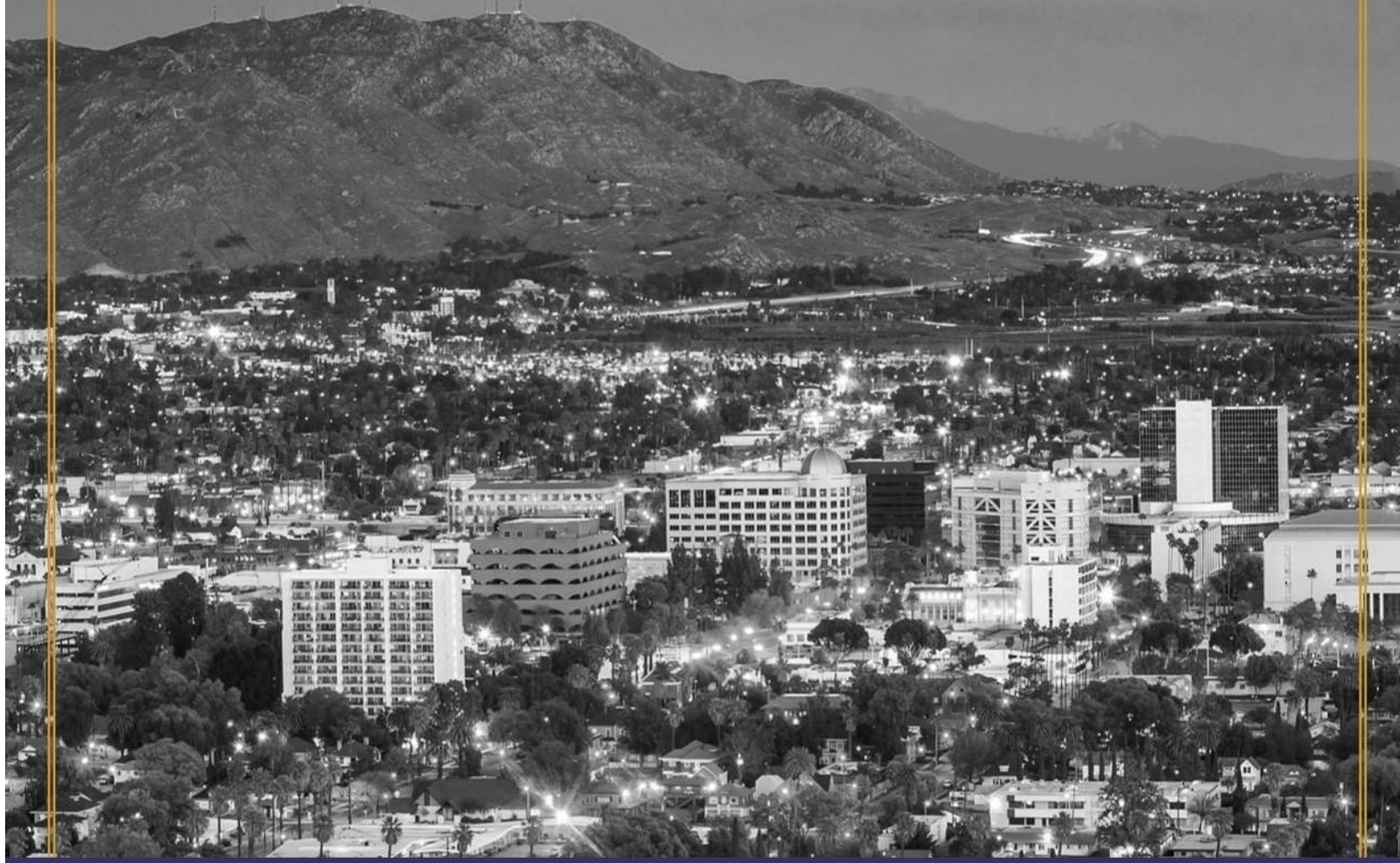


Human Resources  
Learning & Organizational Development



Online Content Development Guide



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Human Resources Learning and Organizational Development  
Online Content Development Packet

<b>Online Content Development Guide</b>	
<b>Section 1 – Project Details &amp; Contributors</b>	
<b>Project Start Date:</b>	
<b>Content Name:</b>	
<b>Content Code:</b> <i>if applicable</i>	
<b>Instructional Designers (IDs):</b> <i>full names with email</i>	<a href="mailto:amkeller@rivco.org">Amy Keller – amkeller@rivco.org</a> <a href="mailto:alpachec@rivco.org">Anita Pacheco – alpachec@rivco.org</a>
<b>Department/Division</b>	
<b>Subject Matter Experts (SMEs):</b> <i>names/email/phone; SMEs who will review and provide feedback during the Review Phase</i>	
<b>Section 2 - Project Description &amp; Audience</b>	
<b>Content Description:</b> <i>Describe what the content is about. This will be used in the County's Learning Management System.</i>	
<b>Targeted audience:</b> <i>Describe the learners to whom this content is directed.</i>	
<b>Section 3 - Success Measure &amp; Additional Project Notes</b>	
<i>Describe the outcomes that will signify the project's success.</i>	

