



Learning Management System (LMS)

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Feasibility Study Executive Summary

Version 1.0

Executive Summary

.1 Background and Baseline

In light of the latest budgetary cuts within the Department of Defense, it has become more important to increase the value of our membership in attracting new members as well as renewing their membership. In the past, IMCEA has conducted all of its training live and face-to-face. The majority of IMCEA training has been directly related to its certification CMCE. This type of training has continued to be the mode that IMCEA uses. Recently though, IMCEA has been expanding its alliances and its own training program to better serve its members and attract new ones. Currently, IMCEA is offering distance proctoring for our CMCE in addition to offering some online training via our alliances. There are three featured Learning Management Systems (LMS) for your review. Though priced within different categories, the decision to utilize one of the systems should be based on price, functionality, and navigability.

.2 Opportunities

Developing and implementing our own online presence in education and training can add perceived value to our membership. In addition, the ability to monitor and track member training and performance will increase the validity of our training program. On September 19th, 2011, a survey was sent to our professional members to measure their desire and acceptance of online training provided by IMCEA.

.3 Survey Results

Based on the survey conducted by IMCEA to our members, a large majority of them have expressed a desire to have an LMS and have also expressed the perception that this would be an added benefit and an increase in value to their membership.

.4 Recommendations

My recommendation is for the BOD to study this report in length and to decide as to whether they are committed to changing the training and professional development that is offered to our members. If there is a major concern as to the ROI, then I would consider implementing a pilot program and only signing a one year contract for services. My final recommendation is to invite each of the LMS providers to make a presentation to the BOD to answer directly any questions, concerns, as well as providing additional information that is not in this report.

Feasibility Study

Main Body

Version 1.0

Developing the Online Presence

Terms of Reference

1.1 Introduction and Background to Analysis

The data used for this feasibility study encompasses a survey given to our members to measure their willingness to use online learning systems as well as the types of training desired. In addition to the survey, research in the field of Distance Learning and LMS functionality was used.

1.2 Objectives

The goal is to design and implement a cost effective way to deliver training and other educational opportunities via the Internet.

1.3 Expected Deliverables

An increase in membership participation based on the delivery of requested training. We are also expecting an increase in renewal memberships based on perceived increase in membership value.

1.4 Resources Available

There are several LMS that an organization can choose from. The decision will be based on cost, functionality, and flexibility. This is largely based on funding, reporting metrics, and course development.

1.5 Management & Reporting

IMCEA would be responsible for keeping the records and reporting the results in a secure manner to the members and their affiliated Services. IMCEA would also control content and access to the LMS.

1.6 Risk Management and Mitigation

LMS essentially are “cloud” type software in which the portal is accessed via the Internet, although in some instances organizations have built their own or have purchased the software, but the costs and time are extremely high. There are some open source systems with little or no cost, but their functionality as well as their security is minimal. Restricting access as well confirming secure transfer protocol will minimize potential loss of data. Signing annual renewal contracts also minimizes potential risks in working with obsolete systems since this service would be renewed based on performance, functionality, and profitability.

Business Requirements

2.1 Who?

This LMS is specifically designed to support the education & training needs of our members. Perceived value of our members is important for an increase in new and renewal memberships.

2.2 What?

The LMS is the Internet platform that handles the courses offered whether the members are charged for it or if it is offered as a member benefit at no cost.

2.3 Where?

Access to IMCEA's LMS will be via our Website. The website has Premium EV SSL (Secure Sockets Layer) software to encrypt data. This will ensure security of exam submissions to ensure that official records are kept and promoting the integrity of the different programs used by the LMS.

2.4 When?

This will be based on BOD approval and course content construction. Currently we are updating the CMCE Study guide in addition to starting the Military ManageFirst certification with estimated time of completion in July of 2012. There is also the possibility that some of the current courses in this certification can be in place sooner since these course already exist within the existing ManageFirst program.

2.5 Why?

A survey that was recently delivered to our members has highlighted their desire for IMCEA to have an LMS as well as measuring their willingness to use it.

Survey Results

3.1 Survey Respondents

An email was sent to our membership to measure their desire for online training provided by IMCEA. 34 individuals responded to our request, approximately 5% of our professional membership.

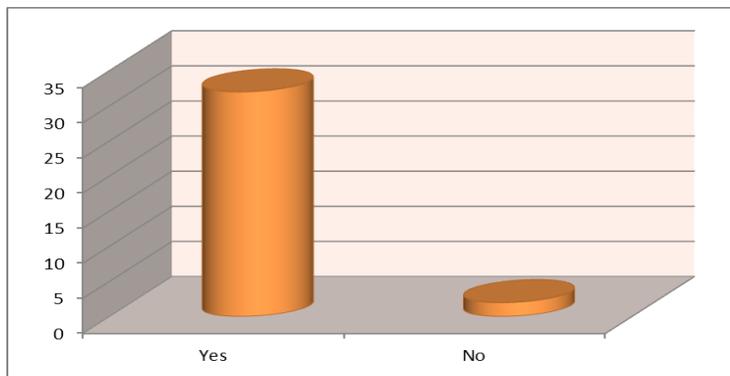
3.2 Survey Limitations

With only a 5% response, the findings may not reflect actual preferences of our members. Since the survey was sent as an email, those who responded may reflect those who already have a propensity to use technology, specifically the Internet.

3.3 Survey Questions

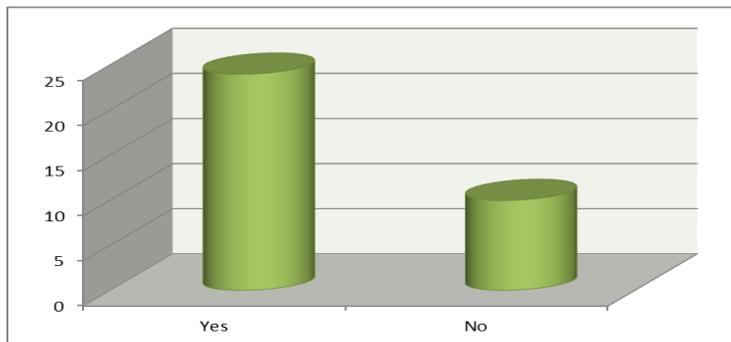
3.3.1

The first question we asked in our survey was the obvious question *“Do you own, or are planning to own, a personal computer with Internet access at home?”* Without this precedence, the use of an LMS would be limited. Overwhelmingly the answer to this question was “yes.”



