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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.

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

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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
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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:**

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): *Cybersecurity MicroMasters program:* • *Cybersecurity Fundamentals* • *Network Security* • *Computer Forensics* • *Risk Management* • *Cybersecurity Capstone*
Offering or Program Description:	Please provide a brief description of your RITx offering or program: *This Cybersecurity MicroMasters program provides the fundamental knowledge and expertise in network security and forensics necessary for cybersecurity in enterprise environments. Fundamental skills of networking and systems administration will be explained and demonstrated. Students will learn to protect computer networks and other systems by mitigating vulnerabilities and monitoring intrusions. Students will also learn how to perform digital forensic analysis of cybercrime. This involves gathering information on the nature and extent of the attack for presentation in a court of law, as well as assessing the extent of the damage to an organization. Students learn the techniques of risk analysis, risk assessment and vulnerability assessment. The MicroMasters capstone experience for verified learners entails practical demonstration of these skills.*

Strategic Alignment (RITx Goals):	Please explain how your RITx offering or program will meet **EACH** of the four goals outlined by RIT: ● ***Recruit students for on-campus and online programs:*** *As a pathway to credit for the online Computing Security MS and Advanced Certificate in Cybersecurity, this program will help recruit students to RIT degree programs.* ● ***Improve RIT's visibility and reputation worldwide:*** *Our award-winning Cybersecurity department could still benefit from extra exposure, especially to a global audience. Matching our strength in this field with the current market demand should be a win-win.* ● ***Create additional revenue:*** *With such a high demand for professionals with these skills, enrollments should be high and thus, create revenue for RIT.* ● ***Engage RIT community and/or corporate partners:*** *If RIT puts this program on the edX platform, it is likely to generate some interest from alumni in corporations in need or that specialize in cyber defense, or other businesses looking to grow their cybersecurity acumen.*
Market Demand:	Please provide recent facts and supporting information to validate the demand for your content. ● *A [report]* *from Frost & Sullivan and (ISC)2found that the global cybersecurity workforce will have more than 1.5 million unfilled positions by 2020* http://blog.isc2.org/isc2_blog/2015/04/isc-study-workforce-shortfall-due-to-hiring-difficulties-despite-rising-salaries-increased-budgets-a.html ● *Every year in the U.S., 40,000 jobs for information security analysts go unfilled, and employers are struggling to fill 200,000 other cyber-security related roles, according to cyber security data tool [CyberSeek].* https://www.forbes.com/sites/jeffkauflin/2017/03/16/the-fast-growing-job-with-a-huge-skills-gap-cyber-security/#b467e8c5163a ● *Cisco [estimates] that as many as 1 million cybersecurity openings worldwide are going unfilled.* https://cybersecurity.ieee.org/blog/2017/04/13/the-institute-the-cybersecurity-talent-shortage-is-here-and-its-a-big-threat-to-companies/ ● *The [cybersecurity unemployment rate] was zero percent in 2016, and it's expected to remain there from 2017 to 2021. "The field of cyber security is the least populated of any field of technology," according to John McAfee. "There are two job openings for every*

	qualified candidate." https://www.csoonline.com/article/3201974/it-careers/cybersecurity-job-market-statistics.html
Target Audience:	Please identify and explain the target audience(s) for your RITx offering or program (including any prerequisites in knowledge required). *This program will be aimed at learners with prior work experience in a tech or computing field, learners looking for a career change or way to update their skill sets to advance in a computing field. The courses will be appropriate for learners who have a bachelor's degree (STEM preferred) or at least five years of experience in a technical environment.*
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.). *Learners who complete this program will obtain the knowledge needed to hold positions such as security analyst, security engineer, security architect, forensics investigator, and cybersecurity specialist.*
Program Awareness:	Please identify credit-bearing campus or online program(s) that the RITx offering or program will serve to promote at RIT. *This program will provide awareness to our new online master's degree in computing security, online advanced certificate in cybersecurity, and existing on-campus computing security master's degree.*
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. *This program will serve as the introductory courses for the online master's degree in computing security, as well as the online cybersecurity advanced certificate.*
Course Development Experience	Please list or describe any online courses you have developed (can be outside of RIT). *I have developed a small-enrollment-size online course that had a mix of asynchronous and synchronous components. The course made heavy use of the discussion board, and students were put into teams. At the end, students made live presentations of their groups' work.*

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| Applicant Background: | Please provide a brief bio relating to why you would be successful developing and delivering content for delivery on edx.org.

I am proud of the reputation RIT has developed for this field of study and I believe strongly in what edX is doing for higher ed. I have only taught one course online, but look forward to learning how to bring this content to a MOOC platform. |
|---|---|
| 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.

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