

# CONTINUING PROFESSIONAL EDUCATION FINANCIAL MODEL OVERVIEW

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

**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

| Required Student Fees Per Individual                         | Course Cost |
|--|-------------|
| eServices Payment  | \$28        |
| Continuing Professional Education Information Technology Fee | \$2         |
| Processing of CEUs, PDHs, ILUs                               | \$5         |

**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

| Required Student Fees Per Individual                         | Course Cost |
|--|-------------|
| eServices Payment  | \$28        |
| Continuing Professional Education Information Technology Fee | \$2         |
| Processing of CEUs, PDHs, ILUs                               | \$5         |

**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 #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                         | Course Cost |
|--|-------------|
| eServices Payment  | \$28        |
| Continuing Professional Education Information Technology Fee | \$2         |
| Processing of CEUs, PDHs, ILUs                               | \$5         |

**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)

**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

| Student Fees Per Individual:                                 | Cost |
|--|------|
| eServices Payment  | \$28 |
| Continuing Professional Education Information Technology Fee | \$2  |
| Processing of CEUs, PDHs, ILUs                               | \$5  |

**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)

**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.