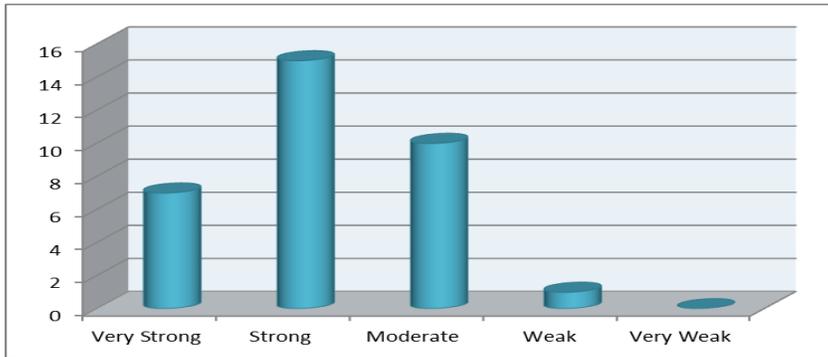
3.3.2

The next question measures the past usage and experience with online courses. This question asked *“Have you taken a training course online in the past or are you currently taking one now?”* 71% of those polled responded in an affirmative manner.



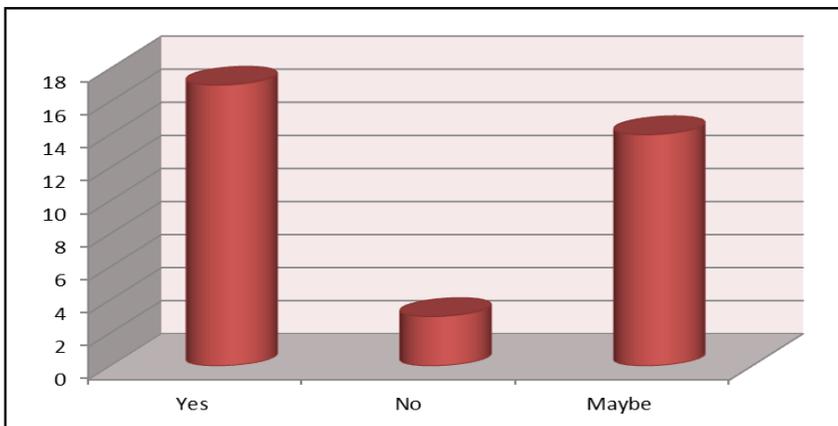
3.3.3

An important aspect of achieving a Return on Investment is the assurance that there are measurable learning outcomes. For this to transpire, those who have some experience working with various data processing and software applications will have a propensity to navigate an LMS effectively. This of course would also reduce the ‘learning curve’ in knowing how to work within an LMS. Therefore this question asked “How would you measure your overall computer skills in using the various office applications and software programs that are being used today?” 67% of those who responded rated these skills at “Stronger” or better.



3.3.4

The fourth question asked “Would you consider taking an online training course if that course was also offered face-to-face?” This question was asked to measure whether an individual has a preference to taking an online course as opposed to doing face-to-face. Half the respondents still said they would choose an online course.



From those who did respond yes to the above question, we also asked them why. Here are their comments:

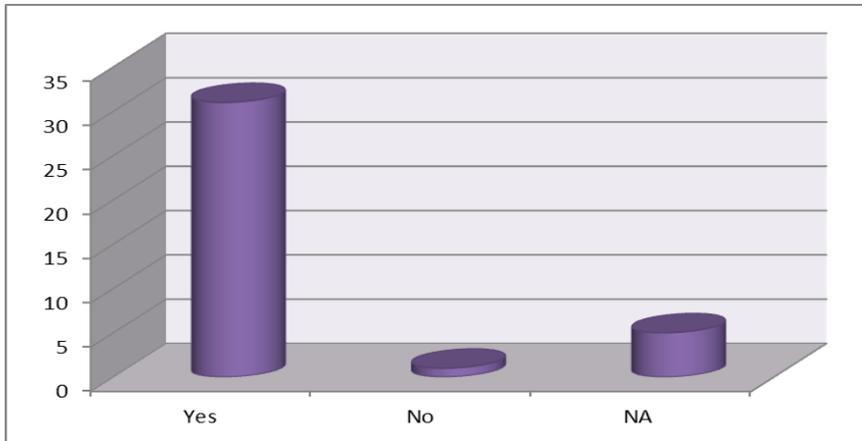
- Online is easier to fit into work load
- CONVENIENT TO MY SCHEDULE
- So that I don't have to be away from home or the office
- I have taken online courses for more than three years and it has not only helped me achieve my goal of completing my degree under tough work conditions, but it has enabled me to learn far more than I imagined. Taking courses online forces you to study harder.
- Prefer online with my schedule-- can be taken at own pace or anytime
- I am currently overseas and many of the training opportunities are based in the US
- Sometimes there is less distractions from an on-line course versus a face-to-face in class setting
- Online courses offer me more flexibility since my job requires extensive travel

3.3.4 continued

- For me, I enjoy learning new material in either format
- Convenience and that's the future
- Increased knowledge with flexibility

3.3.5

As a means to not only measure convenience and accessibility, we also asked the following question *"Would you like to see online review workshops to prepare you for the CMCE exam"* to measure the desire for our members to pursue their CMCE. Based on these findings, it appears that many of our members are seeking to eventually pursue their CMCE.

