

Community Education Course Proposal

Dear Community Educators,

De Anza College’s Community Education offers enrichment-based, short-term, not-for credit courses for children through adults. Our classes are offered for their unique quality and diverse appeal. We currently offer a broad range of courses and we always want to expand our offerings with stimulating community learning opportunities. Such courses may include:

* Arts: Dance, photography, drawing, painting, etc.
* Bonsai training
* Business & Marketing
* Cultural Enrichment
* Cooking
* Finance
* Health and Fitness
* History
* Home & Garden
* Interior Design
* Language: Hindi, Mandarin, Basic English for Business, Mandarin, Farsi
* Mechanics & Engineering
* Music
* Parenting
* Real Estate
* Stress management
* Teaching for K-12

If you are interested in teaching a class, please read the directions and submit a course proposal. We look forward to increasing our course offerings with a wide variety of enriching, exciting and enlightening classes that you have to offer! Community Education reviews new course proposals on an ongoing basis and if your course proposal garners interest, we will contact you shortly after the proposal due date.

* Winter/Spring Quarters (January-June) no later than June 1
* Summer/Fall Quarters (July-December) no later than January 1

Should you have any questions, please contact me by e-mail: reichmuthcristin@deanza.edu or by phone, 408.864.8280. Thank you and I look forward to working with you.

All my best,

Cristin Reichmuth - Programs Director

De Anza College Community Education

**Who is the Community Education Instructor?**

We seek to enhance, improve, and grow our programs on an on-going basis. We consider a variety of factors when considering new classes and instructors including: the area of your expertise, your passion and enthusiasm, experience in teaching (desired although not required), the demand in our community for your specialty and your industry credentials. For instructors proposing a teacher-based, business or career training program, experience and credentialing is required. Instructors may either be classified as independent contractors or employees depending on the instructional services they provide and manner in which they provide those services.

**The Complete Course Proposal**

For your proposal to be considered, you must submit all of the requirements below in Word or .pdf format.

1. Resume: Resume that includes your full legal name and contact information.
2. Proposal: You must submit a course proposal for each course you wish to teach.
3. Materials and Fees: Unless you have previously done so, samples or web-links to necessary materials and fees required for the class.
4. Frequency of Couse Proposals: For scheduling purposes, proposals should be submitted each instructional period you wish to be considered for teaching.

**Course Description and Requirements**

Requirements regarding your course proposal are below and **must be completed in entirety**. Please note that Community Education reserves the right to edit course titles and catalog descriptions, change class locations and adjust schedules and fees.

***Course Title***

The class that sells starts with the title. Catching the reader’s eye is difficult so please choose a title that is three to six words long, exciting and enticing! If the class is a beginning, intermediate or advanced course, please note that in title.

***Course Description for Catalog (45-75 words)***

The purpose of this description is to educate the customer about your course offering and encourage that customer to sign up! Your course description should give a brief, dynamic and informative overview of what your students will experience, including the outcome and criterion. It should use action verbs and be written in the second or third person.

***Course Description for Website (Optional yet recommended: 150-200 words)***

Here, you can go into greater detail about your course outline for your class indicating what the class will cover and the learning style/teaching methodology you plan to use. Feel free to discuss the tasks, procedures, practices, group activities they might experience.

***Instructor Bio for Catalog (30-40 words)***

Demonstrate your value early and often and make sure your bio is directly related to the proposed course. For example, if you are teaching a course on Java Programming, please discuss your experience as it relates to this course. If you submit course proposals about different topics, please alter your bio.

***Instructor Bio for Website (Optional yet recommended: 50-70 words)***

This is your opportunity to describe your education, experience, and expertise in greater detail. Share your strengths, past experiences, and articulate how you are an expert in your field of study.

***Class Scheduling***

Class meetings may range from one to multiple sessions and can be any duration of time that is appropriate for the content. Course hours are most commonly offered between 5-9pm Monday through Friday and any time after 8am on Saturdays and Sundays. In addition, please give us at least two (or sets of) dates.

***Age Requirements***

Normally 18 and over, however with our new Community Education model, we will be offering classes to children and adolescents as well. Please indicate the specific age groups you wish to target.

***Class Size***

If you need a minimum and/or maximum number of students for this class, you must include this in your application. If you leave this section blank, the default minimum will be based on fees and costs while the maximum will be based on the number of students that the classroom can accommodate.

***Classroom Requirements/Logistics***

Please indicate to us if you need a special classroom or certain equipment.

***Student Communication***

Occasionally, students will want to learn more details about your course. Please indicate to us how students may contact you with questions.

***Marketing***

It is required that you market your course. In order to assist you, we can offer suggestions for marketing opportunities. Prior to marketing your course, **always** provide our office with a sample of your marketing material for our approval. All marketing proposals should have De Anza College’s logo and contact information on it. The De Anza logo can be found here: http://www.deanza.edu/logo/

De Anza College Community Education (DACCE) will send out course catalogs through bulk US mail distribution and will reach 25,000-125,000 local residents and businesses per mailing. Furthermore, we will do our best to publicize courses through e-mail and social media websites.

