Custom Courses

THAT SATISFY BOTH YOUR BUSINESS AND BUDGET NEEDS

Custom Course Development Services

It is important to create great training courses that are cost effective, yet meet an organization's business drivers and training requirements. UL EduNeering has over 30 years of experience partnering with customers to create custom online training courses to support their business needs. Through this experience, our Learning Services Department has been able to distill this process into seven core elements that form the foundation of great course design.

These seven elements are used by our Instructional Designers to create courses that align to our customer's needs and to determine the level of effort associated with this custom course development. In an effort to increase understanding of the elements of good course design, we have identified the components of each. The result is a straightforward, three-tier approach to the development of our custom courses.

Custom-Course Design Best Practices

The best practices of great instructional design have been incorporated into our three-tiered approach. (See Anatomy of Good Instructional Design on the next page for more detail). All three tiers have been created to deliver courses that maximize training engagement with employees, while ensuring that all learning objectives are met. The following outlines how each tier incorporates all seven core elements and what level of customization is involved within each.

Tier One: EduPremium

This is our flagship tier and allows for complete client customization from a design standpoint. Along with this design customization, this tier supports increased engagement with the course content through the use of both elaborative and interactive objects. Standard Learning Services objects as well as custom objects created in support of the course content are part of this tier. Research shows that a person must be engaged to learn and people learn by actively participating. Learning is enhanced when a person sees potential implications, applications and benefits to others, which custom objects help to facilitate. And finally, learning builds on current understanding – including misconceptions. Incorporating interactive objects that require learners to do more with the information will likely lead to increased retention and application of the information presented in the course.

In this EduPremium course example, a 3D room with high-end interaction uses custom and interactive objects for increased learner retention of content.

This EduPremium course utilizes a custom template with features from several screens.

UL has over 15 years of experience partnering with customers to create custom online training courses to support their business needs. Through this experience, our Learning Services Department has been able to distill this process into seven core elements that form the foundation of great course design. These include:

• Content
• Length
• Engagement
• Features
• Images
• Graphics Treatment
• Branding

ANATOMY OF GOOD INSTRUCTIONAL DESIGN

UL's custom courses are based on proven learning theories, regardless of what tier you chose for your project. One basic example of this is how the course topics appear along the left side of the screen. This provides learners with an advance organizer. Advance organizers help facilitate learning and understanding in that they present the big-picture prior to the details (Ausubel, 1968). By being introduced to the big-picture, learners have a framework in which to integrate and recall the details of each topic area. UL's course content is "chunked" in support of the course objectives. Chunking information supports learners' short-term memory capacity and allows for the retention of the information that must be recalled or retained by the learners (Miller, 1956). Additionally, the content is layered or sequenced from general to specific and is presented using an appropriate strategy. This approach results in content that is more easily learned and is more durable over time and across situations (Reigeluth & Stein, 1983; Reigeluth, 1999). Finally, the courses include learning activities and a final challenge which are opportunities for the learners to process and encode the information in the course. According to Craik and Lockhart (1972) the longer that a learner thinks about information, the greater the likelihood that the information will be recalled at a later time. By requiring learners to answer questions linked to the course objectives, learners must think about and process the content presented throughout the course. Additionally, the learner cannot progress without testing out of a particular section with sufficient proficiency.

Tier Two: EduAdvantage

This tier uses enhanced templates and represents our typical cost option for our custom-course offering. This option also uses our nine pre-built templates, but allows for the base colors in the template to be altered to reflect the customer branding or desired color scheme. This course tier allows for increased engagement with content via interactive objects. While elaborative objects layer in and expand the content, interactive objects require that learners interact with the content while learning it. This additional processing leads to increased retention of information.
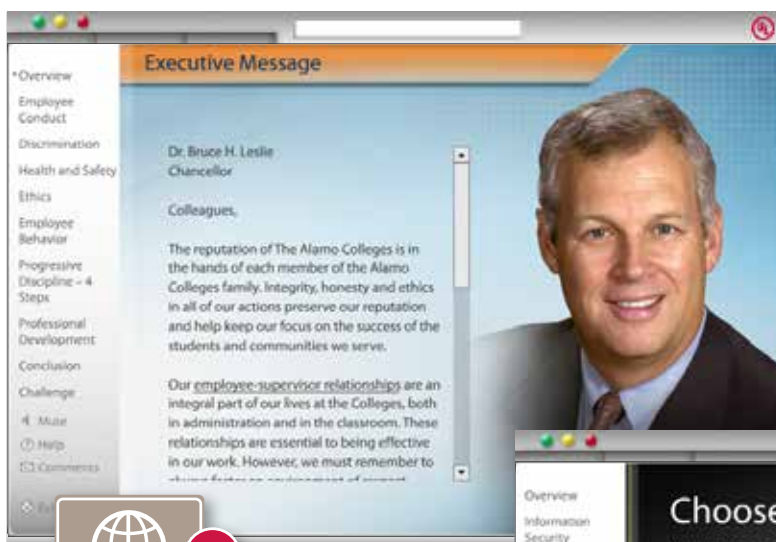
This EduAdvantage course uses one of the nine EduCore templates but also includes a CEO message and associated audio.