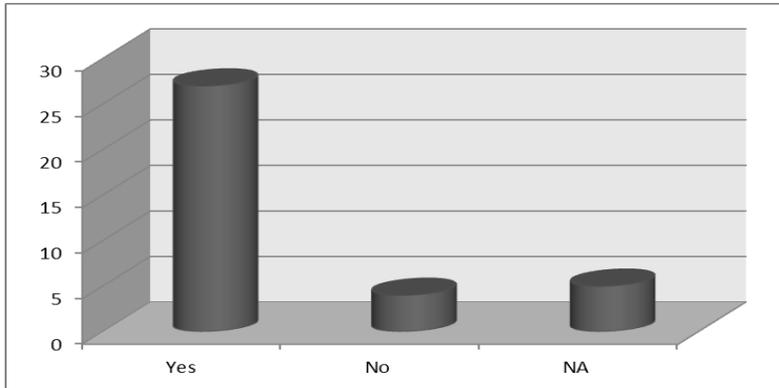


Here are some of our member's comments as to why they would like to see review workshops online to prepare them for the CMCE exam:

- It would be easier to fit into my work load
- REDUCE PAPER - EASY TO REVIEW - SELF PACED
- Waiting until courses are offered and then not being able to attend would drive the number of folks who could certify down and also will have a downward "stress" on membership
- Going through the "book" was a hassle
- Have not been able to take the CMCE and need a review course
- I believe it would help in preparation for the exam
- Did not have it when I took it and one person who I took the exam with failed-- could have given him the help he needed to be ready for the exam
- As long as there could be interaction between "teacher" and me, this way there would be feedback on any questions
- I feel anything you can do to keep material in your face/mind prior to test taking is a strong benefit to the student and enhances chances of success
- Because it would act as a refresher
- Easier to prepare for the exam
- No need to travel
- So that we can review content before taking the exam
- Allows more time to digest the information without the stress of rushing through the material
- Makes total sense
- Can review at any time

3.3.6

The next question “*Would you take an online course if it was part of your membership benefits as a refresher and as a tool to learn additional “best practices”, although it may not lead to certification*” was asked to measure the propensity of our members to use the LMS despite the course not leading to certification. 75% of those polled affirmed their willingness to use the LMS.

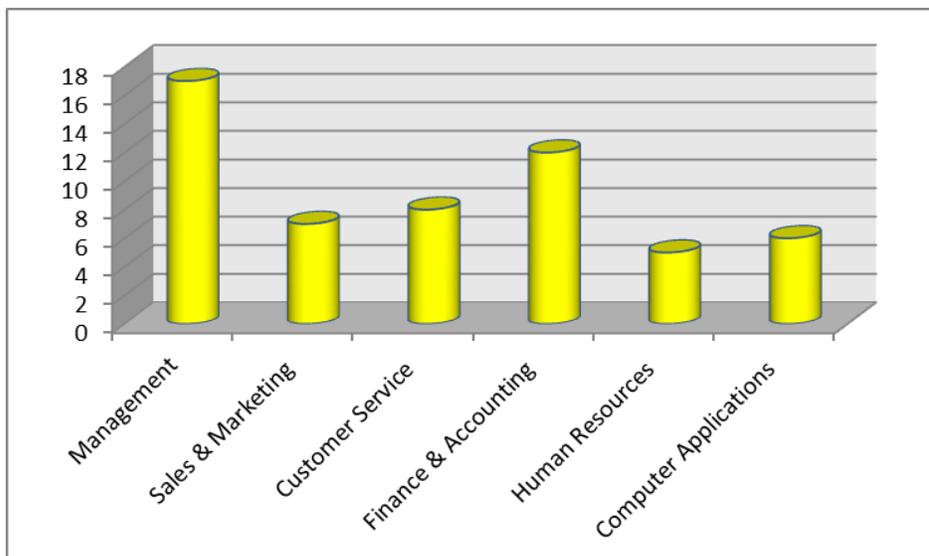


Here are some of the reasons they stated their desire to use the LMS.

- If it helps me and is relevant why wouldn't I?
- We all need a a refresh now and again
- Necessary to continue staying sharp and continuous learning is great
- Always interested in new products, procedures, trends, etc
- Any knowledge and training is better than none!
- It serves as a good learning tool
- Refresher/Best Practices are what it is all about when trying to improve
- Always open to additional learning opportunities

3.3.7

We then asked the question, “*In order of importance, with 1 being the highest, rank the following subjects that you would like to see as an online training course.*” This of course was asked to determine the level of popularity or demand for specific courses. The graph illustrates where members chose a specific subject as being the most important.



LMS Criteria

4.1 Criteria

Fee Type

Free	Commercial
Free LMS is an LMS which is distributed free of charge. It's good for technicians or companies with internal tech staff who can take care of implementation and administration of the software. Some of free software distributors don't provide support for their products, some provide paid support and services, and others have free support (usually via forum). Most of the free products have open source code, which gives you a freedom to customize the system yourself in any way you need.	Commercial software is distributed on paid basis. As a rule, the price for the software includes technical support which makes the software easy to implement and use for non-technicians and non-tech companies. Vendors do not normally provide source code for commercial software, but sometimes provide customization services.

Source Code Availability

Open Source	Proprietary Software
In open source software all the files which make up the system are free for modifying, which allows customizing the system in the necessary way. Moreover, the usage of the LMS (number of users, courses, usage period) is not limited.	For proprietary software vendors do not provide the source code. Along with commercial purposes, encrypting the source code serves as a security guarantee, as it prevents using the software for malicious code distribution (viruses, trojans etc.). Some vendors offer customization services, and can provide compatibility with future releases on request.

Licensing Models

Per Number of Registered/Enrolled Users	Per Number of Concurrently Connected Users	Per License Validity Period	Per Number of Courses
Limitation by the general number of users who use the LMS (the license can limit either students or staff or both).	Limitation by the number of users who are simultaneously connected to the LMS.	Time limitation of LMS license validity. As a rule, license subscriptions are annual or monthly.	Limitation by the number of courses you can create in your LMS.

Installation Type	
Hosted (Software as a Service)	Own
Hosted solution means that the LMS is hosted on the vendor's servers and installed on the vendor's site. Customers can purchase access to separate LMS parts, manage their own content and students. It's a good quick solution if you don't have a website, or wish to avoid spending time and resources on administering the system.	Own installation means you get the LMS application which you can install on your site or local network. It allows having a completely individual solution tuned to meet your specific needs. Plus it provides you with full control over your LMS and all the related processes.

