## CONTINUING PROFESSIONAL EDUCATION

### FINANCIAL MODEL OVERVIEW

<table>
<thead>
<tr>
<th>Financial Models</th>
<th>Responsibility Breakdown</th>
<th>Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Model 1</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>College Responsibility</td>
<td>Instructor Salary Provide Content Lease Payment if Required</td>
<td>60% Revenue</td>
</tr>
<tr>
<td>Responsibility</td>
<td>eCampus Design &amp; Graphics CPE Administrative Duties</td>
<td>40% Revenue</td>
</tr>
<tr>
<td><strong>Model 2</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>College Responsibility</td>
<td>Instructor Salary Provide Content eCampus Design &amp; Graphics</td>
<td>85% Revenue</td>
</tr>
<tr>
<td>Responsibility</td>
<td>CPE Administrative Duties</td>
<td>15% Revenue</td>
</tr>
<tr>
<td><strong>Model 3</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Responsibility</td>
<td>Instructor Salary eCampus Design &amp; Graphics CPE Administrative Duties</td>
<td>100% Revenue</td>
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<table>
<thead>
<tr>
<th>Fees</th>
<th>Breakdown</th>
<th>Responsibility</th>
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</thead>
<tbody>
<tr>
<td>Required Student Fees Per Individual</td>
<td>$28 - eServices Fee $2 - OIT Support Fee $5 - Processing Fee (CEU, PDH, ILU)</td>
<td>All Colleges Departments Individuals</td>
</tr>
</tbody>
</table>

### Note:
See financial models profiled more thoroughly in pages below.

**FINANCIAL MODEL #1 (Collaboration)**

**Course Revenue**

**Revenue to College/Department - 60%**

**College Responsibility:**
- Instructor Salary & Fringe Benefits
- Provide Content
- On-Site Facility Lease Payment if Required

**Revenue to CPE - 40%**

**Responsibility:**
- eCampus Fundamental Design & Basic Graphics o Basic Course Building
  - Banner Template
  - eCampus Tutorial
  - Software Plug-Ins
  - Module Icons
  - Uploading Content
- Continuing Professional Education Management & Administrative Duties
  - Online Payment & Reconciliation Processing
  - Student Class Access Information/Reserving On-Site Facility
  - Certificate of Completion Mailings
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<th>Required Student Fees Per Individual</th>
<th>Course Cost</th>
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<td>eServices Payment</td>
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<tr>
<td>Continuing Professional Education Information Technology Fee</td>
<td>$2</td>
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<tr>
<td>Processing of CEUs, PDHs, ILUs</td>
<td>$5</td>
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**Note:**
- *$28 E-Services Payment for Institutional Administrative Cost*
  - Determined by WVU Financial Services Department
- *$2 Continuing Professional Education Information Technology Fee to OIT*
- *$5 to CPE for Processing and Record-Keeping:*
  - Continuing Education Units (CEUs)
  - Professional Development Hours (PDHs)
  - International Learning Units (ILUs)

**FINANCIAL MODEL #2 (College/Department/Individual Development)**

**Course Revenue**

**Revenue to College/Department/Individual - 85%**

**College/Department/Individual Responsibility:**
- Instructor Salary & Fringe Benefits
- Provide Content
- Course Development in eCampus or Other LMS

**Revenue to CPE - 15%**

**Responsibility:**
- Continuing Professional Education Management/Administrative Duties
  - Online Payment & Reconciliation Processing
  - Student Class Access Information
  - Certificate of Completion Mailings

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**FINANCIAL MODEL #3 (Development)**

**Course Revenue**

**Revenue to CPE - 100%**

**Responsibility:**
- Instructor Salary & Fringe Benefits (Negotiable)
- eCampus Fundamental Design & Basic Graphics
  - Basic Course Building
  - Banner Template
  - eCampus Tutorial
  - Software Plug-Ins
  - Module Icons
  - Uploading Content
- Continuing & Professional Education Management & Administrative Duties
  - Online Payment & Reconciliation Processing
  - Educational Materials
  - Student Class Access Information/
  - Reserving and Making Payment for On-Site Facility
  - Certificate of Completion Mailings
**Required Student Fees Per Individual**

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**GRANT FUNDED DEPARTMENTS**

**Department Responsibility:**
- Course Instructor/Management
- Provide Content
- On-Site Facility Lease Payment if Required

**CPE Responsibility:**
- Continuing & Professional Education Management/Administrative Duties
  - Online Payment & Reconciliation Processing
  - Student Class Access Information/Reserving On-Site Facility
  - Certificate of Completion Mailings

**Required Fees:**

**eCampus Fees Per Hour:**

Fundamental Design & Basic Graphics - $20/hour Charge Per Meeting with an Instructional Designer Includes:
- Basic Course Building
- Banner Template
- eCampus Tutorial
- Software Plug-Ins
- Module Icons
- Uploading Content

eCampus Enhanced Graphics – By Request at $50/hour

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**MARKETING/ADVERTISING SERVICES**

**Basic Service – No Cost**
- CPE Website
- CPE Information Sessions
- One Page Flier
- E-mails
- E-News
25% of Total Cost of Service
• Local & Regional Newspaper Advertising or Comparable Communication
• Brochure (Minimum of 1,000 Copies)

50% of Total Cost of Service
• Web Advertising
• Trade Journal Advertising
• Direct Mail (500 Recipients or More)

Note: These Marketing/Advertising Services are not all inclusive. Marketing/Advertising Services not listed are negotiable.