1. Develop your vision/mission in establishing your online program option
   1. October 14-October 21
2. Once this has been accomplished, share with district administration your vision/mission
   1. October 22-October 24
3. Share with the local School Board for their approval
   1. October 29-October 30
4. Once SB has approved of the educational option, you will need to identify the certificated teaching staff, support staff, and clerical staff for your program.
   1. October 14-October 21
5. Establish the curriculum you plan to use for the program.
   1. October 14-October 21
6. Decide on your initial start date for the program
   1. October 28-October 29
7. Identify who your students will be and how you plan to contact them.
   1. Who will make these contacts? October 14-October 21
8. Develop your enrollment process for the program
   1. November 4-November 8
9. Market the program for new enrollment
   1. November 18-January 24
      1. Who?
      2. Where?
      3. How?

Some thoughts to ponder:

* + Who are the primary and secondary learners for whom this online program will be developed?
  + What is the demand for this program from potential students, and where are they located?
  + What might make your newly developed program unique?
  + How does your newly developed program fit within your school’s/program’s mission?
  + For what reasons and benefits are learners interested in courses of this type (for example, recapturing credits, getting ahead in credits, improving state assessment skills, etc.)
  + How does this program capture your staff’s expertise?
  + Do you have the capacity to deliver the program?
  + Do you have the resources to facilitate the program?
  + What will be your enrollment process to initiate the program? Future enrollment invested in your vision?
  + What district funding and operational support are available for your newly developed program?
* Consult with resources/references that can help you expand your program development in terms of overall program/curriculum design.

**Prepare Proposal and Submit for Approval**

Prepare a formal proposal per your district process.

* Develop an outline for the curriculum of your program including educational objectives and sequencing of core courses
* Identify all courses to be offered
* Determine what staffing will be required (certificated teachers, teaching assistants, office staff, etc.) and determine which individuals, will be involved in the design, delivery, approval, and implementation of this program
* All courses designated for the program must already exist in the core curriculum chosen

**Market Your Program**

While you are in the development phases of the program, here are some ideas to follow as you reconnect with and enroll students:

* Your approved program needs to be communicated to the School Board, district administrative teams, community, and prospective students.
* Design and begin to execute a marketing plan to make your focus students aware of your program
* Plan, staff, and implement quality student services for potential and enrolled students
* Design and structure a plan to evaluate your program