Business Orientation			
eCommerce	Educational Institutions	Corporate Training	Government Structures
LMSs designed for commercial use include an option allowing users to sell different kinds of subscriptions (student/teacher access to courses/LMS etc.), i.e. to provide eLearning on the paid basis.	Some LMSs don't allow selling LMS subscriptions as they focus on educational features. These LMSs are designed for educational purposes only.	Corporate LMSs are focused on (evaluating) employee skills and competencies as well as providing tools for competency training.	This orientation includes possibilities of educational and corporate LMSs, with a greater focus on security and some other features depending on the certain government structure.

eLearning Standards Compliance		
International Standard (SCORM, AICC, IMS etc) Compliant	Local Standards Compliant	No Standards Compliance
If the LMS is SCORM/AICC/IMS/ other standards compliant, you can use the standard packages (SCORM/AICC/other) inside the LMS instead of (or together with) creating native LMS course content. It can be very useful if you don't want to tie yourself to using one particular LMS. Additionally, authoring software enables users to create customized look and feel for course content. Besides, courseware vendors often provide their course content in some of the widely used standards, so you can purchase ready-made courses instead of creating your own.	Some LMS comply with local standards of a specific region (e.g. NCVET – Australian standard for training statistics) or specific field of learning.	Some LMSs are not compliant with any content standards, and native content created in such LMSs is not reusable for other LMSs. This feature can be useful if the unique nature of your course content is important in your business.

Content Creation Possibilities

Integrated Tools for Native Courses Creation	Separate Tools for Native Courses Creation	Possibility to Use Reusable Content Only
Some LMSs provide special internal tools for creating native course content based on your learning materials.	Some LMSs don't have integrated tools for course content creation, but vendors provide such tools as separate products compliant with their LMS.	Some LMSs do not provide possibilities for creating native course content, you can only use standard packages (SCORM/AICC/IMS/ other) in such LMSs.

Programming Language

Though not evident, programming language in the LMS is written in one of the important criteria which you should pay attention to when selecting the suitable LMS. You will probably need a specific language depending on many factors, e.g. what language your server can handle, what language your team is most proficient in, or (if you outsource technical work) what language is more popular and what language programming costs less.

Platform

Stand-Alone Solution	Integrated Solution
This solution allows installing the LMS as a stand-alone application. You can integrate it with your business platform as a custom project.	Some LMSs require certain platforms to be installed on. This LMS-platform integration gives you a possibility to use your platform capabilities together with the LMS functionality to enhance your eLearning process.

Integration Possibilities

Open Source	Documented API (SDK)	Integration via Bridges
Applications with open source code provide the widest range of integration possibilities, as you can edit any part of the LMS to integrate smoothly with any other application.	API (application programming interface) provides a possibility to use functions of one application by another application. API allows integrating applications with encrypted source code and facilitates integration process for open source applications.	Bridges are special plugins which allow integrating applications of different types. Bridges are especially useful if you want to integrate applications with encrypted source code or applications with no API.

LMS Candidates

5.1 LearningZen <http://learningzen.com/>

Their mission is enabling people to realize personal and organizational potential through education and training. LearningZen is dedicated to creating an Internet-based community for small businesses, non-profit organizations, government agencies and individuals to educate, learn, and collaborate.

They can manage all of your organizational training easily while decreasing costs, increasing productivity, and providing a return on investment. The system provides intuitive course creation and user management tools.

Why choose LearningZen?

- Lower cost
- Easier to manage
- Simple Course development tools

5.2 SharePoint LMS <http://www.sharepointlms.com/>

Immersion Consulting is a management and technology consulting firm that has the Sales & Marketing rights for SharePoint LMS in the United States. They are focused on providing Federal government agencies with actionable business solutions that show sustainable results. They provide the enabling business capabilities and solutions in program management, financial management, information technology and logistics for customers in the public and private sector, defense, federal, civil and commercial. With a focus on improving how government does business across the enterprise.

Founded in 2004, Immersion Consulting is a service disabled veteran-owned small business (SDVOSB) with headquarters in Annapolis, MD and several operating locations across the United States. They combine experienced industry veterans with former Federal executives who comprehend the challenges of managing in the Federal government. They then attract and retain the most talented consultants from training and implementation to guiding policy.

Why choose SharePoint LMS?

- Partner with Microsoft (compatibility)
- Familiarity working with Government
- Robust Course reporting

5.3 Pearson Learning Studio <http://www.pearsonlearningsolutions.com/>

Pearson Learning Solutions is part of Pearson, a global leader in education, technology and services. As a partner and consultant to educators, Pearson Learning Solutions is committed to designing total, client-driven education solutions. They are a team of education experts, instructional designers, curriculum development experts, education course writers, development editors and experienced textbook publishers. They tailor solutions to each educator, institution, or organization's unique needs to improve success — whether that is for complete online, in the classroom or blended courses or fully customized curriculum development.

Why choose Pearson Learning Studio?

- IMCEA already working with Pearson (MMF)
- Has many courses already built
- Respected Leader in Education & Training

Risks

6.1 Overview

ID	Risk	Probability	Impact	Mitigation
1	Low Member Usage	High	Large	Increase promotion as an added benefit & value
2	Minimal Retention	Medium	Medium	Use strong assessment tools to measure retention
3	No ROI	High	Large	Measure ROI on achieved objectives and not just \$
4	High Costs	Medium	Large	Minimize the use of "bells & whistles"
5	Low Revenues	High	Large	Design training courses based on demand
6	Developmental Time Loss	Medium	Medium	Use an LMS that has a simpler course content builder
7	Redundant Study Topics	Medium	Large	Review what other Orgs. or Services are offering
8	Unauthentic Information	Low	Large	Verify references & bibliographies
9	Limited Learning Modes	Medium	Medium	Implement instruction using audio, visual & text
10	Limited Instructor	High	Medium	Increase monitoring of forums & discussion boards

Recommendations

7.1 Tactical

Based on the research and the member survey responses, I would recommend that IMCEA decide to use an LMS to improve their means of delivery of training. This added benefit has a high probability of increasing member retention, especially if certification programs are offered via the LMS. Initially design courses that are easier to build and shorter in length at minimal cost to members if not free as the added benefit. This should increase interest with the promise of future courses that lead to certification at a reasonable cost. After a careful study of this feasibility report, if the BOD cannot decide on which system to use, my additional recommendations are for each of the prospective companies representing the LMS candidates to present their systems to the BOD.

