GSB Transformational Idea Pilot: Funding Request

Proposal:

GSB Leadership Team is requesting approval to invest PEF funds in a pilot program to convert two courses to a hybrid learning model. The estimated total cost is $65k. The benefits and costs are outlined below in greater detail.

Background:

GSB students currently attend a two-week in-person session and complete core course projects between sessions. The curriculum includes both required core and elective courses. Faculty must meet learning objectives for students with diverse backgrounds and varying levels of foundational knowledge. While GSB has evolved and innovated in many ways, the core method of delivering content almost exclusively via a lecture-based approach has remained largely unchanged throughout GSB's 79-year history.

Objectives:

Pilot two courses in collaboration with the UW Center for Professional and Executive Development (CPED) to transition to a hybrid learning model. Students will gain foundational knowledge before in-person sessions, allowing for more tailored learning while on campus.

This hybrid approach was the GSB Working Group's foundational recommendation which was summarized for the GSB Board at the November meeting.

Benefits:

This approach transforms and elevates the student experience in several ways. While on campus, it enhances engagement by converting much of the in-person instruction from lecture-based to hands-on application while also creating the opportunity for team-based learning and review of case studies and current events. The curriculum delivered via the eLearning platform allows students to move at their pace to improve retention of complex concepts. This ensures that all students enter the classroom at a base level of understanding.   In short, it modernizes the curriculum for a dramatically more effective and engaging learning experience.

Pilot Timeline:

- **April:** Begin curriculum build

- **May/June:** Conduct iterations and revisions

- **July:** Official launch to students

- **Post-Session**: Evaluate pilot against success measures and incorporate learning into future course transitions

Roles and Responsibilities:

- **CPED:** Experts in instructional design software responsible for converting curriculum into storyboards and implementing them into our online learning platform (Canvas). This will include interactive modules, videos, quizzes, discussions, and other digital learning tools.

- **Faculty:** Subject Matter Experts (SMEs) who will provide course learning objectives and curriculum content. Faculty will play an essential role in reviewing and refining the content developed by CPED.

- **GSB:** Ensuring the overall vision and future direction of the GSB school, with a strong focus on an optimal student experience.

Cost:

CPED is offering GSB a very aggressive cost proposal. The estimated cost for the CPED pilot includes the following components:

- **Canvas (Long Form – around 3 hours of student work):**
  Includes basic interactions, Canvas segments (discussion board, assignment, quiz), pre-created videos (TED Talks, YouTube), AI-generated videos with closed captioning and transcripts. The final content will be determined by SMEs.
  Cost: $25,000

- **Canvas Set-Up – GSB Side:**
  CPED assist with set-up in the Canvas system, the discounted rate is **$100/hour**. CPED will provide modules via a shared download/upload feature, but additional setup support is available if needed.

- **Project Management:**
  Beyond initial planning meetings (which are free), additional project management during module/eLearning development.
  Cost: $1,000

- **Maintenance:**
  Course maintenance to revise or update content. When the course is created, the goal is that 80% will not need annual updates. Maintenance is charged at an hourly rate.

Cost Breakdown per Canvas Module:

- Canvas Brand Alignment (one-time charge): **$1,000**

- Project Management: **$1,000 x 2 topics**

- Per topic (avg. 3 hours of participant time): **$25,000 x 2 topics**

- **Pilot Total: $53,000** + faculty time (**TBD**)

Course Conversion Considerations:

- 1 hour of face-to-face (F2F) instruction typically converts to **20-30 minutes** of asynchronous online learning (a **30-50% reduction** due to streamlining discussions, transitions, and questions).

- A **full-day program** in Canvas may run **3-5 hours**, depending on assignments and activities, as online formats focus on essential content delivery.