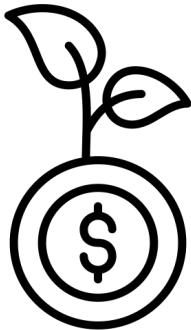




Anschutz Campus Seed Fund Proposal Form



The **Anschutz Campus Seed Fund (ACSF)** was started in 2018 with the aim to support the CU Anschutz Medical Campus faculty in development and production of educational content for the Coursera platform. The goal is to ensure courses and specializations have the resources necessary for their successful creation and launch of targeted in-demand subject matter content. As of fall 2024, the seed funding request process is available for Anschutz Campus faculty.

ACSF is funded by a percentage of the total revenue generated quarterly by existing Anschutz Campus educational content on Coursera. Funding requests and grant amounts will vary with a cap of \$50,000 per project. Two projects per calendar year is the anticipated funding capacity.

The ACSF requires that faculty complete the form below to be considered for funding. Proposal forms will be accepted on a rolling basis. To submit a proposal form, complete the template below and submit to: jaimie.henthorn@cu.edu

ACSF Proposal Form

First Applicant Information

- First/Last Name:
- School/Dept/Office:
- Title and Secondary Title (if applicable):
- Contact Info (phone/email)

Second Applicant Information (optional)

- First/Last Name:
- School/Dept/Office:
- Title and Secondary Title (if applicable):
- Contact Info (phone/email):

Content Summary and Impact

1. Outline the content you propose to create and launch on the Coursera open platform (typically three courses). Please break the outline down into sufficient detail so that the reviewers can evaluate the courses for fit with the Coursera format, including learning objectives and/or skills to be learned.
2. Describe the differences between creation and implementation of Coursera content as contrasted with teaching in -person or online at the University. Include in this description, with details:
 - a) The marketability of offerings on the Coursera learning platform
 - b) The essential and necessary characteristics of instructional design on Coursera
3. Indicate how this funding will make possible a growth opportunity for you, your department, school or college, and for Anschutz overall. Please state:
 - a. How will your courses on Coursera expand the reach of your instruction (or the reach of this content outside of the University). Please address why your content in particular will drive that reach.
 - i. Provide specific reasoning why you think this content has the potential to reach a broad enough audience to generate revenue, and
 - ii. Indicate the positive impact this educational content launch could have on reputation.
4. Include any relevant experience and outcomes of the team members outlining their previous experience with the creation and implementation of digital education products, and, more specifically, any previous experience with Coursera.

Funding Request

5. Provide the requested funding amount with supporting budget justification.
6. Describe how the success of the content will be measured? (e.g. learner enrollments/completions as evidenced by Coursera -provided data, enterprise engagement as evidenced by Coursera-provided data, quarterly revenue, campus growth and impact)

Team and timeline

7. List additional faculty and staff that will support content creation, production, and maintenance for the proposed Coursera offering. Indicate their role and the percentage of time their contribution will require. Include yourself in this list.
8. Provide a prospective timeline for content development and production.
9. Indicate whether you have already obtained supervisory or department approval for this Coursera content creation. Please include a department contact.

Additional Requirements

10. Include documentation of written approval from your department chair and school/college dean to develop and launch this proposed Coursera content. Email is an acceptable written format.
11. Arrange a consultation with the CU System Coursera partnership director Jaimie Henthorn (jaimie.henthorn@cu.edu), prior to submitting the application.