*REVISIONS: It is the responsibility of the Subject Matter Experts (SMEs) to submit email requests to the Learning and Organizational Development Instructional Design Team (L&OD ID Team) for any revisions to existing content. The ID Team will then review the requests and determine on a case-by-case basis what is required.*

*NOTICE OF PLACING PROJECT ON HOLD: If, after repeated attempts at contact, the L&OD ID Team does not hear from the SME(s), the project will be placed on hold. The project will remain on hold until the SME(s) request to reactivate. Depending on how long the project is on hold, the timeline can be impacted, and the project scope may need to be readdressed.*

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**ONLINE CONTENT DEVELOPMENT GUIDELINES AND RESPONSIBILITIES**

*Instructional Designer (ID)*  
*Subject Matter Expert (SME)*

**The following are the ID team's responsibilities:**

- To schedule and facilitate the Project Scope in order to offer initial consultation and explain requirements to the SME(s);
- To develop, update, and forward the ID Project Worksheet to the SME(s) on a schedule agreed upon during the Project Scope;
- To offer guidance to the SME(s) regarding RivCo Talent and functionality, associated authoring tools and techniques available for effective online instruction; as well as assist with questions throughout the entire project;
- To provide facilities and capability to record high-quality audio and video;
- To design and develop quality online content that meets industry standards, i.e., Closed Captioning, RivCo Talent guidelines and standards, etc.;
- To include measures and safeguards to ensure that online learners are held to the same standards of academic honesty as students in traditional courses;
- To review and approve the SME(s) Communication Plan, if one is necessary;
- To provide the SMEs with the RivCo Talent Set-up Questionnaire so they can complete and submit the document on-time;
- To test the course in multiple browsers for system functionality;
- To work jointly with the SME(s) by reviewing requests for revisions and communicating what is required to complete the requests;
- To troubleshoot technical issues encountered by Learners and provide answers to questions concerning system functionality; as well as work with the RivCo Talent Administrators on any issues that need escalation;
- Acknowledge that significant intermediate deadlines will be required to meet the Final Content Delivery Date and are included in the Project Timeline.

**The following are the SMEs' responsibilities:**

- To support content development by:
  - Creating content based on Federal, State, and County guidelines,
  - Identifying content description and clear, measurable learning objectives,
  - Organizing and creating dynamic instructional content, i.e., PowerPoint/Storyboard, graphic assets, such as diagrams, flowcharts, slides, and/or videos to help illustrate concepts presented,
  - Developing a variety of aligned activities and assessments, and
  - Helping in the selection of appropriate authoring tools that meet the needs of all diverse learners;
- To attend the Project Scope and explain clearly and completely the request, requirements, and expectations of the online content;

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- To review the ID Project Worksheet/Project Timeline provided by the ID team on a periodic basis and ask questions in a timely manner if necessary;
- To provide the final versions of the Storyboard/PowerPoint, script, and all assets (images, links, content description, etc.) to indicate the end of the Pre-development Phase, and before the recording of audio can be scheduled; \*\*All materials should be reviewed thoroughly by SMEs and any other Stakeholder necessary in order to ensure they are correct before submitting to the ID team\*\*;
- To provide an SME with the precisely worded script for the recording of high-quality audio and video;
- To develop and implement a Communication Plan, if one is necessary;
- To thoroughly review, evaluate and provide feedback/suggestions for minor changes on the completed content during the Review Phase, not to include changes/additions to design or script;
- To complete and submit on-time a RivCo Talent Set-up Questionnaire provided by the ID team; this document will ensure the training functions properly in RivCo Talent;
- To continue supporting the ID(s) work throughout the life of the content;
- To work jointly with the ID team by submitting requests for revisions after launch of the content and clearly communicating the changes needed;
- To provide Learners answers to procedural and content questions;
- To acknowledge that significant intermediate deadlines will be required to meet the Final Content Delivery Date and are included in the Project Timeline.

*IMPORTANT NOTE: Adhering to the responsibilities listed above will ensure the outcome of the Project Timeline.*

*NOTICE OF PLACING PROJECT ON HOLD: If, after repeated attempts at contact, the L&OD ID Team does not hear from the SME(s), the project will be placed on hold. The project will remain on hold until the SME(s) request to reactivate. Depending on how long the project is on hold, the timeline can be impacted, and the project scope may need to be readdressed.*

## Online Content Development

### Our Phased Approach

***IMPORTANT: All phase dates included in the ID Project Worksheet/Project Timeline are estimates and are subject to change based on unplanned process revisions and delays.***

**Phase 1 - Project Scope:** Email the Instructional Design Team to schedule an initial consultation; The Subject Matter Experts (SMEs) will meet with the Instructional Design team to discuss the request, requirements, and plan for developing the online content.

