Production

Section Construction – See One, Do One, Teach One

Areas of Focus Content Research

LEARNING TO LEARN

ONLINE COURSE PROJECT

Simple Course Creation Project Outline

ABSTRACT
Students need to understand the technology they will be using in order to engage with the material for their course programs. This project outlines the method of creation for a course that will help students inexperienced in online learning to become more familiar with the technology and the techniques that will help them become successful in the online learning system.

Amy Albaugh

Impact Statement

The recent global pandemic has only served to highlight how important it is to embrace the digital transformations that have been in process. Most of the services and tools we're now relying on to continue working and learning have been around as novelties or partially adopted into our business and educational environments. But now we've been essentially forced to adopt them as the main methods of communications and instructional delivery. Distance learning has been around since the 18th Century with mail-order courses. Online courses began their rise in the 1990s. 30 years along and we're offering millions of hours of educational material online and it's only getting bigger. But not everyone has been exposed to this type of model and to these technologies. This project is focused on catching students up into the technology that may have advanced significantly between their time in High School and the decision to attend an advanced educational program. This project will provide the framework to create and deliver a new course offering that will address the skill gaps between the main program course content offered online and the students who have been out of school for a significant period and who have never taken an online course.

See Appendix B – Digital Transformation examples and exploration.

Project Background

This project uses a hybrid method of project management looking to integrate Agile methodology into a traditional outline. The project is conceived as a large product tackled from several sides by smaller teams with similar tasks and goals but with a different content focus. The intention is to use this as the model for future course development and is meant to be achieved by a small group (min of 2) of participants working multiple roles as the project progresses.

The main role here as Project Manager would be as the overseeing facilitator reviewing progress of each team and ensuring that things run on time and on budget as well as allowing deviation and pivots to the planned paths as needed.

All resources should be contained in a central location such as a shared cloud folder and labeled with reuse in mind. This is especially important should the project be picked up by corporate and may be rolled out to 16 different campuses.

Scope of Work

Milestones

- Course Outcome goals
- Course Outline/ Basic Curriculum
- Confirm Content Types
- Multimedia production
- Full Draft Completion
- Final Revised Course on Platform

For each segment of the course they will follow this process. It's simple to be repeatable and can be used for any subject matter. See attached Spreadsheet Milestones and take timeline for a comprehensive timeline for production.

Communication & communication plan:

Below is the outline of communications plan. We want to keep things simple and clear. There will be regular meetings to discuss the progress of the project checking in both with live meetings and in writing to ensure that tasks are being completed and any issues are being addressed quickly and effectively.

Type of Communication	Frequency	Method	Audience	Owner
Project Team Meeting	Daily	Teams Meeting	Project Team	Project Manager
Progress Report	Weekly	Email	Project Team	Team Member
Request for Information	As needed	Teams Chat	Team Members	Team member
Request for assistance	As needed	Team Chat/phone/email	Team member	Team member

Resources:

Team Members/Project Roles

Role	Responsibilities
Project Manager	· Project Plan · Maintains schedule · Coordinates teams · Monitors completion timetable

Instructional Designer	Course design
Subject Matter Expert(s)(1-2)	Course content
Multimedia Developers (2-3)	Audio and Video Production
Platform Manager	LMS administrator Course content testing and uploads
Beta Testers	10-20 people · Students · Potential students · Former students · Instructors

Required Technology/Equipment or Supplies

- 3 Adobe CC licenses

- Video equipment – Camera, lights, microphones

- Local install of Canvas Or admin access to create empty shells in the active version.

- Microsoft Office 365 for each team member - enables sharing of documents and allows for remote meeting and shared scheduling.

- (Assumes a typical office set up including computer and desk with standard office applications, printer etc…)

Project Plan Outline

Work Breakdown Structure

- ❖ Curriculum Construction –
  - ➢ Areas of Focus Content Research
  - ➢ Time Management
  - ➢ Online Tools
  - ➢ General Study Skills

- ➢ Section Construction – See One, Do One, Teach One
  - Video Presentation – Covering the basic concept
  - Written Resources – Recommended Readings, including pertinent excerpts
  - Activity – Students practice the strategy and determine the best way to teach someone else the benefits and drawbacks of this technique
  - Assessment/Discussion – Students reiterate their learning and reflect on the effectiveness of the technique.
- ➢ Production
  - Content Creation
    - ➢ *Content Writing/Editing*
  - Video Production
    - ➢ *Script Writing/Editing*
    - ➢ *Video Filming*
    - ➢ *Video Editing*
  - Program Upload
    - ➢ *Format and upload all content to Canvas*

- ❖ Change Process
  - ➢ See Appendix A – Change/Issue form to be submitted to project manager to be addressed during the following status meeting.

