

New Web Seminar Proposal

**Instructor Guidelines
and Information**

BECOME AN INSTRUCTOR FOR ASCE'S LIVE INTERACTIVE WEB SEMINARS!

ADVANTAGES OF TEACHING FOR ASCE

Prestige

National Exposure

Increase Client Base

Interact with Professionals Throughout the United States

Promote Civil Engineering Technology

Recognition from Peers

Monetary Compensation

Opportunity to Promote Committee Activities

Forum for Sharing Ideas and Information

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The "Web Seminar Proposal Packet" gives information and directions to help qualified instructor(s) interested in proposing an ASCE continuing education course. Please complete the required information, fill out the appropriate forms and submit the proposal to ASCE, Continuing Education, 1801 Alexander Bell Dr., Reston, VA 20191. Attention: Donna M. Gumenuk, Manager Continuing Education Programs.

Enclosed in this package you will find the following information:

1. Background Information
2. Seminar Proposal Worksheet
3. Biographical Data Information
4. Background Questionnaire
5. PowerPoint Presentation Requirements

BACKGROUND INFORMATION

ASCE Continuing Education conducts live, interactive web/teleconference seminars on a wide variety of technical and management topics. These programs are practice-oriented and designed to share information that can be immediately applied on the job.

Live web/teleconference seminars typically are one hour in length and address fairly narrow topics that can be covered in-depth in 60 minutes. Live web seminars are delivered using the web and the telephone. Instructors present their material from their office by making an audio presentation over the phone while showing PowerPoint slides over the web. Participants log in and call into the seminar. They can ask the instructor questions during the program by phone and by e-mail. Instructors also are able to conduct surveys to gauge seminar participants' interest in certain areas and to ask the participants questions.

We are increasing the frequency of our live web seminars and searching for qualified instructors to develop and teach these programs. After we have held a new web seminar for the first time, if there is positive feedback from participants on the seminar content and a strong demand for the seminar, generally we will repeat the seminar periodically in the future.

Where do we get our instructors?

Instructors come from the private sector, universities and the government.

What seminar topics will ASCE consider offering?

ASCE will consider all timely, practice-oriented topics of value to practicing civil engineers. Keep in mind that your topic should be fairly narrow so that it can be addressed in a 60-minute program, or if it is a broader topic that cannot be covered in one hour, the topic should lend itself to being divided up into one-hour modules that can be presented in a series of live, web seminars. You should have a specific audience in mind when you propose your seminar.

How many instructors teach a web seminar?

Most web seminars have one or two instructor(s).

Does ASCE pay an honorarium?

ASCE pays a modest honorarium. The honorarium is negotiated on a case by case basis. Instructors are required to sign a contract with ASCE before we will proceed with a web seminar.

When are the seminars scheduled?

Seminars are scheduled two months in advance of the actual seminar date to allow time for seminar marketing. Most of ASCE's live web seminars are typically held on a Wednesday from 12 noon to 1 PM eastern time. Occasionally, a web seminar will be scheduled on another day of the week or at a different time to accommodate ASCE members in different time zones.

SEMINAR PROPOSAL WORKSHEET

Use this worksheet as a guide when preparing your seminar proposal. The more information you submit the faster we will be able to evaluate your proposal. Be sure to include all of the information listed below in your proposal.

Proposed Title:

Purpose and Background:

Write a brief (2-3 paragraph) description of the web seminar. Include the following information:

- 1) Attention getter
- 2) Overview of seminar
- 3) Describe topics to be covered
- 4) Summary/Tie into the "big picture"

Learning Objectives:

Describe the learning objectives/outcomes

Benefits for Participants:

Write seven benefits.

- Find out latest...
- Learn new solutions...
- Avoid costly errors...
- Examine the possibilities...
- Determine precise...
- Etc.

Outline:

Provide a seminar outline.

Instructor(s):

Provide a one paragraph description of each instructor (use biography data form).

Who Should Attend:

Describe the level of instruction and the intended audience. (Structural engineers, waste water management people, etc...)

BIOGRAPHICAL DATA

Name: _____

Title: _____

Organization: _____

Street Address: _____

City, State, Zip: _____

Business Phone _____ Fax: _____

Home Phone: _____

Preferred Introduction: Dr. Prof. Mr. Ms. Miss Mrs.

Please write a biographical sketch (1 or 2 paragraphs) and attach a copy of your resume. Include the following information, preferably in the order given:

- a) Professional letters, e.g.: J. D., Ph.D., P.E., FASCE
- b) Current position/title and responsibilities
- c) Organization's activities and areas of specialty
- d) Education
- e) Previous positions and related experiences
- f) Lecture experience and authored publications
- g) Professional affiliations
- h) ASCE member/ASCE committees

BACKGROUND QUESTIONNAIRE

The following questions are designed to ascertain background information relating to the proposed course. Your thoughtful responses will aid in further enhancing the promotional efforts of the course. For those questions requiring a lengthy reply, please prepare responses on a separate sheet, indicating the corresponding numerical designation to which it responds.

1. Is this course designed primarily for civil engineers?

- Yes
- No
- Other, explain _____

2. If this is not a newly developed course, please indicate:

When developed _____
Developed for whom _____
Designed by _____

3. Profile the audience for whom the course is intended by area(s) of specialty and professional level (i.e. structural engineers, geotechnical engineers, environmental engineers etc.):

Primary target audience _____
Secondary _____ audience, _____ if
applicable _____

- Upper management
- Middle management
- First-line management/technical
- Other _____

4. Indicate other professional groups that would benefit from your course, e.g. architects, contractors, lawyers, etc.

5. If this course has been previously sponsored by organizations other than ASCE, please write a brief credibility statement or testimonials regarding past successes.

6. **Describe how the knowledge gained from taking this course will benefit participants in their work place:**

7. **What problem(s) or issue(s) will this course address?**

POWER POINT PRESENTATION

Your PowerPoint slides are critical to the success of an effective web seminar presentation. They will assist participants in following your presentation and in retaining information that is presented. In addition, they will provide seminar participants with a resource for future use and continued learning. Salient points should be highlighted for easy reference and review, and materials should include bulleted slides with salient points, suggested reading material, case studies, charts, diagrams, and other pertinent references as appropriate. It is important that the organization of the slides follow the planned presentation sequentially.

Time Frame for Submitting PowerPoint Presentation to ASCE

Your PowerPoint presentation must be e-mailed to ASCE no later five business days prior to your scheduled web seminar.