



## New Offering Proposal Template - Community Education

To submit a new offering proposal for review, you must submit the form below, with necessary documentation, to the Workforce Development and Extended Education office (AA-134.)

The Workforce Development and Extended Education office will submit completed packets to the Workforce and Community Development Faculty Senate Advisory Group to ensure the following:

1. That the aforementioned courses do not inappropriately overlap academic and career technical credit and non/credit courses.
2. That the aforementioned courses are of appropriately high quality and align with the mission of the college.
3. That the advertising of the aforementioned courses is accurate and emphasizes that these courses do not count toward academic certificates, degrees, transfer, or any form of credit.

### 1. Offering Title:

Provide a logical, short title for the offering.

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### 2. Offering Description:

Write a brief description highlighting the topics covered. The description will appear in all marketing collateral.

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### 3. Offering Format/Hours:

Write a brief description of the offering format; for example, classroom, workshops, excursions, or work skills programs/classes and the number of hours required for completion.

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### 4. Reason for the Offering:

Support your belief that there is community interest in your topic.

- What groups might be interested or served by the offering?

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- Who could benefit from participating in the offering?

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- What economic or social trends exist to support a need for information on this topic?

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- What other schools/companies/programs have similar offerings?

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5. Explain how this offering differs from existing Palomar College programs in this particular discipline, and provide a brief market analysis. *Market analysis should include the following:*

- Are there other colleges/schools/companies with similar offerings?

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- If so, who and how many?

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- What are the fees associated with those offerings?

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- How might this offering distinguish itself from the others?

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- How might we market to the target audience?

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- Do you already have a list serve? Will you need to purchase marketing collateral?

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6. Goals:

List two to four goals that participants will achieve by taking the offering. Use language such as: participants will be able “to understand the basic elements of,” “know the uses of,” or “recognize the value of.” **Example:** To encourage and enable participants to understand the basic elements of Photoshop.

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7. Materials, Supplies, and Equipment:

List all resources needed for the offering such as texts, audiovisual tapes, trainer-developed handouts, or perishable supplies. Be specific where possible, listing titles and sources of materials.

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8. Provider Name and Contact Information:

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- FT Faculty     PT Faculty     Other

Attach resume or CV if provider is not a Palomar College employee.

Proposal Submitted by: \_\_\_\_\_

Note:

Complete proposals will include a completed proposal form, proposed budget in the approved budget format and provider resume/CV when necessary.