Affordable Materials Grants, Round 20:

Transformation Grants

(Fall 2021-Fall 2022)

Proposal Form and Narrative

# Notes

* The proposal form and narrative .docx file is for offline drafting and for our review processes. Submitters must use the online Google Form for proposal submission.
* The only way to submit the official proposal is through the online Google Form. The link to the online application is on the [Round 20 RFP Page](https://www.affordablelearninggeorgia.org/about/rfp_r20).
* The italic text provided below is meant for clarifications and can be deleted.

The Round 20 Kickoff will include an asynchronous training module, required for all team members to complete, followed by the synchronous Kickoff Meeting on December 10, 2021 from 1pm-4pm. At least two team members from each awarded team (unless the award is for one individual) are required to attend the synchronous Kickoff Meeting.

# Applicant and Team Information

*The* ***applicant*** *is the proposed Project Lead for the grant project. The* ***submitter*** *is the person submitting the application (which may be a Grants Officer or Administrator). The submitter will often be the applicant—if so, just list leave the submitter blank.*

| Requested information | Answer |
| --- | --- |
| Institution(s) | University of West Georgia |
| Applicant name | Dr. Agnieszka Chwialkowska |
| Applicant email | [achwialk@westga.edu](mailto:achwialk@westga.edu) |
| Applicant position/title | Assistant Professor of Marketing |
| Submitter name | Applicant |
| Submitter email | applicant |
| Submitter position/title | applicant |

Please provide the first/last names and email addresses of all team members within the proposed project. Include the applicant (Project Lead) in this list. Do not include prefixes or suffixes such as Ms., Dr., Ph.D., etc.

| Team member | Name | Email address |
| --- | --- | --- |
| Team member 1 | Agnieszka Chwialkowska | achwialk@westga.edu |
| Team member 2 | Student | – to be recruited |
| Team member 3 | Student | – to be recruited |
| Team member 4 | Student | – to be recruited |

If you have any more team members to add, please enter their names and email addresses in the text box below.

|  |
| --- |
| n/a |

# Project Information

| Requested information | Answer |
| --- | --- |
| Priority Category / Categories  *Projects in these categories will receive three extra points in the final score for fitting a priority of these particular rounds of Transformation Grants. The type of funding for the project is determined by the funding categories criteria above. As of Round 18, projects can be a part of more than one category. Note that the below categories only indicate priority, not which applications qualify for a grant. Select all that apply.* | *Priority categories:*   * *Student Participation in Materials Evaluation and/or Development* |
| Requested Total Amount of Funding  *$30,000 maximum total award per grant* | *$10,000* |
| Final Semester of Project | *Fall 2022* |
| Using OpenStax Textbook?  *This is to indicate to OpenStax that they can provide additional support and resources to your team during the adoption process.* | *Yes/No* |

# Impact Data

Please fill in the data below with impact data in below with one course (all sections) in each table, and only include courses and instructors that are specifically part of the scope of this grant proposal. Add or remove tables as needed. **Please only put a single averaged or totaled (as appropriate) number in each box. Do not put ranges or mathematical equations in any of these boxes.** If the materials used by different instructors in a course vary drastically, it is possible to enter one course per instructor.

For a multi-course project, if a significant amount of students are assumed to take courses in a sequence and only one textbook is used for these courses, please take this into account in your total *(i.e. only include that book in the first course they would purchase it for OR adjust the number of students affected. Please explain in the notes section if making such adjustments).*

