How to Develop, Manage, and Deploy Your Own Online Content

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Today's Topics
Develop for
Management and Deployment

- Templates
- ABCDE's of Design
- Establishing Protocols
- Levels of Evaluation

ABCDE image from www.shutterstock.com

Clark Co. School District

CCSD student ethnicity

- White
- Black/African American
- Hispanic
- Other

2010-11

WELCOME TO Fabulous LAS VEGAS NEVADA

NEVADA LEARNING ACADEMY AT CCSD

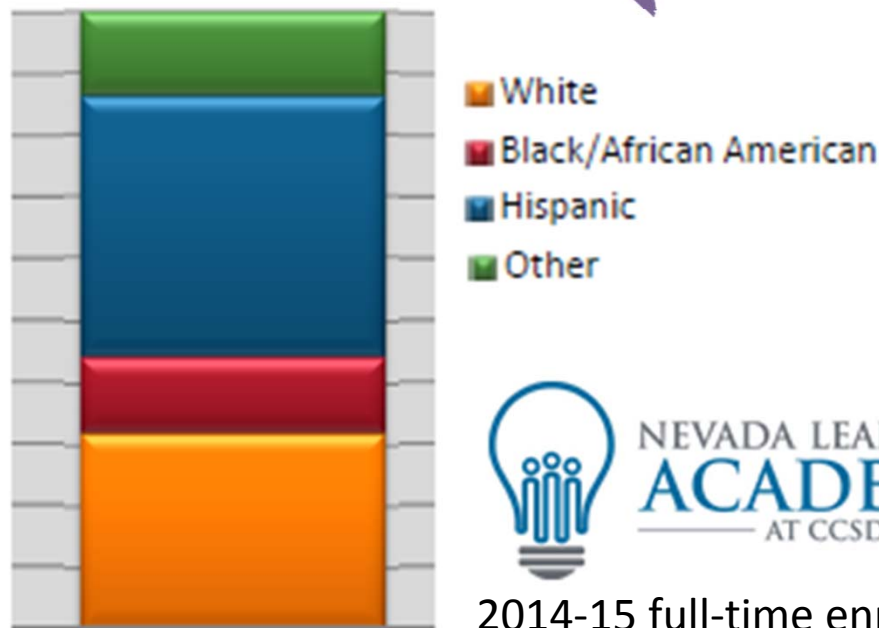CCSD is the **5th Largest** School District in the Nation.

2014-2015 enrollment
318,000 students

357 schools
- 217 Elementary schools
- 59 Middle schools
- 49 High schools
- 24 Alternative schools
- 8 Special schools

The District employs
35,000 teachers

2014-15 full-time enrollments **400 students**
2013-14 course enrollments **25,000 seats**

Develop

Develop or Purchase Online Content?

see iNACOL: http://www.onlineprogramhowto.org/curriculum/make-or-buy/pros-cons/

Issue	Build	Buy
Initial Cost	- Large upfront investment	+ Various licensing options
Ongoing Costs	+ Maintenance & updating, usage can grow w/ cost	- Dependent on contract and usage
Content & Design Flexibility	+ Freedom, cost incurred within media & interactives	- Limited customization, may come with cost
Decision Making	- Has to be well thought out	+ Ready to plug & play
Timeline	- Approx. .12-18 months	+ Catalog in minutes
Curriculum Uniqueness	~ Freedom of choice	~ Built for nationwide
Copyright Ownership	+ Full ownership	- No ownership
Professional Development	- Must create and deploy own training	+ Training available

QUALITY MATTERS

Developing Online Content

- Look for Models
  - Vendor formulaic style
- Identify Personnel
  - Subject Matter Experts
  - Single Developer
  - Team Approach
  - Assessments
  - Reviewers
- Contracting and Pay

Team image from www.integraphix.com

ABCDEs of Design

- **A**udience

- **B**asic Structure

- **C**ontent

- **D**esign

- **E**ase of Use

ABCDE image from www.shutterstock.com

Audience

- Targeted Age Group
  - Reading level and assignments
- Reduce Cognitive Load
  - Systemic lesson format
  - Limited LMS menu options
- Teacher "Color Book" Templates
  - Homepage
  - Module/Unit layout
  - Lesson pages

ABCDE image from www.shutterstock.com

Basic Structure

Course Layout – Modules/Units – Lessons

- Enterprise *Canvas* LMS tool
Consistent template graphics, Formulaic pages
- *Softchalk* Cloud authoring tool
Color coded by subject, Select consistent images
- *Google* Documents
  – Journals
  – Knowledge objects
- Student Orientation
Color book template
  – Teacher, course & LMS

Content

Standards-based + CCSD Benchmarks

- ## Writing Content - NO textbooks
  Special skill, Few teachers can write

- ## OER Options
  Quality control

- ## Software Subscriptions

- ## Partnerships

ABCDE image from www.shutterstock.com

Design
Visual – Text – Audio – Types of Assignments

- **Balance**

- Lesson Template
  - ECLASS + ICARE
  - Backward design

- Age Appropriateness
  Images, Readability, Assignments

- Chunking and Scrolling

- Pagination

E = Explain

C = Clarify

L = Look

A = Act

S = Share

S = Self Evaluate/Submit

I = Introduction

C = Connect

A = Apply

R = Reflect

E = Extend

ABCDE image from www.shutterstock.com

Ease of Use
Accessibility – Device Neutral – Filters

- **Student** Friendly
  - Systematic, formulaic design
- **Teacher** Resources
  - Course matrix
  - Unit break down
  - Lesson highlights
  - Types of assessments and rubrics

ABCDE image from www.shutterstock.com

Four Level of Evaluation

- Grammar and Typos

- Course Alignment to Standards

- Scope and Sequence
  - Within Lesson
  - Within Unit
  - Within Course

- Assessment Correlation

Image from www.proactivknowledge.com

Teacher Preparation
"My Classroom" vs. *"Their Content"*

- Teacher Ownership
  - Resource materials
  - Knowing the content

- Professional Development
  - Pedagogy/philosophy (1st)
  - Point and click of the software (2nd)

- Feedback Loop
Support Tickets

Image from masscasualties.com

Manage
Managing Deployment

- Create Templates

- Cloud Authoring

- Outline Operational Procedures

- Document Common Practice Standards

- Support System

Image from www.aptinex.com

Deploy
District-wide Content

- Learning Object Repository
- Systems Integration
- Pilot & Revisions
  - evaluation process
  - assigned design team
- Management
  - Content
  - Technical problems
  - Technology changes

Image from www.aptinex.com

Analytics

- Data Analysis

- Teacher and Student Engagement

- Student Achievement

- Course Support Ticket

Image from www.proactivknowledge.com

Thank You

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Creation and Implementation of an Online/Blended Teacher Certification Program

Thurs 10/2 @ 9:30am - Ballroom B