***Student Enrollment & Cancellation Policy***

We feel that canceling classes is a great disservice to students. Please remember that many successful classes are advertised by word of mouth over several sessions and require a pilot period to grow.

**Compensation & Hiring Policies**

***Compensation***

Pricing for expertise and learning is highly variable and depends greatly on your training and experience. Instructors for DACCE are compensated competitively using a per-student rate for compensation. DACCE recommends instructors research current course offerings in and around CA to determine the proposed course fee. All course fees and compensation are negotiated during the interview and hiring processes.

***Employee vs. Independent Contractor***

Based upon the information you provide, you will be classified as either a district temporary employee or independent contractor. For instructors working as independent contractors, proof of independent contractor status includes the following items:

* Business Name
* Business License
* Worker’s Compensation Insurance
* Commercial General liability insurance, including coverage for Bodily Injury or Death, Property Damage and Automobile Liability-Property Damage, Bodily Injury or Death, is required in the amount of:
  + Per Occurrence $1,000,000
  + Aggregate $2,000,000

**Course Acceptance and Contract**

If your course is accepted, you will receive a contract that you must sign and return within 15 days. If this is not submitted, we will consider the contract null and void. Once we are in receipt of the contract, you will be contacted by the Community Education Department where you will receive information on how to use two separate systems, Foothill and De Anza College’s “My Portal” for submitting your hours and “Augusoft” where you will see your course listing, be able to contact your students and check your rosters.

Thank you for considering De Anza College’s Community Education department to further your career and educate our very diverse and unique community. If you have questions, please contact our Director of Programming, Cristin Reichmuth, at reichmuthcristin@deanza.edu or 408.864.8280.

Community Education Class Proposal

**Please read and follow the directions above in entirety. Incomplete applications will not be processed.**

**Contact and Hiring Information**

|  |  |  |
| --- | --- | --- |
| Instructor Name: | | |
| Address: | | |
| Day Phone #: | Evening #: | Fax: |
| Preferred E-mail: | | |
| Website: | | |
| Have you ever submitted a course proposal to Community Education before? (yes) (no)  If yes, what was the name of the course and when did you apply? | | |
| Have you ever worked for the Foothill/De Anza District? (yes) (no)  If yes, what was the name of your position and department? | | |

**Independent Contractor Status**

|  |  |  |  |
| --- | --- | --- | --- |
| Do you operate a business? (yes) (no) If yes, please fill out the mandatory information below. | | | |
| Business Name: | | | |
| Website: | | | |
| FEIN: | | Business License: | |
| If you have employees, can you provide proof of Worker’s Compensation Insurance? (yes) (no) | | | |
| Day Phone #: | Evening #: | | Fax: |
| Work E-mail: | | | |

**Course Description and Requirements**

***Read the Course Proposal Instructions BEFORE starting this section.***

|  |  |
| --- | --- |
| Course Name (Make it catchy and clear in 3-6 words): | |
| Is this a new course? (yes) (no) If not, when and where was the last time you taught it? | |
| Course Description for (45-75 words): | |
| Course Description for Internet (Optional yet recommended. 150-200 words): | |
| Instructor Biography for (2-3 sentences): | |
| Instructor Biography for Website (Optional yet recommended 5-7 sentences): | |
| Class Scheduling Preferences (Provide 1st and 2nd choices)   |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | Day(s) | Date(s) | Start Time | End Time | Total Class Meetings | Total Class Hours | Location | |  |  |  |  |  |  |  | |  |  |  |  |  |  |  | | |
| Age Requirements: | Minimum and Maximum Number of Students? |
| Classroom Requirements: Please circle all that apply.   |  |  |  |  |  | | --- | --- | --- | --- | --- | | Computer Lab | Tables | Desks | Internet | LCD Projector | | Internet | Fitness Room | Other: | | | | |
| Proposed Course Fee: | |

|  |
| --- |
| Materials Fee: $ (yes) (no) (optional) (required)  If there is a materials fee, please explain what the materials will cover. A copy or sample of your materials must be provided to the office if/when your proposal is accepted. Links to a website are acceptable. |
| May students contact you with course questions? If so, please list the best way to reach you below. |

**Marketing Your Course**

|  |
| --- |
| Please describe your target audience: |
| How will you market the class? Please circle and describe all that apply.  Facebook account:  Internet Ads:  Organizations/Schools (list):  Networking Event:  Newspaper Ads (list):  Newspaper/Internet Articles (list):  Website:  Other: |

THANK YOU!

De Anza College Community Education sincerely appreciates the time you invested in developing your course.

We will be in touch shortly.