Guidelines for UMD-Coursera Revenue Sharing
September 1, 2015

The purpose of these guidelines is to establish a sustainable and self-supporting plan to administer MOOCs at the University of Maryland, College Park (UMD) in order to support a breadth of offerings throughout the campus and provide incentives to the instructors and their units. This “MOOC Program” is administered by the Teaching and Learning Transformation Center (TLTC), and any questions should be directed to the TLTC.

This policy is effective retroactively to January 1, 2015, although expenses will be charged starting July 1, 2015. This policy shall be evaluated annually by the Provost. Any exceptions must be approved in writing by the Provost.

All development expenses are to be paid directly from the MOOC revenue. Expenses borne by participating units will be reimbursed. Each quarter, after revenues have been received from Coursera, distributions will be calculated as follows:

1. **Gross Revenue** received.
2. **MOOC Program expenses deducted.** These expenses include, but are not limited to course development costs, staff time to run the MOOC program, and operational expenses.
3. **5% of expenses** will reimburse the campus for general university support.

The remainder is the Net Revenue, which will be distributed as follows:

I. **40% to the MOOC Program:** This will maintain a contingency fund. The contingency fund will be used for programmatic emergencies and will be sized to support the MOOC Program for six (6) months without revenue. (Remaining funds will be distributed to the Office of the Provost.)

II. **35% to the units** of the instructor, proportional to revenue. This will be split so that
20% will be distributed to the department(s), and 15% will be distributed to the college(s). These funds are restricted and may not be used to reduce for-credit teaching by the instructor who created the MOOCs.

III. 25% to the instructor(s), proportional to revenue. These funds will be distributed as overload payments to the instructors on a quarterly basis. MOOC Program staff will coordinate these payments with the appropriate staff in the faculty member’s home unit. These will be capped so that a combination of these payments from the MOOC Program and any other overloads do not exceed 50% of the instructor’s 9-month salary during a fiscal year. If the cap is exceeded, remaining funds will be deposited into a campus account in the unit designated by the faculty member and may be used at the discretion of the faculty member, consistent with University policy. These funds may not be used to reduce standard teaching load or pay summer salary.

Approved:

[Signature] 9/11/15

Mary Ann Rankin, Ph.D.  Date
Senior Vice President and Provost