

# ADULT ENRICHMENT PROGRAMS (AEP) COURSE PROPOSAL GUIDELINES

Welcome to the world of Adult Enrichment at First UU Columbus.

If you are interested in offering a class or special event under the auspices of the Adult Enrichment Programs (AEP), you will need to submit a proposal (on the accompanying form) for the AEP Team to review and approve. Proposals should be submitted to the Director of Religious Education (DRE), dropped off in the AEP mailbox, or submitted on-line at least 90 days before the anticipated first class meeting. You might wish to personally present your proposal concept at a regularly scheduled AEP meeting. Notification of acceptance by the DRE, or the Adult Enrichment Chair, will occur immediately after the meeting during which the proposal is reviewed.

Please note that AEP facilitators/instructors are volunteers and will not be paid for courses offered (beyond reimbursement for special materials provided). Leading a class is part of shared ministry expected of all church members. Also, remember that AEP courses are often one of the first experiences visitors or new members have with our church; be sure to make everyone feel welcome.

## THE PROPOSAL

Please fill out the form as completely as possible. It will help the committee get approval more quickly. Here are some tips for completion.

### Course Title and Synopsis/Outline

This description should demonstrate how the offered course relates to one or more of the UU Principles. Also, it is useful to note whether the course relates, or will relate to other activities of the church (e.g., Worship Service themes).

### Timing/Number of sessions

Experience shows that courses in 3 or fewer sessions have the greatest potential for retaining participant interest and attendance; however, more extensive course offerings will still be considered (especially those which have been field tested).

### **Please check with the church office for room availability as you are preparing your proposal – and ask for a temporary hold on a space (which will be made permanent once the course is approved).**

The AEP Team or the RE Office can provide guidance on what days and times are likely to result in the best turn-out of the desired audience.

### Target audience, class size, and teaching style

The specific audience you are trying to reach will determine the content of your class, the way it is taught, and the space you will need. Is your proposed class of broad general interest or more specific? Is the material most appropriate for a specific age group – seniors, young adults, singles, families with young children? Do you plan to restrict the offering to First UU members and friends, or offer it to the larger Columbus community? Knowing the expected turn-out is essential to deciding on room size. Also to be considered are: seating arrangement, tables, space for movement (e.g., dance or exercise classes), wall space for maps and graphics, and ability to darken the space for A/V presentations.

Years of feedback tell us that the most successful offerings are those which emphasize lively interaction between facilitator and participants. A formal lecture model leaves people cold – regardless of interest level. Hands-on courses, where participants get to do or make something, are especially well received. If

you want any tips on doing this, please contact the AEP Committee Chair or the DRE.

### **Course Materials**

AEP makes available to instructors basic class materials such as flip charts, markers, paper, pens, scissors, glue. If special materials or course books are required, please note that on the proposal form. Participants will be informed at sign-up of the need to purchase specialized books or materials. **Please note that, for tax reasons, all money collected for any First UU function must be processed through the Church's accounting system.** This means that if an instructor orders a set of workbooks (or other special class materials), he/she should submit receipts to the book keeper for reimbursement; then, money collected from course participants is returned to the church via the process described under "Donations" below.

### **Credentials, Prior Experience**

Sometimes your credentials or prior experience are relevant to the course catalog's description. Please share it in that case or if you are new to AEP. A reference familiar with your presentation skills is also helpful to the committee, if you are new to AEP classes. If you do not have significant experience working with small groups in the highly interactive style, you may want to team with a more experienced facilitator. Check with the AEP Chair or DRE for suggestions.

### **PUBLICITY**

**Course proposers should plan to help promote their offerings.** You will need to prepare suggested wording for the brochure, newsletter, website and Order of Celebration. You can submit your own material to the newsletter and it will be used on a space-available basis. You are responsible to create your own poster.

