TU Delft | Extension School for Continuing Education
Call for proposals – Annexes 1 and 2

Check Annex 1 for requirements and assessment criteria, and Annex 2 for available grants and conditions.

Annex 1: Requirements and criteria for assessment full proposal

RATIONALE	CRITERIA	REQUIREMENTS
A successful program adds value to the global online learning landscape; it does not duplicate what is already available. A top-reputation helps learners find and select the program.	The program has unique features and learning outcomes.	1. A specific description of the unique learning outcomes of the program, listed as applicable skills. 2. Overview of existing online courses in the field and description of how the proposed program distinguishes itself. 3. Indicators of reputation of TU Delft faculty/ department and/or instructors.
To attract a substantial audience, the program is tailored to the learning needs of working professionals, in terms of content and mode of delivery.	The program offers knowledge and skills relating to proven labour market needs in a flexible, accessible, and focused way.	4. Labour market analysis/overview or information of proven demand. 5. A detailed description of external target audience: the typical learner (age, current position, experience, ambition) and potential career impact of the program. 6. Communication: contribution of your faculty communication team to reach this target audience.
The online program ideally contributes to improving the quality and efficiency of campus teaching, and/or to research, branding, and forging new collaborations.	The course materials, and course or program results, will be used in campus education (in- and outside TU Delft), and/or achieve other goals.	7. Explain how the course will be used in campus teaching or for other goals and how the results will be measured.
The program and course production process are efficient and effective when the course team members have the expertise and are able to allocate time.	A driven and motivated course team will ensure timely delivery. The program should start within one year after approval.	8. List of course team members and their availability. 9. Availability of Project planning and Project management. 10. Projected Income and Costs for three years.

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The faculty offers continuity of the program, and commits to at least three runs unless agreed otherwise.	The program is in line with and preferably strengthens the faculty strategy on lifelong learning, and builds upon the faculty's strengths. The faculty management commits to support the development and running of the program for at least three years.	11. Explain how the proposed courses and program fit within the faculty's strategy and strengths. 12. Support Letter signed by the Dean and the Director of Education specifying the faculty's strategy and support.
Collaboration with industry results in courses/programs that are better aligned with the needs of professionals as well as contributing real-life case studies.	One or more corporate or public partners are identified to provide a 'voice from the field' and/or to 'co-create'.	13. If you list (potential) corporate or public partners and their involvement: organisation, name and position of contact, contribution to the course/program.
The Extension School is building a portfolio that is aligned with the university's strengths and the UN's Strategic Development Goals.	The program adds value to the Extension School's portfolio.	14. Explain how the proposed program complements the existing Extension School's portfolio. 15. Check with your faculty coordinator and the Extension School Product & Portfolio Managers.
Programs provide an extensive learning experience, give individual courses value, and are easier to market.	The proposed program forms a coherent whole.	16. Give details of the program structure and of how the learning objectives of the courses reinforce the program objectives. 17. Explain how the courses have stand-alone value 18. Detail per course: Course Title, Tag Line, Short Description, Level, Effort, Pre-requisites.

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Annex 2: Types of courses and programs, available grants and conditions

In the current call for proposals, the focus will be on awarding grants to programs, or individual courses that will become part of a program; for example:

- a new Professional Certificate Program (PCP) consisting of MOOCs (see for instance the PCP Electric Cars);
- a new Professional Certificate Program (PCP) consisting ProfEds (see for instance the PCP Railway Engineering);
- a new course (MOOC or ProfEd) that will form a program with existing courses;
- a set of existing individual courses that will be transformed into a coherent program.

Available grants

Granted amounts for a new course are:
- €20,000 for a new MOOC
- €25,000 for a new ProfEd

Revenue share, as per 1 January 2021, between faculty and ES is 75%-25% for all courses.
- Revenue share is 50%-50% whenever, upon request, the ES Learning Experience Team takes on course delivery.

The agreement is that the courses/program will **run at least three times within a maximum of three years**.

After your proposal has been approved, you will receive an official granting letter by the Extension School Education Management Team (ES-EMT).
This letter grants you:
- the subsidy (lump sum) for new courses;
- maximum 150 hours for redesigning existing courses as a new coherent program;
- 100 hours learning developer support for a course 1st run to facilitate design, development, test and delivery; 20 hours for the 2nd run; 5 hours for the 3rd run;
- marketing support;
- other support such as course/program evaluation reports and platform/IT support.

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