



Adult Training & Development
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What is Adult Training and Development (AT&D)?

Adult Training and Development, referred to as AT&D, is a division of Gordon Cooper Technology Center (GCTC) that offers classes designed specifically for adults. We offer a wide range of classes for adults who may need to upgrade their current skills, change careers, complete a continuing education requirement, or just take a class for their personal enrichment.

Who is an AT&D student?

Typically students taking classes are employed professionals. They take courses because they want to learn a new skill or improve their current skills. Some of our students are considering changing careers and find our offerings provide the training they need. Additionally, our personal enrichment classes are very popular choices for adults who are truly interested in lifelong learning.

Who can teach?

AT&D does not require its instructors to have teaching degrees or certification. Adults who have skills or knowledge they would like to share are invited to submit a course proposal. All proposals are reviewed and if selected, the instructor is called in for an interview. Instructors are independent contractors, not employees of GCTC. As such, they are responsible for developing their own courses and materials.

How do I design a program?

AT&D schedules programs twice a year. The fall session is August through December and the spring session is January through July. You may schedule a class that lasts the entire session or you may design a program that is shorter. Keeping in mind that our population is busy working professionals, we find that the shorter the course the better. There are exceptions and some courses may need to be longer. The course is for you to design. Feel free to use AT&D's expertise in determining how long and when to offer a course. In partnership, we can come up with exciting programs that fill the needs of our students.

Scheduling. Most courses are scheduled in the evening from 6pm and run as late as 10pm. Courses are also scheduled on weekends. We are looking to develop more daytime offerings on weekdays. Course and workshop proposals may be submitted at any time but there are predetermined deadlines for each teaching session. Please keep holidays in mind when scheduling your programs. We will not schedule classes on the following major holidays: Martin Luther King Jr's Birthday (January), Memorial Day (May), Independence Day (July), Labor Day (September), Thanksgiving (November), Christmas Eve and Day, and New Year's Eve & Day.

How do I Write a Proposal?

We've come up with the following guidelines to help you design a winning proposal. The best instructors are those who have a love of their subject, a desire to share it and a basic competence in the subject they will be teaching. If you think that you meet these qualifications, then don't hesitate to try teaching at GCTC.

The foundation of your proposal should be your course description. If you can make your course sound appealing and communicate clearly and concisely what you will be teaching, chances are you will also be successful as an instructor. Good course descriptions will also interest more people in your course and increase enrollments. The course proposal is comprised of:

- A title.
- A description of what you will be teaching.
- An instructor biography or list of qualifications.

For our purposes, your entire course proposal cannot exceed 95 words. Please attach your résumé and the names, addresses, and phone numbers of three professional references.

Titles. A good course title can mean the difference between a course that zooms off the charts and one that doesn't live up to its potential. The purpose of the title is to attract the readers' interest to what you are offering. Here are a few techniques:

- Keep the title simple or catchy. Long or complex titles tend to confuse, and dull titles will not capture the reader's eye.
- Ask the reader a question.
- Use the word *you* in the title. This makes it personal and involves the reader.
- Identify your target audience. *Investing for Young Married Couples* is better than *Investment Basics*.
- Keep it positive.

Course Description. Your course description should be enticing or interesting. The narrative should be written in the second person ("you"). The description should be factually complete and accurate and should provide solid information about the course so people can decide whether it will serve their needs. Keep these points in mind when writing your description:

- Descriptions should run 30-65 words in length.
- Do not use abbreviations unless everyone knows what they mean.
- Write in complete sentences.

The first five words of a course description will often determine if the reader will go on or pass to another course description. Make them count! The opener should focus on either the course content or the learner – not the course or the instructor! Tried and true opening techniques include: the definition, the question, the outstanding or impressive fact, the quotation and the distraction (a catchy lead in not directly related to course content). Questions, quotations or distractions should be used sparingly. Following your opener, you can talk about what will be covered in the course (and other content matter).

Instructor Biography. Your biography should be 15 to 30 words in a paragraph underneath the description. The biography should establish the instructor as qualified at the same time it projects the instructor as a peer, not too far above the potential learner. Qualifications should be stated in terms of experience. By including the instructor's interest or motivation in teaching the course, the participants will see the instructor as a likable peer.

Interviews. All proposals are reviewed by the AT&D staff. If your proposal is accepted, an interview will be scheduled. Following the interview, if your course has been selected to be included in the AT&D catalog, you will be sent a contract and an instructor report. If the staff feels there is not a match between your course and our program, we will let you know in writing.

During the interview, we will discuss:

- Your proposal in greater detail.
- Pay scale and contractual policies.
- Time of course and starting date.
- Logistics such as specific needs, limits, equipment.

What can AT&D offer you as an instructor?

Your experience as an AT&D instructor gives you visibility with a diverse audience both through the catalog and in the classroom. We put your name in the hands of over 100,000 people in our service area two times a year. We have established ourselves as an expert resource guide for those who are looking for training and services as well as classroom instruction. Being an AT&D instructor has opened the doors to many professional opportunities for many of our instructors. We are proud of the visibility that we have been able to provide to our team of experts. If you have your own business or are in a private professional service to the public, being a GCTC instructor offers you a new clientele resource. We do not allow "sales pitches" or in-class advertisements of your company or office. We list your biography in each catalog beneath your course. We provide a vehicle for the display of your talent and expertise. Additional benefits of being an AT&D instructor include:

- Free tuition on classes offered (some restrictions apply).
- Status as an independent contractor.
- Access to education and reference materials.