by the ILI and Provost. Please email your completed form to: [ritxRFP@rit.edu](mailto:ritxRFP@rit.edu).

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