

# OLAF 2020 Call for Proposals

Information & Q & A session

Feb 26, 2020



# Principal Aims of OLAF



## To build and develop:

Expertise and resources for online learning in UBC Vancouver's academic units



New online learning opportunities that help UBC reach new audiences



Sustainable programs that can thrive beyond the OLAF funding window

# What Do We Mean By Online?

**100% online:** Learners can complete the program without having to visit campus or attend in-person meetings



**OR**

**Cohort online** with limited in-person components (e.g. initial orientation / cohort building sessions, fieldwork or field trips, or in-person course activities, etc)

# Learning Opportunities

Course- or Thesis-based Master's

Professional Master's

Diploma Program

Graduate Certificate

Post-Baccalaureate Certificate

Undergraduate Certificate

Non-Credit Certificate

Undergraduate Program

Credit or non-credit course sequence or series

Non-credit micro-certificate\*



# Letter of Intent Criteria

- Provides a clear rationale, objectives and methods
- Articulates project outcomes that are well defined and achievable
- Demonstrates evidence of demand for the proposal from learners or industry



# FAQ's

Can I apply for funding from multiple sources (e.g. OLAF and TLEF)?

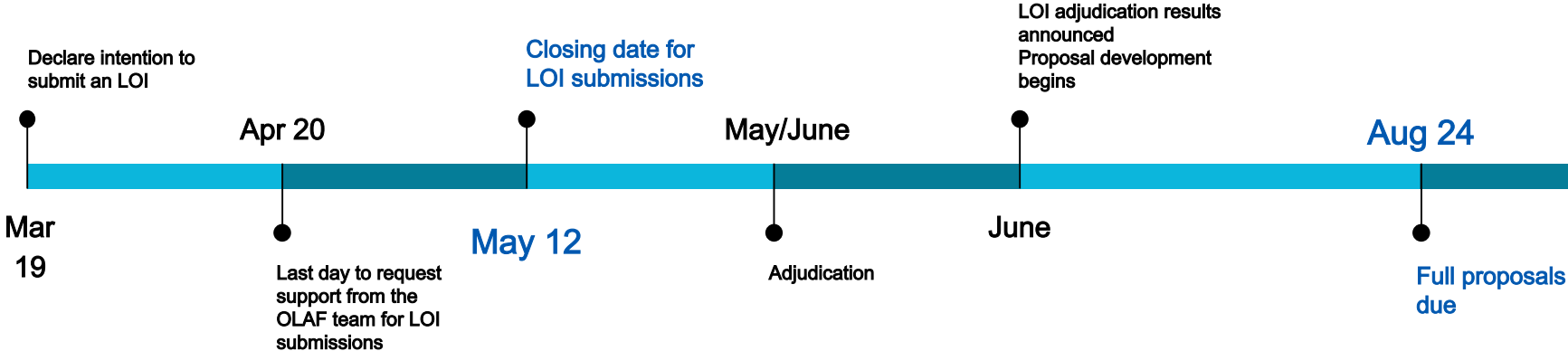
I have an idea, but need time to flesh out the details. Should I apply this year or wait until next year?

Who can submit a letter of intent (LOI)?

Are cross-faculty projects eligible to apply?



# LOI and Proposal Timeline



We're Here to Help





# OLAF Support Team



**Tanya Reid**  
Director, Marketing  
& Co-Lead PDU, ExL



**Andrea Han**  
Associate Director, Curriculum  
& Course Services, CTLT



**Anne-Rae Vasquez**  
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**Winnie Low**  
Manager, Learning Technology  
Strategy and Operations, ExL



**Caitlin Sullivan**  
Marketing Coordinator, ExL



**Kate Stewart**  
Program Development  
Consultant, ExL



**Aika Sembay**  
Coordinator, ExL

# Services



Formulate potential hypothesis based on market review

Ideate



Collect evidence & insights to develop concept and positioning



Test & Design

Analysis & review



Evaluate

Scope, develop & detail proposition



Develop

Final production, recruitment & delivery

Launch

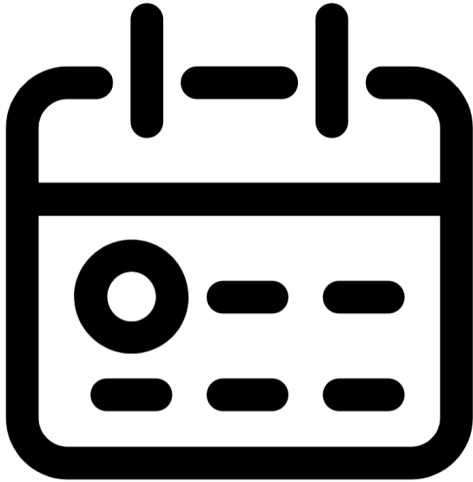


Logistical planning & production

Build



Program Development Model



## March 11 & 18 Drop-in Sessions

# Reach Out

[olaf.admin@ubc.ca](mailto:olaf.admin@ubc.ca)

<https://extendedlearning.ubc.ca/online-learning-advancement-fund>



Questions?





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