



<b>Choose</b>	<b>Services</b>	<b>Staff Hours</b>	<b>Cost Estimate</b>
<b>Needs Assessment</b>	Prepare survey, distribute to market, compile results	20	\$500
<b>Market Research</b>	Assess current market for content, pricing, competition	25	\$500
<b>Marketing</b>	Create fliers, brochures, announcements (electronic and paper)	25	\$500
<b>Web Presence</b>	Create web page, links to your event and associations	25	\$300
<b>Curriculum Conversion</b>	Convert your curriculum for continuing education format (online)	40	\$1,000
<b>Business</b>	Prepare pricing sheets, account, contracts, online registration and notification, invoice and expense reports and payments	10	\$300
<b>Management</b>	Monitor registrations, enter participants into online system, monitor progress in program, respond to participant questions.	10	\$300
<b>Required</b>			
<b>CAPSO Fee</b>	26% of revenue collected		Var
<b>CAPSO TAMU Fixed Costs</b>	ITS fee (\$1/CEU/participant + ePay fee (2% of registration) + Certificate fee (\$10/participant)		Var

Donald L. Houston Center  
200 Discovery Drive Suite 101  
4460 TAMU  
College Station, TX 77843-4460

Tel. 979.845.6036 Fax 979.845.6407  
capso@tamu.edu  
<http://capso.tamu.edu>