## Course 1

| Row # | Requested information | Answer |
| --- | --- | --- |
| N/A | Course title and number | Advertising Practices, MKTG 3809 |
| N/A | Course instructors | Dr. Agnieszka Chwialkowska |
| 1 | Average number of students enrolled per section | 40 |
| 2 | Average number of affected course sections scheduled in a summer semester | 0 |
| 3 | Average number of affected course sections scheduled in a fall semester | 2 |
| 4 | Average number of affected course sections scheduled in a spring semester | 2 |
| 5 | Total number of course sections scheduled in an academic year  *Add up rows 2-4.* | 4 |
| 6 | Total number of student section enrollments per academic year  *Multiply row 1 and row 5.* | 160 |
| 7 | Original required commercial materials  *Include each title, author, price for a new copy purchased from either your campus bookstore, the publisher, or Amazon, and a URL to the book showing the price.* | Advertising and Promotion: An Integrated Marketing Communications Perspective  Book by Belch Michael and George E. Belch  McGraw Hill  eTextbook **with the Access code** to access the ‘Connect’ platform hosting course activities  $125  https://www.mheducation.com/highered/ product/1260796396.html  -You need to scroll down, select tab “Digital” and show the price for “Connect”  (the lower price on the right for renting an eText is not the price for access to the Connect platform.) |
| 8 | Original cost per student section enrollment  *Add up the cost of all materials in row 7.* | $125\*40=$5,000 |
| 9 | Average post-project cost per student section enrollment | $0 |
| 10 | Average post-project savings per student section enrollment  *Subtract row 9 from row 8.* | $125\*40=$5,000 |
| 11 | Projected total annual student savings per academic year  *Multiply row 10 and row 6.* | $5,000\*4=$20,000 |

If you have more courses to add, copy the table as many times as needed to complete all courses on the grant.

# Narrative Section

## 1. Project Goals

*Goals for a Transformation Grant project go beyond just cost savings. Include goals for student savings, student success, materials creation, and pedagogical transformation here.*

Our main goal is to totally eliminate the cost of attending MKTG- 3809 – Advertising Practices course by creating free online materials that will replace the costly textbook (and access code) for Advertising Practices class (MKTG 3809).

In order to reach this goal, we will provide a free textbook tailored to the learning objectives and outcomes of this particular course.

Further, the textbook we create, along with the ancillary activities and accompanying learning activities will be more relevant to undergraduate students compared to the current textbook and accessible to all students. This course is required for all Marketing majors and Marketing minors.

**Student saving goals:**

This class requires an eTextbook with an access code which is needed for the students to access the online platform hosted by the publisher where students access various course activities – reading assignments, quizzes, flashcards, drag and drop activities, and case simulations. The cost of the access code for the students is significant – $125, and every semester I have students who report that they either cannot afford to purchase it at all, or have to wait for the financial aid before they can purchase the code. This results in some of the students missing the early assignments and getting a late start. As they miss early learning opportunities, they are then overwhelmed trying to catch up on the assignments rather than taking the time to immerse themselves with the content. This leads to early frustration with the course and lower engagement, with these students often having lower class performance or even failing the class. They also come to class unprepared which is a vicious cycle of again lower engagement and falling behind, inability to catch up, leading to even lower engagement with the class content and ultimately either officially withdrawing from the class or withdrawing by not completing the remaining assignments.

Having a no-cost option for students will guarantee that every student has free access to all learning materials required to complete this course from day one of the course. Having immediate access to the course should foster engagement and help establish early study habits (as students will be able to follow the study schedule suggested by the professor and follow the work as called for in weekly announcements) boosting student confidence that they can succeed in the course, ultimately leading to improved student learning gains and performance.

Each section generally has a maximum enrollment of 35-45 students. Usually two sections of the course are taught in the Spring Semester and two in the Fall Semester for a total of 4 sections per year.

This proposal will have an abundant **impact** on students. With the adoption of the OER and supplemental resources, students would no longer be faced with the financial burden of the costs. **With the proposed project focusing on the adoption of a no-cost textbook, the required cost of course materials would be reduced by 100% with yearly savings for all four sections as high as $22,500 [=(4 sections)\*(45 students)\*($125 cost of the access code/student)]. This would provide the opportunity for all students to be adequately prepared beginning on day one and reduce the number of students that fall behind due to lack of resources.** As all students will be able to start studying on day one, zero cost learning materials will ensure **equity**, support diversity and inclusion, and support a growth mindset.