7.2 Strategic

The decision as to which LMS to choose largely depends on the costs of these systems, but just as equally on how the LMS will be utilized in the future. In addition to these two aspects, the decision should also be based on the reputation of the company itself. ROI can be best measured by not only the amount of revenue generated by the courses, but whether there is an increase in new & renewal memberships. Though there are several risks involved, my recommendation is to implement for only one year before implementing it for a longer period of time.

Return on Investment

8.1 Investment Cost

LearningZen: \$4,999 per year

SharePoint LMS: \$8,182 per year

Pearson Learning Studio: \$35,000 per year

8.2 Break Even Point

We could charge the same as the CMCE application fee of \$50 per member who decides to use the LMS. Additional fees could be charged for those courses leading directly to certification. Also, it is recommended to also offer free courses on the LMS to attract more members to use it.

LearningZen: With a cost of \$4999/yr. and up to 500 users, plus 20% of revenues generated if registration is used through their website. The 20% can be bypassed by having our members register and pay through our website. Once this is done, access can be granted for the member. At the suggested price of \$50, to pay for the LMS, we would need to have 100 members register on the LMS in courses leading to certification.

SharePoint LMS: At a cost of \$8,182/yr. up to 500 users, to cover initial costs at the same \$50 fee, 164 members would need to register to use the LMS.

Pearson Learning Studio: \$35,000/yr. for 300 online eCourse enrolments and up to 2,500 eCompanion supplements. Although this is the more expensive LMS, it is the most robust.

At this cost though, we would need to charge \$115 per user. Additional options would be to create sponsorship opportunities to help supplement the cost.

Feasibility Study

Appendices

Version 1.0

Appendices

9.1 LMS Comparisons

PRODUCT NAME	LearningZen	SharePointLMS	Pearson LearningStudio
DEVELOPER NAME	LearningZen	Elearningforce Inc.	Pearson LearningStudio
URL	http://learningzen.com/	http://www.sharepointlms.com	http://www.pearsoncustom.com/pearson-learning-studio/
COMMUNICATION TOOLS			
Discussion Forum	<ul style="list-style-type: none"> • Students can enable or disable posts to be sent to their email. • Students can receive posts by email as daily digests of subject lines or whole posts. • A spell-checker is available for student and instructor responses. 	<ul style="list-style-type: none"> • Students can enable or disable posts to be sent to their email. • Students can receive posts by email as daily digests of subject lines or whole posts. • Students can subscribe to forum RSS feeds. • A spell-checker is available for student and instructor responses. 	<ul style="list-style-type: none"> • Students can receive posts by email as daily digests of subject lines or whole posts. • Students can subscribe to forum RSS feeds.
Discussion Management	<ul style="list-style-type: none"> • Instructors can set up moderated discussions where all posts are screened. • Posts may be peer reviewed by other students. • Instructors can view statistical summaries of discussions displaying participation which can be used to generate grades. 	<ul style="list-style-type: none"> • Instructors can allow students to create discussion groups. • Instructors can set up moderated discussions where all posts are screened. • Posts may be peer reviewed by other students. • Instructors can view statistical summaries of discussions displaying participation which can be used to generate grades. • Discussions can be shared across courses, departments, or any institutional unit. 	<ul style="list-style-type: none"> • Instructors can set up moderated discussions where all posts are screened. • Posts may be peer reviewed by other students. • Instructors can view statistical summaries of discussions displaying participation which can be used to generate grades.
Internal Email	<ul style="list-style-type: none"> • Students can use the built-in email functionality to email individuals or groups. • Instructors can email the entire class at once at a single address or alias. • Students can elect to forward their mail to an external address. 	<ul style="list-style-type: none"> • Students can use the built-in email functionality to email individuals or groups. • Students can use a searchable address book. • Instructors can email the entire class at once at a single address or alias. • Students can elect to forward their mail to an external address. 	<ul style="list-style-type: none"> • Students can use the built-in email functionality to email individuals or groups. • Students can use a searchable address book. • Instructors can email the entire class at once at a single address or alias. • Students can elect to forward their mail to an external address.

PRODUCT NAME	LearningZen	SharePointLMS	Pearson LearningStudio
Whiteboard	<ul style="list-style-type: none"> • The whiteboard supports image and PowerPoint uploading. • The whiteboard supports mathematical symbols. 	<ul style="list-style-type: none"> • The whiteboard supports image and PowerPoint uploading. • The whiteboard supports mathematical symbols. • The software supports graphing, polling, and instructor moderation. • The software supports group web browsing. • The software supports application desktop sharing. • The software can archive a recording of whiteboard sessions for future viewing. • The software supports two-way voice chat. 	<ul style="list-style-type: none"> • The whiteboard supports image and PowerPoint uploading. • The whiteboard supports mathematical symbols. • The software supports graphing, polling, and instructor moderation. • The software supports group web browsing. • The software supports application desktop sharing. • The software can archive a recording of whiteboard sessions for future viewing. • The software supports two-way voice chat.
Work Offline/Synch		<ul style="list-style-type: none"> • Students can compile and download the content for an entire course into a format that can be printed or stored locally. • Students can download course content and discussion group content with a PDA. 	
Authentication	<ul style="list-style-type: none"> • Administrators can allow guest access to all courses. • The system can authenticate against an external LDAP server. 	<ul style="list-style-type: none"> • Administrators can allow guest access to all courses. • The system can authenticate against an external LDAP server. • The system can authenticate using the Kerberos protocol. • The system can support multiple organizational units and virtual hosts within a server configuration. 	<ul style="list-style-type: none"> • Administrators can allow guest access to all courses. • The system can support multiple organizational units and virtual hosts within a server configuration.
Course Authorization	<ul style="list-style-type: none"> • The system supports restricting access based on roles and roles can also be customized by the service provider. • Instructors or students may be assigned different roles in different courses. 	<ul style="list-style-type: none"> • The system supports restricting access based on roles and roles can also be customized by the service provider. • Administrators can create an unlimited number of custom organizational units and roles with specific access privileges to course content and tools. • Administrators can distribute the permissions and roles across multiple institutions or departments hosted in the server environment. • Instructors or students may be assigned different roles in different courses. 	<ul style="list-style-type: none"> • The system supports restricting access based on roles and roles can also be customized by the service provider. • Administrators can create an unlimited number of custom organizational units and roles with specific access privileges to course content and tools. • Administrators can distribute the permissions and roles across multiple institutions or departments hosted in the server environment. • Instructors or students may be assigned different roles in different courses.