This course includes the info tree, as well as buttons for added interactivity.
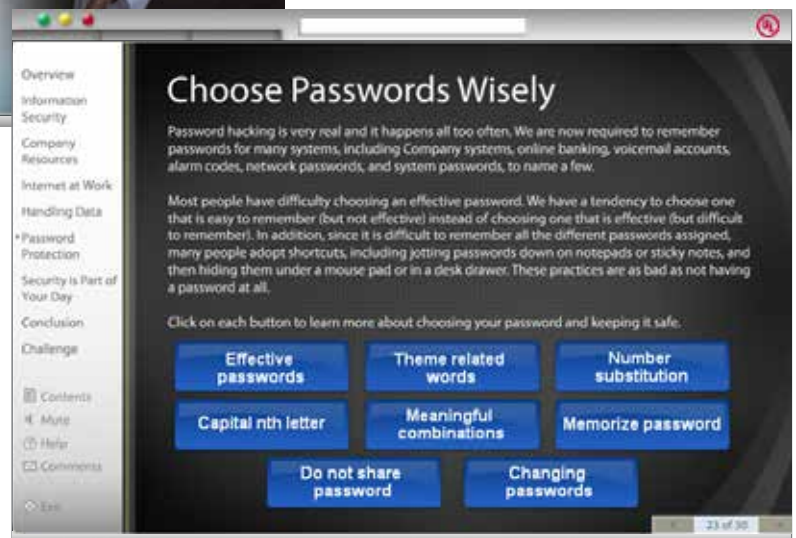
Tier Three: EduCore

This tier uses our pre-developed elements and represents our lowest cost option for our custom course offering. The overall look and feel for the course is decided at the selection of one of our nine pre-built templates which is part of the project scoping process. This course tier uses elaborative objects which layer in and expand content, from general to more specific, in an effort to increase retention.

This EduCore course utilizes one of the nine pre-built templates plus the client-provided well-structured content and all technical images.

This course uses only the info tree interactions and no audio.

Custom Course Decision Matrix

The matrix here is easy to follow from left to right. As you move across the tiers from EduPremium to EduCore, you see that the engagement and customization decreases within each of the seven course elements.

7 Course Elements	Tier One: EduPremium	Tier Two: EduAdvantage	Tier Three: EduCore
Content	When the customer is not able to provide content; only an outline. Limited content exists. Content must be expanded via discussions with the client or research by Learning Services.	When the customer provides some existing content that is not well structured/organized; either too much or too little content exists for the audience and topic. Can be in the format of a PowerPoint Presentation with notes or Word document.	When the customer provides well-structured/organized content with the right amount of content detail for the audience. Can be in the format of a PowerPoint Presentation with notes or Word document.
Length	Approximately 45 − 60 minutes in length; between 12,000 − 15,000 words in the final content script document including test questions.	Approximately 30 − 45 minutes in length; between 7,000 − 11,000 words in the final content script document including test questions.	Up to 30 minutes; up to 7,000 words in the final content script document including test questions.
Engagement • **Elaborative Object** − layers-in and expands content for learner • **Interactive Object** − requires learners to use the new content while learning it	Up to 10 total objects which can consist of Interactive and Elaborative Objects − 8 objects will be standard Learning Services offered objects and 2 objects can be custom built to support the course content.	Up to 8 total objects which can consist of Interactive and Elaborative Objects − 6 objects will be standard Learning Services offered objects and 2 objects can be custom built to support the course content.	Up to 5 Elaborative Objects − Standard Learning Services info tree type only; no nested layers and text only in the pop-up windows.
Features • Highlighters, links to job aids, and Flash bookmarks for web sites	Up to 8 per course.	Up to 6 per course.	Up to 2 per course.
Images	Approximately 30 − 40 images in the course consisting of Stock Photos and customer-provided images.	Approximately 20 − 30 images, one per screen. These images will be Stock Photos of business professionals or doctors, or customer-provided images.	Approximately 15 images, one per screen. These images will be Stock Photos of business professionals or doctors, or customer-provided images.
Graphics Treatment	Customized design template within the parameters of the Magazine Player to reflect customer-specific branding and design requirements.	One of the nine pre-built templates but allows for adjustment of the Color Palette.	One of the nine pre-built templates.
Branding	Supports integration of customer logo and use of customer colors; branding around the outer edge of the course. Also included is an opening message from a key executive either as a still image or a Flash animation with customer-provided audio.	Supports integration of customer logo and use of customer colors beyond the opening page in the course.	Customer logo displayed as still image on the opening screen of the course.