- ❖ Budget
  - ➢ Research – 20%
  - ➢ Content Production 75%
  - ➢ Technical issues, or Required Revisions(limited to specific content corrections) 5%

- ❖ Cost estimate:

Resource	Cost (estimate)
Personnel	**$30,000 – 3 team members 8 weeks**
Equipment	**$2000 – Less anything already purchased by organization**
Software	**$1000 – Less any already purchased by organization.**

Project Close

Project completes when final course is uploaded and tested successfully in Canvas. All research and materials are collated and uploaded to shared folder on a company cloud server. A final stock taking of the project would include detailing all the materials included instructions on access to any off-site materials, contact information for contractors, any legal paperwork like releases for videos produced images used. Also final reflections on the project by all team members to evaluate what worked, what could have worked better with suggestions to improve processes revealed in hindsight. Suggestions for future iterations to include emerging technologies or evaluate aging tools that might need to be replaced in future iterations. Include all information that would be required when revisiting or adapting the project to another course topic.

Project Change Order Request

Project name:

| |
| |

Requested by: **Date:**

| | |
| | |

Request name: **Request number:**

| | |
| | |

Change description:

| |
| |

Change reason:

| |
| |

Impact of change:

| |
| ● **Scope**:
 ● **Budget**:
 ● **Timeline**:
 ● **Resourcing**:
 ● **Communications**:
 ● **Other**: |

Proposed action:

| |
| |

Associated cost:

| |
| |

Approved by: **Date:**

| | |
| | |

Event	Pros	Cons	Lessons	Current future plans	Other concerns/comments
Work From Home	Now an options when it was reserved for high level salary before. Allows for flexibility and cuts the commute saves on gas. Save company on office facilities supplies etc.	Fewer lines between work and home. Stress still follows the job even in the comfort of home.	Meetings required physical presence now just a phone or Internet connection even in the same building it's easier to do a conference because you're at your workspace and if someone needs an answer you can get it immediately instead of waiting until you get back to your desk. Work from home suddenly interested online storage and remote access software previously reserved for upper management and execs.	Working from home will become much more common. Despite prior reservations I think managers saw that their employees were happy at home and were just as if not more productive not to mention the idea that a brick and mortar location may not be necessary for some companies.	I think that going forward the focus should be on utilization of the tools we have. I work with Canvas, and Microsoft 365 on a daily basis and I've yet to see both systems used to their fullest extent. We won't see full implementation of the features of these tools until it is required by management. The problem with that of course is the management have no idea what the tools can do and they themselves are resistant to change.
Remote instruction and remote testing	Remote instruction allows students to access from home and not have to spend time coming to campus. Means concerns about child care, and other at home issues are lessened.	Proctoring remotely has more opportunities for misconduct. Also distractions, and less intimate relationships with teachers and classmates.	We need to determine clear standards for testing. Instructors need to be trained and receive ongoing support for online tools.	I think the biggest issue with this is that the whole of the mainstream system decided to move their classrooms online. But that's not how online instruction and learning works best. Especially for younger age children requiring them to be on a video meeting for several hours a day doesn't make any sense and will lead to dissatisfaction with the program. For the most part online learning is asynchronous and that's part of the selling point.	This big push online is going to be epic, the school I work for has decided to transition all programs to hybrid learning with online didactic and in person practical labs. It's great, but I'm only half way through this degree and I'm worried that I'll have missed the boat by the time I'm done.
Online grocery shopping	Publix has been in the grocery delivery for a while, but when Amazon joined things really kicked off. There's competition in the marketplace and that means better deals for consumers.	Higher demand leads to scarcity of items and higher prices.	Shopping online is ubiquitous these days but fresh produce delivery was at premium for the most part. A luxury if you were in the right area and were willing to pay the up charge. Now it's a legitimate viable option for someone with the means and the need for convenience without having to deal with delivery personnel because of contactless delivery being the default now.	I don't think that online grocery will replace the weekly shop completely perhaps add to the rotation because of the limitations on supply the minimum order requirements as well as the extremely variable pricing I think we'll see more evolution in the process before it becomes part of the norm in society.	Publix could rule this sector by switching to an in house system and abandoning Instacart. Instacart upcharges everything and then charges for delivery regardless of your order size. But they always have everything in stock. Amazon Fresh has price fluctuations based on high demand items, but general pricing is lower than Publix instore pricing. Plus if you order more then $35 you get free delivery. If they can solve their stocking issued they'd dominate this market of two.