PRODUCT NAME	LearningZen	SharePointLMS	Pearson LearningStudio
Hosted Services	<ul style="list-style-type: none"> ● The product provider offers a hosted solution. 	<ul style="list-style-type: none"> ● The product provider offers a hosted solution. ● Hosting and support services from Commercial Affiliates. 	<ul style="list-style-type: none"> ● The product provider offers only a hosted solution.
Test Types	<ul style="list-style-type: none"> ● Multiple choice ● True/False ● Yes/No 	<ul style="list-style-type: none"> ● Multiple choice ● Multiple answer ● Matching ● Ordering ● Jumbled sentence ● Calculated ● Fill-in the blank ● Short answer ● Survey questions ● Essay ● Questions can contain other media elements (images, videos, audio) 	<ul style="list-style-type: none"> ● Multiple choice ● Multiple answer ● Matching ● Fill-in the blank ● Short answer ● Survey questions ● Essay ● Questions can contain other media elements (images, videos, audio)
Automated Testing Management	<ul style="list-style-type: none"> ● The system can randomize the questions and answers. ● Instructors can create self-assessments. ● Instructors can set a time limit on a test. ● Instructors can permit multiple attempts. 	<ul style="list-style-type: none"> ● The system can randomize the questions and answers. ● Instructors can create self-assessments. ● Instructors can set a time limit on a test. ● Instructors can permit multiple attempts. ● The students are allowed to review past attempts of a quiz. ● The system supports a MathML editor for the inclusion of mathematical formulas in both questions and answers. Instructors can specify whether correct results are shown as feedback 	<ul style="list-style-type: none"> ● The system can randomize the questions and answers. ● Instructors can create self-assessments. ● Instructors can set a time limit on a test. ● Instructors can permit multiple attempts. ● The system supports a MathML editor for the inclusion of mathematical formulas in both questions and answers. ● Instructors can specify whether correct results are shown as feedback ● The system supports proctored tests.
Online Gradebook	<ul style="list-style-type: none"> ● When an instructor adds an assignment to the course, the software automatically adds it to the gradebook. ● Instructors can export the scores in the gradebook to an external spreadsheet. 	<ul style="list-style-type: none"> ● When an instructor adds an assignment to the course, the software automatically adds it to the gradebook. ● Instructors can add grades for offline assignments. ● Instructors can add details to the gradebook in custom columns. ● Instructors can export the scores in the gradebook to an external spreadsheet. Instructors can create a course grading scale that can employ either percents, letter grades, or pass/fail metrics. 	<ul style="list-style-type: none"> ● When an instructor adds an assignment to the course, the software automatically adds it to the gradebook. ● Instructors can add grades for offline assignments. ● Instructors can add details to the gradebook in custom columns. ● Instructors can export the scores in the gradebook to an external spreadsheet. ● Instructors can create a course grading scale that can employ either percents, letter grades, or pass/fail metrics.

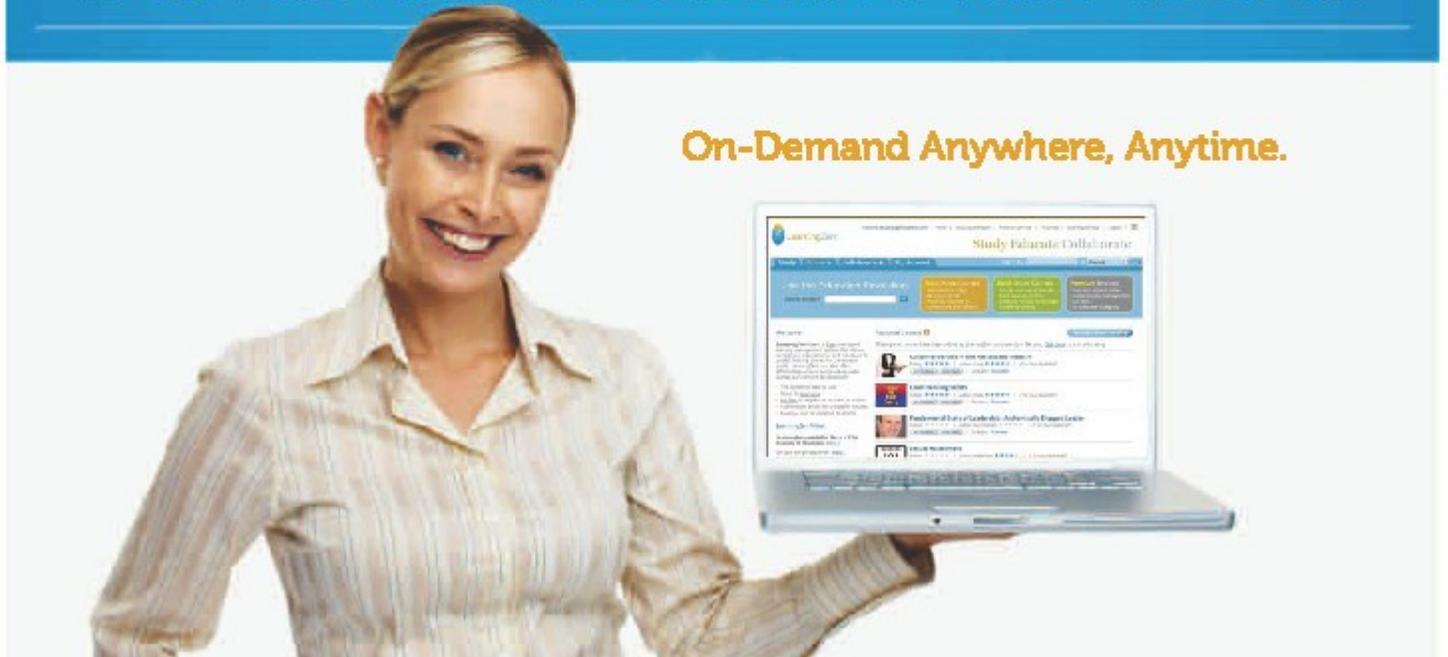
PRODUCT NAME	LearningZen	SharePointLMS	Pearson LearningStudio
Course Management	<ul style="list-style-type: none"> ● Instructors can selectively release assignments, assessments, and announcements based on specific start and stop dates. ● Instructors can set up specific course content that is released on a specific date and must be completed by students before they continue with the course. ● Instructors can link discussions to specific dates or course events. ● Instructors can personalize access to specific course materials based on group membership. ● Instructors can personalize access to specific course materials based on previous course activity. ● Instructors can personalize access to specific course materials based on student performance. 	<ul style="list-style-type: none"> ● Instructors can selectively release assignments, assessments, and announcements based on specific start and stop dates. ● Instructors can set up specific course content that is released on a specific date and must be completed by students before they continue with the course. ● Instructors can link discussions to specific dates or course events. ● Instructors can personalize access to specific course materials based on group membership. ● Instructors can personalize access to specific course materials based on previous course activity. ● Instructors can personalize access to specific course materials based on student performance. 	<ul style="list-style-type: none"> ● Instructors can selectively release assignments, assessments, and announcements based on specific start and stop dates. ● Instructors can link discussions to specific dates or course events. ● Instructors can personalize access to specific course materials based on group membership. ● Instructors can personalize access to specific course materials based on student performance.
Student Tracking	<ul style="list-style-type: none"> ● Instructors can track the frequency and duration of student access to individual course components. ● Instructors can get reports showing the time and date and frequency students as an aggregated group accessed course content. ● Usage statistics can be aggregated across courses or across the institution. 	<ul style="list-style-type: none"> ● Instructors can track the frequency and duration of student access to individual course components. ● Instructors can get reports showing the time and date and frequency students as an aggregated group accessed course content. ● Instructors can get reports showing the number of times, time, date, frequency and IP address of each student who accessed course content, discussion forums, course assessments, and assignments. ● Instructors can review the navigation record of each student. 	<ul style="list-style-type: none"> ● Instructors can track the frequency and duration of student access to individual course components. ● Instructors can get reports showing the time and date and frequency students as an aggregated group accessed course content. ● Usage statistics can be aggregated across courses or across the institution.
Accessibility Compliance	<ul style="list-style-type: none"> ● The product provider self-reports that the software complies with Section 508 of the US Rehabilitation Act. 	<ul style="list-style-type: none"> ● The product provider self-reports that the software complies with Section 508 of the US Rehabilitation Act. ● The product provider self-reports that the software complies with the WAI WCAG 1.0 AA guidelines. 	<ul style="list-style-type: none"> ● The product provider self-reports that the software complies with Section 508 of the US Rehabilitation Act.
Costs / Licensing	<ul style="list-style-type: none"> ● \$4999.00 per year for up to 500 users. 20% charge for courses that are paid for thru the LearningZen portal. No charge if monies are paid thru our website. 	<ul style="list-style-type: none"> ● \$ 8,182.00 per year up to 500 users. 	<ul style="list-style-type: none"> ● \$35,000 per year for 300 online eCourse enrolments.