Pick and Choose Elements That Support Your Specific Needs

Another very common way to work with the elements in the three tiers is to select elements from each tier depending on your current need or situation. Customers are able to select their level of engagement from within the course elements. For example, it is possible to select 3 elements in the EduCore Tier, 2 more elements in the EduAdvantage Tier and 2 final elements in the EduPremium Tier − all based on your specific needs. The pricing for these scenarios will vary based on the number of elements in each tier.

Custom Course Add-Ons

For each tier, any "Add-On" features can be included for an additional fee. See below for a description of the available options.

Narration:
- All text that appears on the screen will be narrated.
- Options – one voice, multiple voices, special accents.

Additional Delivery Formats:
- In addition to courses running in the ComplianceWire platform, the course can be delivered in other formats.
- Options – SCORM1.2, AICC, CDROMs, HTML Files, Study Guides, PowerPoint Presentations, PDF files.

Subject Matter Expertise:
- If a customer doesn't have the internal expertise or resources, UL can possibly provide a Subject Matter Expert (SME) for the course content or the customer can identify one.
- Options – UL or customer-provided SME.

Project Management:
- If several courses are being developed as part of a project, UL will assign a Learning Services Project Manager (PM) to that project. This person is the single point of contact and is responsible for leading weekly project status meetings as well as providing meeting notes and follow-ups.
- Options – need to define the parameters of the PM role – all remote or onsite visits required; duration; number of contacts the PM will need to interface with on the customer side, etc.

Forced Narration:
- Under certain conditions, clients require that learners spend a specific amount of time in the course and/or they need to ensure that learners are exposed to all content in a course. This can be achieved via our forced narration feature which plays all narration associated with a page before allowing the learner to advance to the next screen.
- Option – is timing in course a requirement?

Scenarios that Require Complex Settings or Character Poses:
- For some scenarios, customers request imagery to support the text. If this is the case, additional time to locate the photos or to stage and take photos may be required.
- Options – need to define the parameter as to how detailed the imagery needs to be in support of the scenario.

Captivate:
- Captivate is a software program used by Learning Services when creating training courses on customer software systems. It allows for movements on the screen to be recorded. These recordings/movies are embedded in the course and used to teach learners how to perform actions in the new software.
- Options – need to define the number and type of Captivate movies: Show Me or Let Me Try.

3D Environments:
- Using a combination of Carrara Pro (3D) and Flash, Learning Services can create and integrate 3D elements into courses. 3D is a powerful and effective approach to learning when immersing the learner in the environment is critical to achieving the learning objective.
- Option – need to define the number of 3D environments, level of detail and the type: Show Me or Let Me Try.

Music:
- Introductory music can be used at the beginning or throughout a course to set the stage or provide emotional cues and hooks.
- Options – UL or customer-identified; and number of pieces required.

Pilot/Extra Rounds of Both Content Script and Online Review Edits:
- As part of the course development process, Learning Services allows for two content script reviews and two online course reviews. Some customers request additional reviews at either phase in the course development process.
- Options – number of reviews and number of reviewers (all edits must be submitted in a consolidated content script).

Translations:
- Learning Services has provided translations in 34 different languages. The text appearing in the course and the associated audio can be translated by either our Translation House vendors or by the customer.
- Options – text only or text and audio; UL-provided or customer-provided; which language(s).

Text to Mobile:
- This add-on supports the texting of "important predefined text information" in a course to a mobile device to be referenced at a later time.
- Options – number of times this will be present in the course.

Image to Mobile Feature:
- This add-on supports the texting of "important image-based information" such as a chart or diagram in a course to a mobile device to be referenced at a later time.
- Options – number of times this will be present in the course.

File to E-mail Feature:
- This add-on supports e-mailing an embedded file in a course to a mobile device to be referenced at a later time.
- Options – number of times this will be present in the course.

About UL EduNeering

UL EduNeering is a business line within UL Life & Health's Business Unit. UL is a premier global independent safety science company that has championed progress for 120 years. Its more than 10,000 professionals are guided by the UL mission to promote safe working and living environments for all people.

UL EduNeering develops technology-driven solutions to help organizations mitigate risks, improve business performance and establish qualification and training programs through a proprietary, cloud-based platform, ComplianceWire®.

For more than 30 years, UL has served corporate and government customers in the Life Science, Health Care, Energy and Industrial sectors. Our global quality and compliance management approach integrates ComplianceWire, training content and advisory services, enabling clients to align learning strategies with their quality and compliance objectives.

Since 1999, under a unique partnership with the FDA's Office of Regulatory Affairs (ORA), UL has provided the online training, documentation tracking and 21 CFR Part 11-validated platform for ORA-U, the FDA's virtual university. Additionally, UL maintains exclusive partnerships with leading regulatory and industry trade organizations, including AdvaMed, the Drug Information Association, the Personal Care Products Council and the Duke Clinical Research Institute.

202 Carnegie Center
Suite 301
Princeton, NJ 08540
609.627.5300