Moreover, this would create a positive impact on the department with fewer course withdrawals and better course completion rates.

Given that the Advertising Practices class is mandatory for all Marketing Majors and Minors, the MKTG 3809 has a great potential for large impact on student success. In the past five years (Spring 2016-Fall 2021), we had on average 370 marketing majors each semester and on average 261 marketing minors each semester. Thus, introducing a no-cost textbook and offering the MKTG 3809 as a no cost course will impact a significant number of students each semester.

**Presentation, Consistency and integration with the Course Management System**

As of now, students access the course on CourseDen (UWG’s Course Management System), but to access the reading assignments and other course activities they have to log to the Connect Platform hosted by the textbook publisher (McGraw Hill). While students can get to the Connect platform by clicking corresponding assignment links on CourseDen, many choose to log directly to the Connect platform. This sometimes results in students missing important course updates, announcements, or assignment reminders posted by the instructor in the Course Management System, or even other assignments that are available only on CourseDen (such as discussions, quizzes, or final project assignment).

Learning materials and activities supported by this grant will be fully embedded within CourseDen, making it easier for the students to access everything in one place thus decreasing the cognitive load and the need to learn how to use the Connect platform, freeing their minds (by minimizing the cognitive load) to focus on the course content and activities.

## 2. Statement of Transformation

*Transformation Grants are awarded to teams focused on creating impactful changes. This section allows teams to describe why the project should be awarded. Include the following:*

* *A description of the current state of the course, department, and/or institution if relevant.*
* *An overall description of the project and how it will impact the course, department, and institution as described previously. Include references to scholarly literature to support the claims of your impact if possible.*

**We propose to reduce the required cost per student for course materials from $125 to $0**. Our main goal is to totally eliminate the cost of attending MKTG- 3809 – Advertising Practices course by creating free online materials that will replace the costly textbook (and access code) for Advertising Practices class (MKTG 3809).

**Student impact**: With complete and free availability to all required learning materials from day one of classes, students will be able to immerse themselves in the learning experience and follow the suggested study schedule without falling behind. This will support student learning by fostering early engagement with the course material, establish study habits, and build early confidence that they will succeed in this course.

**Department and College impact**: The guarantee that all students have required materials will positively impact the learning culture of our department. Given that the Advertising Practices class is mandatory for all Marketing Majors and Minors, the MKTG 3809 has a great potential for large impact on student success. Each semester in past five years (Spring 2016-Fall 2021), we served between 235 and 466 marketing majors and between 176 and 392 marketing minors. Thus, introducing a no-cost textbook and offering the MKTG 3809 as a no cost course will impact a significant number of students each semester. Moreover, this would create a positive impact on the department with fewer course withdrawals and better course completion rates.

**University Impact**: Inclusive and inexpensive access to the course materials for all of the students taking Advertising Practices is expected to increase student success. Easy and free access for all students will aid in ensuring **equity** and support of diversity and inclusion. Ultimately, this should lead to positive outcomes in in terms of retention, progression and graduation rates.

## 3. Action Plan

*Transformation Grant projects are work-intensive and require project management in order to be successful. This section allows teams to describe how the team will fulfill the goals of the project. This section must include:*

* *The role(s) of each team member in the project with details as to the major tasks team members will complete, with an estimate of how long each task will take (e.g. number of hours).*
* *A review of existing open, no-cost, and/or low-cost course materials for the course(s).*
* *The plan for the selection, adoption, adaptation, and/or creation of new course materials (if applicable). Include plans for open licensing and plans for making your materials accessible.*
* *The plan for redesigning your course(s), including any instructional design work, curriculum alignment, course accessibility changes, etc.*
* *The plan for providing open access to the new materials. Affordable Learning Georgia will host any newly created materials in our repository; please indicate if you are using other platforms in addition to the repository to host them.*

***Project roles***

***Dr. Agnieszka Chwialkowska***

Dr. Agnieszka Chwialkowska is the faculty of instruction for the Advertising Practices course. She will serve as Project Lead and is responsible for a large portion of the project. This includes identifying and evaluating open-access resources; aligning materials with course learning objectives; modifying and editing available OER and creating new reading materials (where appropriate OER are not available); designing and developing ancillary learning materials customized to the needs of UWG students; and otherwise organizing materials into a complete course. She will also collect student feedback and develop assessment tools to measure the effectiveness of course materials on student retention and success. Additionally, she will provide leadership and assistance to other team members.

