

Education Development Fund (EDF) for Innovation in Education 2010-2011

Sample pricing information for your detailed budget

Some applicants have asked for guidance in putting together a detailed budget that includes sample pricing information. We hope you find the information provided to be a helpful start when investigating and estimating costs for your grant proposal.

KEY PARAMETERS

A maximum of **\$250.00** of EDF funds may be budgeted for poster layout and printing costs for presentation at Educational Achievement Event. This number is based on an estimated 7\$/square feet of poster in addition to the rate \$25.00/hour you can expect a designer to charge.

A maximum of **\$1,000.00** of EDF funds may be used to off-set travel costs to conferences at which you are presenting your work.

EDF monies may not be used to purchase computer hardware, standard software, printers or tape recorders. EDF funding may not be used to pay faculty salaries.

INDIVIDUAL CATEGORIES

Photocopying

Photocopying costs: **\$0.03 - \$0.10** per page, depending on where copies are made

Breakdown: (# pages in handout) x (# of handouts required) x (photocopy price) = estimated photocopy cost

Example – a train the trainer workshop will be held. 30 participants will each receive a handout that is 50 pages in length. Photocopies are made at \$0.10 per page.

50 pages x 30 handouts x \$0.10 = \$150.00

Research assistant

\$24-35/hr (including benefit costs) is the current rate of pay for RAs in the Faculty of Medicine ranging from undergraduates to post-docs.

Interview / focus group costs

(Research assistant cost per hour) x (# interviews) x (length of interviews/focus groups + .5 hour travel time and .5 hours time for arranging each interview for interviewer)

Example – 25 one hour interviews will be conducted by a research assistant who makes \$29.00 per hour (\$25.00/hr + 15% benefits).

\$29.00/hr x 25 interviews x 2 hours per interview including travel and appointment setup = \$1450.00

Transcription

4-6 hours transcription time per hour of interview

6-8 hours transcription time per hour of focus group discussion

To calculate transcription costs:

(# interviews) x (estimated # hours to transcribe each interview/focus group) = estimated number of hours of work for the transcriptionist

(estimated # of hours work for the transcriptionist) x (transcriptionist rate per hour) = transcription cost.

Example: 25 one hour interviews are planned, it is estimated that each interview will be transcribed in 4 hours. The transcriptionist charges \$20/hr.

25 interviews x 4 hours = 100 hours x \$20.00/hr = \$2000.00

Data Analysis and Hand Coding of Transcribed Text

Approximately 15 pages of transcription result for each interview hour

(# interviews/focus groups) x (length of interviews/focus groups in hours) x 15 pages of transcription = estimated number of pages to analyze (code).

Example: 25 one hour interviews are planned

25 interviews x 1 hr x 15 pages of transcription = 375 pages to analyze.

Estimating costs for data analysis

Estimate that a research assistant can code 3 pages of transcripts per hour

(estimated # of pages to analyze) / 3 = estimated # of analysis hours.

(estimated # of analysis hours) x (fee per hour for research assistant) = analysis costs

Example: 25 one hour interviews are planned which will result in 375 pages of data. The research assistant makes \$29/hr.

375 pgs / 3 pages per hr = 125 hrs x \$29 = \$3625.00

Summarizing of data & assistance with manuscript development

Example: 25 one hour interviews are planned – it is estimated that the research assistant will spend 20 hours summarizing the data.

(Total of 20 hours) x (fee for research assistant per hour)

20 x \$29 = \$580.00

Ball-park pricing for technology-related projects

Pricing for technology-related projects is dependent on the scope of the project. There are a number of free resources available as well so we suggest you consult with Discovery Commons should you desire to go this route. Below please find “ball-park” figures for typical IT related projects provided by the Discovery Commons in the Faculty of Medicine, University of Toronto (2010). Pricing is based on their cost recovery rate of \$75 per hour, (strictly in-house billing to U of T and affiliated hospitals) for items such as educational consulting, needs assessments, content writing, evaluation, graphic design and animation.

Blackboard and Websites

Programming a basic Blackboard site (U of T's learning management and content management system) could run anywhere from **\$2,500 - \$15,000**, depending on the complexity of the site. A fee of \$75/hr is charged for batch enrollment of users with a UTOR I.D.

The cost of facilitating Blackboard use for users outside of the U of T who do not have a Utor I.D. is \$75/hr per submitted creation request. More information on guest UTORids can be found on the Discovery Commons website.

A custom-built, basic website can cost anywhere from **\$6,000 - \$15,000**, depending on the complexity of the site i.e. whether it is a simple static site or one that involves a log-in, the interactivity of a chat room or a database interface.

A web-based quiz with database and reporting by itself might be **\$3000 - \$5000**, depending on complexity. Quiz/Surveys can also be created and integrated into your Blackboard site itself.

Logos / illustrations

The allotment for the conceptualization and design of a professional logo is **\$1500**.

Biomedical communications (illustrations) can run anywhere from **\$75** each; for simple diagrams to **\$500** each for more complex illustrations. The cost can be as much as **\$1000** each for fully rendered complex pieces, for example a Photoshop illustration of a complete skeleton or figure in a magazine cover or advertising style.