Reference Citation: EduTools. (2011). CMS: Product Comparison System. Retrieved October 07, 2011 from <http://edutools.info/compare.jsp?pj=4&i=580,628,625,556&f=777,826,778,779,783,789,796,797,799,827,805,829,801,804,807,822>



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White Label	5,000+	Unlimited	Unlimited	✓	✓	✓	✓	\$25,000+

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SharePoint LMS is designed with the scalability of the Microsoft® Office SharePoint® Server and can be used from a single small scale installation to the large scale deployment with multiple organisations and unlimited number of users. SharePoint LMS incorporates all the best features available to e-learning today and gives you extensive possibilities to create a customised learning environment.

		
<p>GENERAL</p> <ul style="list-style-type: none"> • Create individual courses and manage them by organising them into multiple level categories • Multiple organisation levels with individual branding • Design course templates that makes creation of new courses easy and simple • Set course publishing period • Course import and export • Allow users to request to join courses • Complete Syllabus to show course outline, study plans and other relevant course information • Offer Parental access where parents can see detailed information about their child's academic excellence and information about the child's courses • Office Hours feature that allows reserving time for meetings and tracking user timetables and appointments calendar 	<p>ASSESSMENTS</p> <ul style="list-style-type: none"> • Advanced quiz and survey tool with many possible question types and settings • Shared or individual question database with question pools • Import QTI questions into SharePoint LMS quizzes or export SharePoint LMS quizzes to QTI. • Customised Learning paths created, managed and evaluated directly in the LMS • Create, deliver, receive and correct learner assignments inside the LMS without wasting time and paper • Advanced customisable grade book that records grades given in quizzes, assignments, learning path, ADL SCORM® and custom items. Includes an Average Weighted Grade column in the grade book and set an auto completion setting 	<p>COURSE ADMINISTRATION</p> <ul style="list-style-type: none"> • Customizable course page • Complete Roster and Staff feature showing learner and staff information • Advanced seating chart with possibility to arrange seats in a classroom and keep track of learners • Track learners' and Teachers' activities on the course page and check who is the most active, what tools are most used and much more • Report feature to create custom reports about learner activities and results • Use certificate templates for the course, individual quizzes and learning paths • Send announcements quickly and easily to a single course or all your courses/classes from a single location • Course calendar that can be synchronised with Microsoft® Outlook® • Recording of attendance



COURSE MATERIALS

- Shared document library to organise resources
- Link to documents outside your SharePoint LMS course and multimedia content on your multimedia server
- Wiki-page library with internal links to the different pages for your own personal course knowledge base
- Advanced ADL SCORM® player (Navigation control, resizable, publishing option, Grade Book result option) - ADL SCORM® 1.2 and 2004 compliant
- AICC Compliance (Optional)



COLLABORATION AND COMMUNICATION

- Group sub sites with own set of tools to facilitate collaboration between learners
- Build in Chat function to communicate instantly at the course site
- Internal mailbox that collect all information about the course inside the course site
- Multi-level discussion board to organise classroom discussions
- Online Conferencing tool integrated to Microsoft® Live Meeting with single sign-on
- Internal course mailbox



INTEGRATED PRODUCTS

SharePoint LMS fully integrates with **ELEARNINGFORCE's** other products SharePoint e-Portfolio and My Site Builder.