Dr. Chwialkowska has a multitude of experience that will be capitalized on to successfully carry out this project. She was awarded two state-level recognitions in the area of teaching – ‘Chancellor’s Learning Scholar’ (2020-2022) and ‘Governor’s Teaching Fellow’ (2019). She was also awarded UWG Richard’s College of Business ‘Excellence in Teaching Award’ (2020). She has been certified by Quality Matters to teach online, acted as a Quality Matters course peer reviewer, and two of her online courses earned Quality Matters Certification (‘Advertising Practices’ and ‘International Marketing’). In the summer and fall 2021, she worked with the USG ECampus to develop a free E-core ‘Introduction to Marketing’ course. During her short tenure at UWG (she joined UWG in January 2017), she completed more than twenty curricula development workshops, instructional design courses, and attended several pedagogy conferences, and teaching seminars. She also coordinated a faculty learning communities focusing on scholarly teaching (on ‘Growth Mindset’, ‘Engaging Students Online’, and ‘High Impact Practices Online’).

***3 students***

Under the mentorship of Dr. Chwialkowska, these students will actively participate in the content review, creation, editing, evaluation of the resources, and ensuring the content accessibility as outlined in the section #5 - Timeline. They will be paid $10 per hour for a total of 100 hours each. To recruit the participating students, an announcement will be made and shared among UWG Marketing Majors and Minors (with preference for those who took the MKTG 3809 (Advertising Practices) course in the past two semesters). After reviewing resumes and cover letters from the applicants, we will schedule interviews. Three students will be selected.

***Estimated Time***

(Please see the detailed project schedule under point #5-Timeline) After the grant is funded, the Spring 2022 semester will primarily involve reviewing free online OER websites such as OpenStax to identify open access resources that align with course objectives, as well as the identification of topics for which appropriate OER materials are missing and need to be developed and created by the team. Summer semester will be devoted to evaluation of the identified materials and making editions where needed, as well as for the creation of the new course materials for the topics for which OER does not exist or for which the existing OERs are not suitable. Fall 2022 will be devoted to further enriching the learning experience by creating ancillary materials that will support the core learning/reading materials developed in the spring and summer. This time will also be used to review and edit adopted and created materials. Created no-cost materials will be adopted across the sections of this course in the Spring of 2023. Detailed timeline is presented in the next section ‘Timeline’

## 4. Quantitative and Qualitative Measures

*All Transformation Grant projects must measure student satisfaction, student performance, and course-level retention (drop/fail/withdraw rates), but teams and institutions will do this in varied ways. Outstanding applications will include measures beyond the minimum to gain meaningful insights into the impact of the project. Include the following:*

**Student performance**

The student performance will be measured throughout the semester with assignment grades and the final grades.  The percentage of D and F grades and the withdrawal rates will be compared with previous semesters to check the effectiveness of the change on student performance. The end-of-course student evaluations will be compared with the previous years when the commercial textbook was used.

**Course-level retention**

After implementation and assessment of the materials in the Spring of 2023, necessary changes will be made and adapted in Fall 2023. Fall 2023 will also be used to measure the students’ long-term retention.

## 5. Timeline

*This section allows teams to describe how the project will progress from its inception to the Final Report. Please provide a list of major milestones, events, and deadlines, aligned with your Action Plan and the final semester of your project. Include the submission of your Final Report in this list.*

*Do not put this timeline in the form of a table, as it will not transfer well to Google Forms for the official application—a bullet-point list is acceptable.*

**December 10, 2021**

* Attend the synchronous Kickoff Meeting.