- **AEP Brochure** – The AEP Team produces and updates a course brochure several times each year. The listing in the brochure will be taken from the proposal form. Brochures are available at several locations within the church, and are also posted on the church's web site.
- **"Discoverer" newsletter:** First UU's newsletter is produced every 2 weeks. The AEP Team or DRE can advise you on the length of material appropriate for the religious education insert in the newsletter.
- **Website:** Our new website will have a number of advantages over other forms of promotion. Many items will be listed on the front page with a quick link to a longer description. There will be a full catalog with only the courses still to be offered appearing, as well as a full calendar with listing and perhaps links.
- **Order of Celebration:** Each Sunday's Order of Morning Celebration includes a blue insert briefly describing upcoming offerings, along with the day and time of the event. You may be asked to prepare a 1-2 sentence description of your course – along with contact information – for inclusion in the notice of upcoming offerings. You may also be asked to fold and "stuff" the inserts into the Order of Celebration or the newsletter (an expectation of all groups using these means of publicity).
- **Posters:** AEP maintains a 4-sided display stand for announcement of upcoming offerings which is set up prominently in Fellowship Hall after each Sunday Service. In addition, there are opportunities to display posters in the entrance gallery on a sign-up basis. You are encouraged to prepare a poster for display. The size should be 20" X 30" (colored Foamcore® board, available through many stores – Target, Wal-Mart, art supply stores, hobby shops – makes a good, non-curling backing). Posters should have neat lettering and be visually attractive. The church has a number of members skilled in graphic arts who can be contacted for advice/assistance. We will also produce a poster sized grid to hold four 8.5x11 posters that can be produced on a color printer.
- **Fliers:** Quarter-page handbills or fliers are not only a good way to publicize your offering, they are of a size that's easy for class participants to stick on refrigerators, bulleting boards, etc.
- **Outside Publicity:** Some courses, lectures, or events may be of interest to audiences outside First UU. Please note that we have a blanket license agreement to show movies that does not allow us to

advertise the names of the movies. The AEP Team or the Church's Communications Committee can advise you on how to prepare press releases or other notices that will get the attention of a larger audience.

- **Viral marketing:** And don't forget that sometimes the most useful advertising is by word of mouth!

For any of these promotional activities, you will need to plan well in advance. All materials for classes and events sponsored by First UU must be approved by the DRE. Additionally, you may be asked to help staff the AEP sign-up table after either the 9 AM or 11 AM services.

## **DONATIONS**

AEP has determined that, other than fees for specific course books or supplies, participation in one of our offerings is a benefit of membership at First UU. At the same time, AEP is expected to help defray the cost of church operations. Thus, we ask that facilitators, at the start of their first session, put out a donation basket and sign. If asked, you can indicate that \$5 for a one-session course would be welcome. For series classes suggest that they donate based on the value received and their ability to pay. You will find a sign for your basket in your facilitator's packet.

Any money collected should be placed in one of the manila envelopes included in your facilitator's folder and deposited through the slot in the door of the book keeper's office or in the lock box in the Volunteer Workroom. It is in the nook behind just past the door to the reception office. It is grey and hangs above the printer. Please note on the envelope how much it contains and AEP and the name of your class. If you have expenses, please keep track of what you are depositing to balance it with your expenses. Expenses may not exceed income without prior approval of AEP.

## **CLASS ROSTERS**

AEP maintains sign-up sheets for each course offering and also collects registrations online. Judy will tally these and contact each facilitator prior to the start of each class with the final roster. Prior to the first class, you will be given a copy of the sign-up sheet. You are encouraged to contact interested participants with a reminder of class meeting time and date. The sign-up sheet can be used as a class roster to record the contact information of "walk-in" participants. Please place a copy of your class roster in the AEP mailbox at the conclusion of your sessions.

## **EVALUATIONS**

One of the most important aspects of any course offering is an evaluation of how well it is received by the participants. Copies of the standard AEP evaluation form are in the facilitator's folder (more can be made on the church photocopier). Please provide an evaluation form to each participant at the beginning of the last class session and encourage them to provide feedback. Class participants can also find the evaluation on the AEP website. Evaluations should be left in the AEP box.

## **FACILITATOR'S PACKET**

Please pick up your packet at the AEP table on Sundays or call to arrange to have the packet placed in the AEP mailbox for you to pick up at your convenience. It will contain your class list, enough deposit envelopes for your sessions, an orange sign for the collection basket, and feedback forms. You can find baskets on the table in the Volunteer Workroom.

If you have any questions regarding this process, contact the AEP Chair, Judy Fettman at 614-769-2729; e-mail at: [judyfet375@gmail.com](mailto:judyfet375@gmail.com) - or - Jolinda Stephens, DRE at 614-267-4946 x28; e-mail at: [JolindaS@firstuucolumbus.org](mailto:JolindaS@firstuucolumbus.org) .