ELEARNINGFORCE's authoring tools can convert Word documents, Quizzes and PowerPoint presentations into SCORM® objects and be played inside SharePoint LMS.

- Podcasting Kit for SharePoint®
- Plagiarism prevention tools offered by one of our partners (Ephorus, Turnitin and Urkund)
- Microsoft® Office Communication Server: SharePoint LMS offers access to both online conferencing (Live Meeting) and Instant chat with Communicator.
- Live@edu integration with single sign-on that allows access to mail, Skydrive and lots of other tools in the cloud directly from SharePoint LMS.



COURSE WEB PARTS

SharePoint LMS comes with a long list of web parts to put on any page in SharePoint®, e.g. the course front page, LMS front page and My Sites. A selection of our web parts are

- Composite calendar
- Assignments
- My Grades
- Recent changes
- My Groups
- Announcement



PLATFORM AVAILABILITY

- High scalability
- Access via standard Internet browsers
- User administration in SharePoint® Active Directory or Form Based Authentication
- Security identification / validation and Single sign on with Active Directory
- RSS Feeds
- Email notification
- Open documented SharePoint® API
- Exporting materials to Spreadsheets
- Spelling control (MOSS only)
- Content / Document Search
- Centralized administration of entire system
- Instructor and learner personal web sites
- Manage course materials and tools using SharePoint® Datasheet format

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+353 1 524 1917

9.4 Pearson Learning Studio Informational Material

PEARSON

ALWAYS LEARNING

Dear Alex,

Pearson would like to thank you and your board for the opportunity to share information about Pearson Education and the services available to you inside a partnership within Pearson Learning Solutions-Professional.

In the documentation attached, our team has provided a detailed overview of Pearson Learning Studio, one of the Learning Management System options we deploy. We may have other options to propose to IMCEA, but at this juncture, we shall lead with Learning Studio as this was your initial request. The information contained herein will provide an overview of Pearson Learning Studio; address features and benefits; illustrate options for services and deployment; provide thoughts on competitive advantage; and provide a high level view to pricing, though all pricing is subject to negotiation and the options selected for your customized LMS experience.

We hope to have the opportunity to provide a live demonstration of Learning Studio and to perform a detailed needs' analysis addressing the needs of your audience and learners. Within the needs analysis, we can determine all your requirements and provide a more accurate view of the options that might interest you and the costs associated within the solutions we propose.

In addition to our documentation on Pearson Learning Studio, you have requested that we provide some brief information on other services Pearson could offer IMCEA. As these services could be bundled with any Pearson's LMS to provide a robust learning environment, we have provided an overview of Pearson Custom Publishing; Equella, Assessment and Exam Preparation; and Panopto. We would of course be delighted to speak with you and the board about any of these solutions.

Thank you for the opportunity to share information about Pearson Learning Solutions and our products. We look forward to exploring possibilities with IMCEA.

Best regards,

LeeAnne Fisher

Executive Director of New Business Development

Pearson Learning Solutions Professional

Brief Overview of Pearson Education

Pearson is the world's leading education company. Our learning environments encompass pre-school to high school and expand beyond traditional classrooms to reach workforce development and professional training and certification. Our curriculum materials and learning solutions help to educate and train more than 100 million people worldwide – more than any other private enterprise. We are at the forefront of innovative educational research and can offer IMCEA the stability of a world leader in education, business information, and publishing. Pearson places great emphasis on personalized learning and offers customization to improve learners' outcomes.

Pearson Learning Solutions

Pearson Learning Solutions (PLS) –a \$680 million division of Pearson Education—is focused on custom solutions for associations, corporations, government agencies, and training companies. PLS works across all Pearson companies and partners to leverage content and solutions for our clients from custom print products to complex hosted blended-learning programs. We are staffed with instructional designers, assessment specialists, curriculum and instructional experts, editors, technologists, and project managers. We can also offer a network of subject matter experts who can provide our clients with “best in class” content across multiple verticals and disciplines.

Five Key Services or Products Requested by IMCEA

Pearson Learning Studio: documentation and detail attached.

Pearson Custom Publishing: Pearson has been the leader in custom publishing for more than 35 years. We offer customized print and digital solutions that can include a client's own material or content from Pearson's extensive database of over 450,000 ISBN's, 1000's of authors, and key associations and training companies. Our custom division publishes over 4000 titles every year. Our rights and research group clears, pays and tracks over 10,000 third party permissions. Whether it is repurposing existing Pearson book and media assets to meet the diverse needs of our clients throughout the world, or originally authoring books from scratch, we tailor the final product based on client's needs and the needs of the learners.

EQUELLA: EQUELLA is a digital repository that incorporates learning objects; learning content management/authoring, management/authoring; and digital rights management. EQUELLA can integrate with a learning management system, as well as other content management systems such as CRM systems, library systems, and e-portfolio systems. EQUELLA wraps security, DRM and copy right around all content to ensure that all material can only be viewed by those with rights to do so. EQUELLA can be configured to store and manage a range of different types of content and is used for document and copyright management; content production and refreshment; and as repository access for teaching, learning and research exchange. EQUELLA enables a client to search, manage, and create content online

in a secure, controlled environment encouraging collaboration and the sharing of ideas, content, images, and media. EQUELLA provides a secure environment to exchange and share training plans, lessons, and other learning assets.

Assessment and Exam Preparation: Pearson's assessment businesses are housed in eight separate divisions servicing the wide array of educational institutions and market segments. Pearson Learning Solutions can provide customized testing and exam preparation materials to meet the needs of certification proficiency, exam preparation, or study aids to assist in a learner's retention of the information presented in any learning environment. Assessment activities are available in a wide range of modalities including print, online, and lab exercises.

Panopto: Panopto is a flexible presentation and lecture capture software application that allows instructors and trainers to record and capture live lecture, video, audio, smart boards, and any other modality that can be shared on a computer screen from instructor to learner. It can lower costs of instruction by reducing live class sessions. Panopto can also aid in self-paced study, remediation, and retention. The application can allow note-taking and note-sharing and allow live broadcast capabilities.

References

Upon your request, Alex, we offer you the following references. We can certainly supply additional contacts if you so desire. The references cited are for recent customized textbooks and curricula development projects and other services undertaken by the Learning Solutions Group (PLS).

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Army Cadet Command

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