**Spring 2022**

* Complete the Round 20 Kickoff asynchronous training module.
* Hire and train UWG students on the roles and responsibilities as it pertains to the project.
* Evaluate the course syllabi, course objectives, and learning outcomes and make decisions about the topics covered.
* Review free online OER websites such as OpenStax to identify open access resources that align with course objectives.
* Organize materials to develop a course outline.
* Identification of topics for which appropriate OER materials are missing and need to be developed and created by the team.

**Summer 2022**

* Evaluate the identified materials by Dr. Agnieszka and reviews and editions by the students.
  + Evaluation of existing materials – Dr. Agnieszka Chwialkowska
  + Evaluation of existing materials – student assistants
  + Comments and feedback from students – team discussion, followed by decisions on needed revisions by Dr. Agnieszka Chwialkowska
  + Editions to the existing materials – student assistants
  + Review and final editions – Dr. Agnieszka Chwialkowska
* Creation of course materials for the topics for which OER did not exist
  + New materials specifications – Dr. Agnieszka Chwialkowska
  + Creation of the new materials based on specifications – student assistants
  + Evaluation of created materials – team discussion, followed by decisions on needed revisions by Dr. Agnieszka Chwialkowska
  + Review based on the feedback – student assistants
  + Review and final editions – Dr. Agnieszka Chwialkowska
* Review and modify existing assignments for the course.
  + Review by Dr. Agnieszka Chwialkowska
  + Review and feedback from student assistants, followed by team discussion
  + Incorporating suggested changes by dr. Agnieszka Chwialkowska

**Fall 2022**

* Review the course outline, topics and prepared materials to determine which concepts need to be supported with ancillary materials (dr. Agnieszka Chwialkowska, student assistants).
* Create ancillary materials including videos illustrating the key concepts, PowerPoint slides, worksheets, and activities (as needed, for instance flashcards with definitions of the key concepts, drag and drop activities). (dr. Agnieszka Chwialkowska, student assistants).
* Review materials for errors, broken links, and accessibility issues.
* Receive student feedback on developed materials from current students enrolled in Advertising Practices.
* Develop pre-/post-transformation surveys to provide a qualitative measure of student satisfaction with commercial and OER course materials.
* Create CourseDen modules (CourseDen is the D2L platform hosting courses at UWG) containing the newly developed materials and links to ancillary materials. (Dr. Agnieszka Chwialkowska, student assistants)
* Implement the use of created materials when preparing both sections Advertising Practices class for the next (Spring) semester – Set up a course on CourseDen.
* Implement the newly created OER resources.
* Collect and analyze data from qualitative and quantitative measures to make necessary edits to the developed materials.
* Continue revising the materials based on student and instructor feedback.
* Prepare and submit the final report.
* Compile results to present at Quality Matters Conference and other Scholarship of Teaching and Learning (SoTL) conferences such as UWG Innovations in Pedagogy Conference and USG Teaching and Learning Conference.

Faculty and student feedback will be reviewed each semester to ensure satisfaction and student success as well as to identify areas for improvement and the need for ancillary materials and formative assessments and course activities.

## 6. Budget

*Please enter your project’s budget below. Include personnel and projected expenses, keeping in mind that this funds the estimated time in your Action Plan. The maximum amounts for the award are as follows:*

* *$5,000 maximum per team member for salary, course release, travel, etc.*
* *Additional project expenses allowed, but must be adequately justified in this section*
* *$30,000 maximum total award per grant*

**Requested budget**

1. *Team member #1 – Dr. Agnieszka Chwialkowska   
   – The faculty member (applicant) will receive an overload pay for her work as described in this proposal – overload pay $5,000*

Three undergraduate students will be hired to participate in the content creation, editing, evaluation of the resources, and ensuring the content accessibility. They will be paid $10 per hour for a total of 100 hours each.

