

NETWORKING UNIVERSITY

COURSE APPLICATION FORM

This course application serves two purposes:

1. To accurately describe your course content, strategies, and benefits so that university staff can determine its appropriateness for Networking University.
2. To provide a course description, objectives and bio that will be used verbatim for the online course catalog. Your course may be a short one-hour “Webinar”, a longer tele seminar, a weekend workshop or longer training. All offerings are welcome. Please direct any questions you may have about your possible offerings to: Kirk Farber, university@networkingtimes.com

Please add your information into the following Course Application form, while paying particular attention to the *evaluation criteria*. Use a color other than black so we can easily see your answers and comments. Return the form via e-mail for our committee to review. We look forward to welcoming you as one of our faculty members.

A. Title

The title of your course should relate to the main topic or objective of the course and catch the attention of the student.

B. Course Description

Several weeks prior to the course, your course description will be posted on www.networkingtimes.com/university/courselist to allow students plenty of time to enroll, so use this opportunity to create interest and market your course.

Describe your course in approximately 150 words. Be sure to use clear, conversational language. If it is a Webinar, just write “Webinar.” Describe how and why participants will benefit from your course.

Evaluation Criteria:

- Identifies the target audience
- Describes the content briefly
- Describes the presentation format and strategy
- Motivates people to enroll
- Is approximately 150 words

C. Course Announcement

This brief (60-word) course description will serve as an announcement to be published in an upcoming issue of Networking Times on the page listing Upcoming Webinars. You can see an example by looking at any issue of Networking Times. Look for the page with the header “Networking University, usually around p. 9.

This description will be edited to 60 words.

D. Objectives

Objectives or benefits will be used to market your course on the web site. List at least three performance-based objectives or benefits that clearly identify what participants will get from your course. These objectives will be published for students to see.

Evaluation Criteria:

- Describes at least three performance-based objectives or customer benefits that address the statement: “After completion of this course, you will be able to:...”

E. Course Design Plan

If this is to be a one-hour Webinar just write “Webinar” and we will know what you mean.

If this is for another type of class, please provide a detailed description of how you will deliver your course. University students prefer courses that are practical and interactive so be sure to describe, in detail, how they will be engaged. Be sure to clarify the student commitment such as the number of days per week, hours per class, books to read, follow-up calls, buddy teams for accountability, etc. Each course must have an evaluation plan. We would like to know that you have a strategy to determine if your student learned what you think you taught. An example could be roll plays where the students practice with each other and get feedback on their presentations, or perhaps a journal the student keeps for thirty to ninety days following the course to track personal behavior changes. The journal could be submitted to the faculty member for certification of completion.

Evaluation Criteria:

- Provides enough detail for University staff to visualize the course delivery
- Matches the objectives/benefits and description
- Includes a topic outline
- Explains instruction/presentation method for each topic (online, telephone conference, activity, off-line discussion in pairs or small groups, etc.)
- Engages customers with the content at the level stated in the objectives or benefits
- Is performance-based
- Is interactive
- Builds participant skills (includes relevant practice and feedback)
- Contains sample exercises
- Has an evaluation strategy

F. Sample Handouts or Performance Tools

a. If this is a Webinar, write “Webinar Slides”.

Your program will be accompanied by a visual aid in the form of slides. Students will be seeing your slides on their computer during your presentation. Please provide us with the slide content either in a separate Word doc or Powerpoint as soon as possible so we can make the slides. The last slide may present a special product offer.

b. For other types of courses we would like to review any handouts or tools you plan to use in your course. Students should be able to use your handouts (job aid, process model, idea summary, tracking form, reference guide, etc.) during your course, when conducting business, and for sharing it with their teams. Please include/attach a sample of handouts, Powerpoint PDF files, etc. you intend to use in your course.

Evaluation Criteria:

Provides a usable reference for future use

G. Content Validation

If this is a Webinar just write “Webinar.”

For other types of courses please provide a paragraph that describes the proven results of applying the content in the networking profession.

Evaluation Criteria:

Describes the link to new findings or industry-wide proven practice

Provides a list of relevant sources that prove that this content has been applied successfully elsewhere

H. Faculty Experience/Biography

If you have already provided a biography and don't want to change anything just leave this blank. Otherwise, in approximately 150 words, describe your expertise and

background in your chosen area and your ability to relate to the course participants. Include any formal credentials, education, etc. Please include a digital photo in JPEG format to place on the web site.

Evaluation Criteria:

- Demonstrates expertise in course content by citing relevant personal experience
- Demonstrates success in presenting or training networking professionals
- Provides a biography of approximately 150 words
- Provides the name, phone number, and e-mail address for three people who have recently experienced your training or presentation.

I. Department

Currently, we have three departments, Personal Development, Professional Development and Business Development. Which department characterizes this course most accurately?

J. Testing

For the one-hour Webinar courses we require Networking University students to complete a 10 question multiple-choice test. We ask faculty to provide **15 multiple-choice questions** with 5 possible responses (A, B, C, D, E) and an answer key. The questions cover the material presented in the Webinar. The University directs the students to this test on-line after the completion of the Webinar course. We ask for 15 questions because we scramble the questions and change the test when the student initially fails and retakes the test.

For other types of classes, the University requires a certification by the faculty member that the student has completed all requirements for the course. You are encouraged to use performance testing where possible.

Evaluation Criteria:

- For Webinars: provides 15 multiple-choice questions, each with 5 alternatives, and an answer key.
- For other classes: provides an evaluation plan that offers confidence that the student has learned the objectives.