

RFP NO. 2006-01

## **Continuing Planning Education for Realtors**

Online Course Writers / Instructors

Planning Institute of Colorado (PIC), a subsidiary of the Colorado Chapter of the American Planning Association.

### **Proposals Due – December 5, 2006\***

Instructor Interviews – January 2-13, 2006

Complete course curriculums – June 2006

Course Rollout – September 2006

### **Intent**

The Planning Institute of Colorado (PIC) is soliciting proposals for course instructors to develop and maintain online planning education to address specific continuing education needs of the realtor community. In August 2005, the PIC was established as a subsidiary corporation of the Colorado Chapter of the American Planning Association (APA) to provide continuing planning education to interested professionals in the areas of planning, real estate, and other land-use related careers. Online courses will be developed by instructors, approved by the PIC, and administered jointly through the PIC and Van Education Center ([www.vaned.com](http://www.vaned.com)), a leading online course provider already serving the Colorado Association of Realtors. Courses will be geared towards individuals desiring a basic level of competency in planning and land use evaluation and regulation. A Planning Institute Certificate will be issued by the PIC upon successful completion of core course work and a minimum of eight electives.

Each course developed for the PIC shall retain a part-time instructor(s). Applicants are encouraged to form teams of up to three instructors for the following reasons:

- They often provide varied perspectives and interpretations;
- They may offer a wide range of experience (public and private sector, current planning and long range, etc.); and
- They can draw from a wide range of geographic areas.

If a team of instructors is chosen to teach a course, one instructor in the class pool will be designated as the “lead” instructor for each class offering, and shall be available to respond to e-mail and telephone student inquiries (those not handled by the on-line educational service provider) for each class. Additional compensation will occur based on enrollment. All designated class instructors shall consult in the preparation of their class curriculum and, if necessary, in the response to student inquiries. The designation of the lead instructor for each class offering may rotate among all designated instructors.

### **Scope of Work**

Proposals may be submitted by individuals or teams of individuals. Proposals from companies WILL NOT be accepted although individuals within companies are encouraged to submit. The PIC reserves the right to select an individual and/or individuals from teams, and to create PIC teams based on qualifying proposals. Applicants shall submit the following two items for consideration:

- Curriculum vitae for each instructor on the team
- Detailed Course Outline

Curriculum vitae for applicants, should describe the following:

- Education and Background

\* first round deadline – PIC is continually accepting proposals

- Current position/employment
- Any additional information on previous employment and/or experiences related to educational leadership
- Brief summary of online education experiences if any (as instructor and/or student)

Once selected, instructors will be required to submit the following course materials:

- Outline
- Learning Objectives for the course and each section
- Text / Content
- Examples for each point
- Interactive exercises were appropriate
- Summary for the course and each section
- Quiz and Exam questions for each section
- Final exam questions

## **Course Outline**

Two levels of online training are proposed.

### Core Courses - COMPLETED

- The planning process;
- Comprehensive or general planning concepts; and
- The principles of zoning and subdivision.

Completion of all three elements of the basic core level training is estimated to require 24 classroom hours or 8 classroom hours each course to complete assignments and proficiency testing.

### Electives

The second level of training is a broad selection of elective courses including:

- Transportation Planning - Completed
- Infrastructure Planning
- Housing
- Planning History
- Legal Issues in Planning (enforcement, takings, etc.) - Completed
- Basics of Demographic Forecasts and Economic Analysis
- Growth Management Systems – Completed
- Conservation and Natural Resource Planning
- Planning for Environmental Protection (understanding the National Environmental Policy Act, the Clean Air Act, the Clean Water Act, the Endangered Species Act, other environmental laws and programs) - Completed
- Planning for Natural Hazards
- Planning for Historic Preservation
- Land Surveying and Platting Issues
- Rural and Small Town Planning
- Resort Area Planning
- Building and Fire Codes Applicable to Site Planning (site design, access, occupancy types, etc.)
- Other courses that may be developed, as interest requires.

Completion of each elective is estimated to require 4 classroom hours to complete assignments and proficiency testing.

Applicants may submit curriculum proposals for multiple classes including both elective courses listed and original ideas.

## **Contract Conditions**

Each team of instructors will be issued a contract for 1 year beginning once course is approved for delivery and renewable for up to 3 years. Contracts can be terminated at any time if instructors fall out of good

standing (combination of class reviews and course interest). At the end of three years, a new RFP will be issued.

Compensation will be \$5,000 per course for core courses and \$3,000 per course for electives. Payment will be made upon acceptance of the course materials and posting the course on-line. Each course will require differing amount of work to keep the course up to date. Instructors will be compensated annually for this work, based on the effort required. In addition, on-going payment will be granted on a per student basis.

The instructors are expected to continue to modify, change, and generally improve the courses over time. A Faculty Committee will be formed to assure professional quality and appropriate content for all courses. If a lead instructor leaves, a new lead instructor will be appointed. The PIC will own the course and retain the right to use and re-use course curriculum.

### **Application Process**

Interested applicants shall submit qualifications and a course curriculum outline pertaining to any of the courses identified, to the PIC designated contact listed below. Upon initial selection, qualified applicants will be invited to interview for positions. The PIC reserves the right to accept or reject all proposals.

Following Instructor selection, instructors will be invited to an organizational meeting with the PIC and Van Education Center to identify specific course development issues and online instruction issues and concerns.

For general questions about the RFP Scope of Work, first consult the RFP Frequently Asked Questions and other information at [www.apacolorado.org](http://www.apacolorado.org), and then contact Denise Henasey.

### **Designated Contact**

Please submit instructor qualifications and course submittals to  
Denise Henasey, Administrator  
Planning Institute of Colorado  
PO Box 265  
Golden, CO 80402  
[denise@apacolorado.org](mailto:denise@apacolorado.org)  
303.918.6771