1. *Team member #4 – Student1 – $1,000*
2. *Team member #5 – Student2 – $1,000*
3. *Team member #6 – Student3 – $1,000*

*Other expenses*

1. *Travel, accommodation, and conference fee for the applicant (Dr. Agnieszka Chwialkowska) – Quality Matters Conference - $2,000*

Quality Matters (QM) is a nationally and internationally recognized quality assurance organization. Courses that meet QM quality criteria in terms of content accessibility and good practices of instructional design can be recognized with Quality Matters certification.

Making a presentation at this conference and receiving peer feedback will thus aid in making revisions to the course content and ensuring that the quality principles are taken into account in the content design. This will benefit the students and ensure that the course can pass the Quality Matters certification process in the future. The conference presentation will also discuss the impact on student retention and results, encouraging others teaching Advertising course to adopt the no-cost materials in their classes, thus ultimately having even bigger impact on more students.

* *Registration fees: $400*
* *Flight and transportation to/from the airport: $500*
* *Accommodation: $1100*

*Total funds requested: $10,000*

*Do not put this budget in the form of a table, as it will not transfer well to Google Forms for the official application—a bullet-point list is acceptable. Please keep all funding guidelines from the corresponding RFP in mind.*

## 7. Sustainability Plan

*Transformation Grants should have a lasting impact on the course for years to come. In order for this to happen, a Sustainability Plan needs to be in place after the end of the project. Please include here your plans for offering the course in the future, including:*

* *The maintenance and updating of course materials*
* *The commitment of the department(s) or institution(s) to continue the use of affordable materials*
* *Any possible expansion of the project to more course sections in the future*
* *Future plans for sharing this work with others through presentations, articles, or other scholarly activities*

The newly created materials will be used in Advertising Practices MKTG 3809 courses moving forward, representing approximately 4 sections of 30-45 students each year. The project leader will guarantee that the course materials are up to current standards and applicable in future semesters. She will also be responsible for uploading the new materials on the learning management system hence providing sustainable solutions. Further updates to the new textbook and course design will be maintained by the Project Lead and/or other relevant department representatives in future academic terms.

# Creative Commons Terms

*I understand that any new materials or revisions created with ALG funding will, by default, be made available to the public under a Creative Commons Attribution License (CC-BY), with exceptions for modifications of pre-existing resources with a more restrictive license.*

# Accessibility Terms

*I understand that any new materials or revisions created with Affordable Learning Georgia funding must be developed in compliance with the specific accessibility standards defined in the* [*Request for Proposals*](https://www.affordablelearninggeorgia.org/about/rfp_r18)*.*

# Letter of Support

*The Department Chair from the corresponding project, or the Department Chair’s direct report such as the Dean or Provost, must provide a signed Letter of Support for the project. This letter should acknowledge the following:*

* *The department will provide support for fund disbursement in correspondence with the Grants/Business Office.*
* *The department approves of the work on the proposal by the applicant(s).*
* *The department acknowledges the sustainability of the use of these affordable resources after the grant work is complete.*

*In the case of multi-institutional affiliations, all participants’ institutions must provide a letter of support.*

*Please provide the name and title of the department chair (or other administrator) who provided you with the Letter of Support.*

|  |
| --- |
| *Dr. Salil Talpade –, Professor of Marketing, Department Chair – Department of Marketing & Real Estate - UWG Richards College of Business* |

# Grants or Business Office Acknowledgment Form

*Institutional Grants/Business Offices will be responsible for fund disbursement, often in correspondence with the Department Chair, including expense and travel reimbursement. All applicants will need to provide a signed Acknowledgement Form, the template for which is linked on the RFP page, stating that the Grants/Business Office knows about the applicant’s intent to apply for an Affordable Materials Grant. Either the Department Chair or the Project Lead can work with the Grants/Business Office to get this signed form.*

*In the case of multi-institutional affiliations, all participants’ institutions must provide this form.*

*Please provide the name and title of the grants or business office representative who provided you with the acknowledgement form.*

|  |
| --- |
| *Dr. Daryush Ila*  *The Vice President for Innovation and Research* |