## (12) Cost/Benefit

The proposal must include a costbenefit analysis of the proposed project, including comparison to other delivery methods, relative benefit to learner, and staffing costs versus benefits.

## (b) Innovative Program Development/ Production

Applicants submitting an application in the Innovative Program Development/Production Category must demonstrate a creative approach to distance education programming. Examples might include: Pilot projects demonstrating innovative combinations of satellite/video, computer networking, audio conferencing, and/or wrap-around plans and materials; inclusion of limited resource audiences; match of audience needs/characteristics to delivery system; and design of evaluation protocol for measuring teaching-learning transaction.

An integrated approach to instructional design should be evident including subject-matter content, educational methodology and compatible production and delivery techniques.

### **Project Narrative**

The narrative portion of the proposal must not exceed 20 pages in length. No additional material will be considered. The narrative should contain the following sections:

### (1) Project Need

Each proposal must contain a clear and concise statement identifying the background and situation leading to the project need, goal(s), and supporting objectives.

### (2) Audience Description

Describe targeted audience(s) for whom the project will be designed including pertinent history identified in need, demographics, and expected impact on audience.

### (3) Partnerships and Collaboration

Describe partnerships and collaborations fostered through this project including expected impact and benefit to those involved such as learner, institution, agency, state, and nation.

## (4) Staffing Pattern and Procedure

Describe the staff needs for project administration, instructional design/ curriculum development, production, evaluation, and marketing/promotion. Narrative should demonstrate that the staffing and implementation procedure will result in an integrated approach involving content specialists, instructional designers, and quality production resources, and that the individual staff members proposed are qualified to perform these roles. Provide an outline (management plan) demonstrating integration.

### (5) Project Sustainability

Projects should not depend on continued funding from this program. Each proposal should include convincing evidence of the project's ability to continue and grow after receiving the funding.

# (6) Budget

A budget and a detailed narrative in support of the budget is required. Show all funding sources and itemize costs by the following line items: salary costs, firing benefits costs, equipment, materials and supplies, travel, publication/printing/duplication costs, computer costs, and all other costs. While some funds are available for the acquisition and installation of telecommunications transmission facilities, applicants are cautioned that no more than 10 percent of the funds available may be awarded for that purpose.

Funds may be requested under any of the line items listed above provided that the item or service for which support is requested is identified as necessary for successful conduct of the project, is allowable under the authorizing legislation and the applicable Federal statute. Salaries of project personnel who will be working on the project may be requested, but must be in proportion to the effort they will devote to the project.

## (7) Specific Learning Objectives

Learning objectives should be stated in terms of behavioral changes expected to occur in the audience(s) based on participation in the program, not in terms of what the program will deliver.

# (8) Instructional Methodology/Strategies

Explain the instructional/educational method or strategy to be implemented including appropriateness for audience and learning environment. Explanation should demonstrate knowledge of how people learn and/or interact in a mediated environment.

## (9) Content/Curriculum

Each proposal should include detailed outline of curriculum to be included in the program, including, but not limited to, overview of content, learner activities, mechanism for evaluating learning outcome.

# (10) Production Techniques

Provide detailed explanation of production techniques used in producing and delivery of program. It should be clear from the narrative how subject-matter content, instructional method/strategy, and production will be integrated.

### (11) On-site Activities

Innovative design for implementation of on-site or personal learning environment (i.e., creative design and implementation plan for support materials and enrichment activities for on-site and personal learning environments).

### (12) Interactivity

Describe the expected level of interactivity necessary based on principles underlying teaching-learning transaction, sound instructional design, and mode of delivery used.

## (13) Program Evaluation

Describe both formative and summative design for evaluating success in meeting learning objective(s) listed under Project Need. In addition, describe strategy for evaluating overall effectiveness of program in terms of teaching and learning, behavior change/ problem-solving, immediate application, meeting learner need, and potential for replication.

# (14) Marketing Plan

Describe the marketing plan including rationale for promotional effort, logistical considerations, and evidence that plan will reach intended audience.

### (c) Capacity Building

Proposals in this category should target a specific need in the area of distance education. The need may be at the university, regional or national level. The proposal must include:

(1) detailed plan for assessing capability; and

(2) existing plan for targeting need based on completed assessment.

### **Project Narrative**

Project narratives should be no more than 20 pages in length. No additional materials will be considered. The narrative portion of the proposal should contain the following sections:

## (1) Project Need

Each proposal must contain a clear and concise statement identifying the background and situation leading to the project need, goal(s), and supporting objectives.