**Instructions for OLLI Program Planners**

**on How to Recruit Potential Instructors**

**Approaching a Instructor Who Is New to OLLI:**

1. Program planning group members meet and discuss possible subjects for course offerings. Program planning groups decide who will be responsible to reach out to potential instructors.
2. The program planner assigned for outreach now becomes the class coordinator. Program planner/class coordinator contacts or emails prospective instructor with some version of the content of EMAIL A (below).
3. Feel free to make any of the sample emails less formal depending on your acquaintance with the instructor you are pitching.
4. If potential instructor is willing to teach, program planner/coordinator emails instructor with content of EMAIL C (below). Copy program associates on this email so they are aware of the offering (Jen McMahon on multi-session course – jmcmah11@gmu.edu, Alice Slayton Clark on one-time presentations/special events – aclark24@gmu.edu).
5. Once completed and submitted by the instructor, the course proposal form (<https://olli.gmu.edu/olli-course-proposal-form/>) comes directly into inboxes of OLLI Mason program associates.
6. Program associates email instructor to let them know course proposal form has been received and program associates copy the program planner/coordinator so all are aware.
7. Program associates use info in course proposal form to build class and schedule it for indicated term.
8. Program associates email instructor and copy coordinator with catalog version of course description and proposed date.
9. Instructor responds to program associates confirming/adjusting final course description and proposed date.
10. Program associates submit course for catalog production.

**Approaching an OLLI Member or Previous Instructor:**

1. Program planner contacts or emails prospective instructor with some version of the content of EMAIL B (below).
2. Feel free to make any of the sample emails less formal depending on your acquaintance with the instructor you are pitching.
3. If potential instructor is willing to teach, program planner/coordinator emails instructor with content of EMAIL C (below). Copy program associates on this email so they are aware of the offering (Jen McMahon on multi-session course – jmcmah11@gmu.edu, Alice Slayton Clark on one-time presentations/special events – aclark24@gmu.edu).
4. Once completed and submitted by the instructor, the course proposal form comes directly into inboxes of OLLI Mason program associates.
5. Program associates email instructor to let them know course proposal form has been received and program associates copy the program planner/coordinator so all are aware.
6. Program associates use info in course proposal form to build class and schedule it for indicated term.
7. Program associates email instructor and copy coordinator with catalog version of course description and proposed date.
8. Instructor responds to program associates confirming/adjusting final course description and proposed date.
9. Program associates submit course for catalog production.

**Potential Instructor Sends Course Proposal Form Independently:**

1. OLLI program associates email copy of form to relevant program planning group leaders for review.
2. If proposal is accepted and instructor is non-OLLI member, program associates ask someone from program planning group to act as coordinator, as needed.
3. Program planner works directly with instructor to refine proposal, as needed.
4. Program associates use info in course proposal form to build class and schedule it for indicated term.
5. Program associates email instructor and copy coordinator with final course description and proposed date.
6. Instructor responds to Program associates confirming/adjusting final course description and proposed date.
7. Program associates submit course for catalog production.

**SAMPLE EMAILS:**

**EMAIL A (For pitching someone who hasn't taught at OLLI before)**

Subject: Invitation to Teach at OLLI Mason

Dear (prospective instructor),

I am writing to invite you to teach a multi-session course or one-time presentation at the [FILL IN CAMPUS NAME] of the Osher Lifelong Learning Institute at George Mason University. OLLI is a non-profit affiliate of George Mason University providing educational, social and cultural opportunities to retirees in Northern Virginia. Our membership is 1200 strong and is a diversified group of intellectually curious adults. For more information about OLLI Mason visit: olli.gmu.edu.

OLLI Mason would be thrilled if you would be willing to share your knowledge about [FILL IN TOPIC] with our membership. We are working now to schedule class/presentations for [FILL IN TERM], which runs [FILL IN TERM DATES]. Classes are generally scheduled to meet once a week during one of three 85 minute time slots: 9:40-11:05, 11:50-1:15 and 2:15-3:40. Your course can be up to 8 sessions long (depending on term) or it can be a one-time event. One-time presentations are generally relegated to Mondays, Wednesdays and Fridays, depending on the campus. You could have your choice of time, day and location (campuses in Loudoun, Reston and Fairfax City).

OLLI recruits a wonderful set of teachers, drawn from all walks of life, including George Mason University, OLLI membership and outside experts and our students are very knowledgeable learners. Because OLLI is a non-profit, none of our professors are financially compensated except in the form of sincere gratitude and enthusiasm from our members.

If you are interested in this opportunity, I would love to engage with you further via email or phone. Thank you for your consideration of this request and I look forward to hearing from you.

Best regards,

NAME

OLLI Program Planner

PHONE

Email address

**EMAIL B (for pitching an OLLI member or someone who taught at OLLI before)**

Subject: Invitation to Teach at OLLI Mason

Dear (prospective instructor),

I am writing to invite you to teach a multi-session course or one-time presentation at OLLI Mason on [FILL IN TOPIC]. We are working now to schedule class/presentations for [FILL IN TERM], which runs [FILL IN TERM DATES].

As you know, classes are generally scheduled to meet once a week during one of three 85 minute time slots: 9:40-11:05, 11:50-1:15 and 2:15-3:40. Your course can be up to 8 sessions long (depending on term) or it can be a one-time event. One-time presentations are generally relegated to Mondays, Wednesdays and Fridays, depending on the campus.

If you are interested, I would love to talk to you about this further via email or phone. Thank you for your consideration of this request and I look forward to hearing from you.

Best regards,

NAME

OLLI Program Planner

PHONE

Email address

**EMAIL C (Once you have someone willing to teach, this is the follow up email)**

Subject: Teaching at OLLI

Dear (prospective instructor),

Thank you for your willingness to teach a course (presentation) at OLLI Mason in [FILL IN CAMPUS]. We are excited to work with you on this program.

To help us move this process forward, we ask that you fill out our course proposal form, which captures needed information about your offering. This form is critical to our effort to get your class scheduled. It will ask you, for example, for several preferred dates/times for teaching, a course description (if you have that ready), and any special needs you might have for classroom space. The form can be filled out and submitted online at <https://olli.gmu.edu/course-proposal-form/> The deadline for submission is [FILL IN DUE DATE].

Please note that OLLI provides considerable support to our instructors, including electronic dissemination of materials, photocopying, real-time Internet access, video projection, docu-cam, etc. - all using state of the art equipment. Parking is provided for free at all of our sites.

Once we receive your course proposal form, OLLI will begin scheduling classes.  OLLI’s program staff will circle back to you thereafter with a proposed date for your offering and confirmation on description, title and biographical information relevant to your course/presentation.

Please do not hesitate to contact me, your coordinator, with any questions.  Thanks for your support for OLLI Mason!

Best,

NAME