**Phase 2 - Pre-development:** SME(s) will prepare and send content resources to the ID team (i.e., PowerPoint, script, images, video, links, etc.); ID team is available to consult with the SMEs (i.e., answer questions, help with brainstorming storyboarding efforts, make decisions on authoring tool, review the final script and PowerPoint/content, etc.); the ID team will create and send the SMEs a project guide to review and sign, and a project timeline; the final version of the content resources are needed before advancing to the Development Phase and audio recording.

**Phase 3 - Development:** The IDs will do any combination of the following to create the content: record and edit the audio (recording can be done by either the SMEs or the IDs); create Closed Captions; add assets (i.e., pictures, music, video, etc.), design interactions/quizzing functions; communicate with SME(s) during the process, etc.; This phase may include a communication plan where SMEs will be required to develop and implement an announcement to their audience/department regarding the anticipated content launch date.

**Phase 4 - Review:** The SMEs will thoroughly review, evaluate and provide feedback/suggestions for minor changes on the completed content, not to include changes/additions to design or script; the SMEs will communicate their review is complete by emailing the ID team; the IDs will then do final minor edits if needed.

**Phase 5 - Test:** The ID team will upload the content into the RivCo Talent Stage environment and test the content in multiple browsers for functionality. Stage testing may require revisions to the content settings, followed by further testing.

**Phase 6 - Launch:** The ID team will work with the SMEs to schedule a launch date; then upload the final version of the content into the RivCo Talent Production environment, adjust settings for proper functionality, and launch the content.

**Phase 7 - Maintenance:** Continued content maintenance after the project is online; It is required the SMEs do a yearly review of their content at the minimum; The SMEs should contact the ID team if adjustments are needed due to change in policies, procedures, contact information, links, or if any other revisions are needed. Once a revision is requested, a new project will be opened and will include a replacement process.

*The ID team will be available to assist with questions throughout the entire project.*

**APPENDIX C**  
**ONLINE CONTENT DEVELOPMENT COMMUNICATION PLAN**

Overview/Purpose:

To launch a new or updated online course or other content, a department is required to provide their learners with proper and sufficient notification leading up to and including the day of the event. Three announcements are the minimum requirement. The first announcement introduces the information, the second one will serve as a reminder, and the third and final announcement will let employees know the content is available. Providing ample notice of content launch will help to prepare learners for the upcoming content, minimize both confusion and the amount of support calls to your department, and will result in a more successful launch. During the Development Phase of the project, the Instructional Design (ID) team will schedule a meeting with the requesting department's Subject Matter Experts (SMEs) to discuss content launch announcements. A sample of each announcement is required to be sent to the ID team for review and approval prior to release (*see Announcement Schedule below*). In addition, it is required that the SMEs Bcc the ID team in each email announcement that goes out to staff.

Announcement Schedule:

<b>Announcements</b>	<b>Deadline to Send to ID Team for Review</b>	<b>When to Send to Learners</b>
<b>1<sup>st</sup> Announcement – Introduction</b>	Four (4) weeks prior to launch	Three (3) weeks prior to launch
<b>2<sup>nd</sup> Announcement – Reminder</b>	Two (2) weeks prior to launch	One (1) week prior to launch
<b>3<sup>rd</sup> Announcement - Launch</b>	One (1) week prior to launch	Day of launch

Notes:

- *Tentative/agreed upon dates will be included on your project timeline, which is included in the ID Project Worksheet*
- *Three announcements are the minimum required; your department may choose to do more.*

Announcement Requirements:

- Content Title - name on the announcement should be the same as what is used in RivCo Talent
- Department Logo
- Department Contact – must include contact name, email, and phone number
- The final announcement requires a live link to the training that is easily viewable and reads 'click here'; the link will be provided to you by the ID team the day before launch
- A statement on whether the training is required or not
- Brief description of the training
- No references to RivCo Talent; instead, refer to the County Learning Management System

Distributing Your Announcement:

Depending on the scale of the distribution of your announcement, there is a variety of ways to complete this task. Please work with either your IT group or whomever else may be responsible for arranging this process.

Contact Information:

If you need assistance, please email Amy Keller at [amkeller@rivco.org](mailto:amkeller@rivco.org) and Anita Pacheco

at [alpachec@rivco.org](mailto:alpachec@rivco.org)

**APPENDIX E**  
**ONLINE CONTENT DEVELOPMENT PROJECT CHANGE REQUEST**  
*(Use only if needed and only before Phase 4/Review)*

*IMPORTANT: Project Change Requests can result in a delay in the project timeline.*

**Project Name:**

Request made by:

Date:

PROPOSED PROJECT CHANGE

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REASONS FOR THE PROPOSED PROJECT CHANGE

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HOW THIS CHANGE WILL AFFECT THE PROJECT CONSTRAINTS

Time

Scope

Quality

Resources

Risk

KEY STAKEHOLDER APPROVAL

Name:

Date:

Signature:

Name:

Date:

Signature:

Name:

Date:

Signature: