

**Development Proposal:
Learning Extension (“Pull-through”)
for
“Respironics Strategic Business Planning” Program**

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Development Proposal:

Project Background

Proficient Learning, LLC has designed, developed and implemented “Respiroics Strategic Business Planning,” a 2-day face-to-face seminar as professional development for both regional management and pharmaceutical representatives. The goal of this workshop is to assist personnel in the identification of strategic goals and development of a Regional Strategic Business Plan.

Proficient Learning believes that “85% of the learning takes place outside the classroom.” To realize this belief, they design their programs incorporating both pre- and post-activities. These learning extensions, or “pull-through” activities, are designed to sustain learning after the workshop has ended, thereby establishing an environment where continuous learning is actualized.

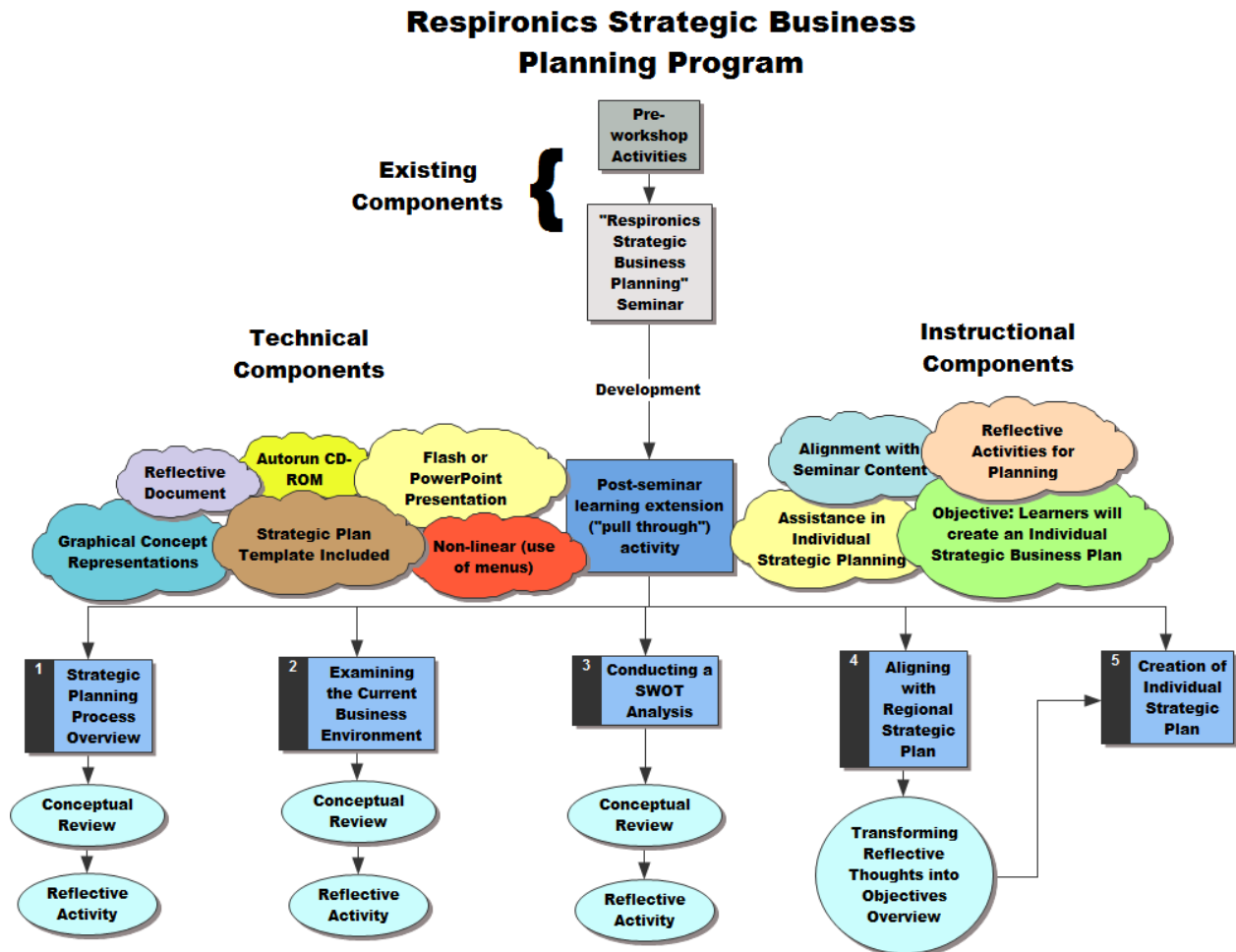
After a careful analysis of the “Respiroics Strategic Business Planning” and meeting with both the President and the CEO of Proficient Learning, it was determined that, while the Respiroics program utilized effective methods for the face-to-face environment, a strategy for the “pull-through” activity, the creation of the Individual Strategic Business Plan, had not been fully developed. Currently, the only guidance that participants are given is through the use of a workbook, distributed and used during the seminar. Officials at Proficient Learning would like to develop a multimedia solution for this learning extension.

For this project, in accordance with Proficient Learning’s needs and an analysis of instructional materials, an autorun CD-ROM will be developed to extend participants’ learning beyond the classroom environment. Proficient Learning will distribute this CD-ROM to workshop participants at a determined time after the training. The “pull-through” materials will include a review of concepts from the workshop, activities to stimulate reflection and a template that will assist participants in the creation of the Individual Strategic Business Plan as outlined in the face-to-face workshop. These materials will not only assist representatives in the creation of the document, but also regional management in holding them accountable for the content and strategies learned in the seminar.

The goal of this project will be to develop “pull-through” instructional materials that will be distributed in CD format to participants after completing the “Respiroics Strategic Business Planning” workshop.

Graphical Model of Materials Structure

An overview of the “Respirionics Strategic Business Planning” program and proposed CD structure is displayed below in a graphical representation:



Discussion of Graphical Representation and Project Proposal

Existing Components:

Currently, Proficient Learning has as developed face-to-face learning module and pre-workshop activities. The scope of this project does not include development work on the existing components.

Technical Components:

Autorun CD and Non-linear Menu

- An executable command will be programmed onto the CD so that, when inserted, users are immediately taken to the main menu (developed using Captivate or PowerPoint) or a splash screen that introduces the learning extension. In the event that running executables is disabled on their computers, users will be able to access the materials using the Windows Explorer application.

- The main menu will appear providing users with navigation options. This will assist them in navigating to either a conceptual review of each topic, a reflective activity (a word template that they will save to their desktop and edit), or the Individual Strategic Business Planning template.

Flash or PowerPoint Presentation

- The Flash or PowerPoint presentation will be used as the interface, or shell, for the “pull-through” (learning extension). It will contain both review materials and buttons leading to reflective activities.
- Reflective activities will be prefaced with instructions regarding saving a copy of the template and the activity instructions, using graphics from the review materials.

Graphical Representations

- Graphical representations will be developed using Adobe Fireworks to support learning from the face-to-face environment and will be identified by both the developer and supervisor. A maximum of two (2) new graphics will be developed per unit.
- Graphics will include clip art and/or flow charts/graphic organizers.

Reflective Template

- The reflective activity template will be developed using existing course materials and will be adapted to fit the new module and format (i.e. headings, instructions, and text placement).
- The reflective activity template will be created using Microsoft Word and will include form elements in order to protect the document from user errors.
- The reflective activity template will be accessed by users either through the presentational materials or using Windows Explorer.
- Once saved, users will be able to access the document from their desktop.

Strategic Plan Template

- The Strategic Plan template will be developed using existing course materials and will be adapted to fit the new module and format (i.e. headings, instructions, and text placement).
- The Strategic Plan template will be created using Microsoft Word and will include form elements in order to protect the document from user errors.
- The reflective activity template will be accessed by users either through the presentational materials or using Windows Explorer.
- Once saved, users will be able to access the document from their desktop.

Instructional Components:

Goal of Learning Extension

- The overall goal of this “pull-through” activity is to assist learners in the creation of an Individual Strategic Business Plan.
- Subsequent goals will be to:
 - Review previously learned content from classroom instruction.
 - Apply concepts and processes from development of the Regional Strategic Business Plan to the Individual Strategic Business Plan.
 - Assist participants in reflecting on their short-term and long-term planning.

Conceptual Review

- The conceptual reviews will be included in each unit.
- The goal of the conceptual reviews is to assist learners in processing information learned in the face-to-face seminar, but also extend their learning by applying it to their individual situations.
- Conceptual reviews will serve as a means to establish the Strategic Business Planning process at the individual level as it has been established regionally.

Reflective Activities

- Reflective activities will be created to assist learners in the cognitive construction of an Individual Strategic Business Plan that aligns with the previously created Regional Strategic Business Plan.
- Reflective activities will consist of levels of questioning designed to relate trained concepts from the Regional Business Planning seminar to participants at a personal level. The overall questions for the reflective activities will revolve around, “How does this relate to my current professional situation?” Examples of these questions are:
 - What is my current business environment?
 - How do my customers view my service to them?
 - What are my current resources?
 - How am I competing with other professionals in my field?
 - What are my professional strengths?
 - What threats exist in my current environment?
 - What opportunities exist that can help to improve my performance?
- Responses to reflective questions will be documented using the saved Reflective Activity Template(s).

Individual Strategic Plan Development

- The development of the Individual Strategic Business Plan will be the culminating activity in the learning extension.
- The template described in the *Technical Components* section of this document will be used.
- Responses to the reflective questions will be used in the development of strategic goals for the Individual Strategic Business Plan.

Proposed Development Schedule:

- Submit development proposal to Proficient Learning, LLC
- Acceptance of proposal
 - Revisions (if needed)
 - Internship meeting with Dr. Moallem
- Meeting to finalize project specifics
- Finalize deliverable content
 - Graphics Development
- Development of prototype interface and sample deliverable (Strategic Planning Process)
 - Conceptual Review
 - Reflective Activity

- Reflective Activity Template Development
 - Individual Strategic Business Planning Template Development
- Prototype presentation
- Evaluate and revise prototype
 - Revise Conceptual Review
 - Revise Reflective Activity
 - Revise Reflective Activity Template
 - Revise Strategic Business Planning Document
- Unit development
 - Current Business Environment Unit
 - Conducting a SWOT Analysis Unit
- Program autorun CD-ROM
- Presentation of deliverable
- Evaluate and revise deliverable

Estimated Development Time

Date	Task Name	Description	Estimated Development Time
	Project Kick-off Meeting	Meeting to finalize deliverable content, determine graphics to be designed, etc.	2 hours
	Graphics Development	Design and development of 8 new graphics based on content.	10 hours
	Interface Design/Development	Design look and feel of interface using PowerPoint or Captivate. Design menus and buttons.	3 hours
	Prototype Unit (The Process of Planning)		
	Conceptual Review	Merge content of conceptual review with interface and graphics. Develop presentational materials.	2 hours
	Reflective Activity	Develop interface for reflective activity within shell.	2 hours
	Reflective Activity Template	Design and develop reflective activity template based on currently used materials.	3 hours
	Individual Strategic Business Planning Template	Design and develop document used for Individual Strategic Business Plan development based on current materials.	4 hours
	Presentation of Prototype Unit to Proficient Learning for Review/Formative Evaluation	Evaluate effectiveness of materials for accurate content, quality instruction, and flawless technique.	2 hours
	Revision to Prototype Components based on Evaluation	Revisions to all components	5 hours
	Develop Units		
	Current Business Environment Conducting SWOT Analysis	Develop/Merge content of conceptual review with interface and graphics. Develop presentational materials. Develop interface for reflective activity within shell.	12 hours
	Developing the Individual Strategic Plan	Develop interface.	3 hours
	Revision based on Proficient Learning Evaluation		6 hours
	Program and troubleshoot autorun CD-ROM		2 hours
	Deliverable Presentation	Present completed product to Proficient Learning.	1 hour
	Deliverable Revision (if needed)	Revise product.	3 hours
Total Estimated Project Hours (+10%)			66 hours

Internship Overview:

Learning Objectives: Upon completion of this development project, intern will . . .

- Conduct an instructional materials needs analysis.
 - Strategy
 - Analyze “Respironics Strategic Business Planning” deliverables and provide solutions for the development of a commercially distributed post-seminar CD-ROM utilized as a “pull-through” (extended learning) activity.
 - Consult with company executives to determine actual and optimal performance measures.
 - Resources
 - Deliverable Needs Assessment and Gap Analysis
 - Proficient Learning, LLC. Executives
 - “Respironics Strategic Business Planning” program developed by Proficient Learning, LLC
 - Tools
 - Microsoft Word
 - Inspiration (for graphical representation of materials)
- Develop commercially distributable instructional materials.
 - Strategy
 - Develop an autorun CD-ROM deliverable based on learned objectives that will include:
 - A multi-media review based on previously learned content.
 - Reflective activities for each instructional unit aimed at scaffolding the development of an Individual Strategic Plan.
 - A form where learners will create their Individual Strategic Business Plan based on the review materials, reflective activities and Regional Strategic Business Plan that was developed in the face-to-face Respironics Strategic Business Planning seminar.
 - Resources
 - Proficient Learning Supervisor
 - University Supervisor
 - Instructional Design Models
 - Principles of Effective Multimedia Development
 - “Respironics Strategic Business Planning” program developed by Proficient Learning, LLC
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 - Tools
 - PowerPoint or Captivate
 - Microsoft Word
 - Adobe Fireworks (graphics development)

- Conduct formative evaluation and revision of instructional materials in order to maintain instructional effectiveness, technical usability and quality assurance.
 - Strategies
 - Design formative evaluation tool to use when reviewing and revising deliverables.
 - Communicate with company supervisor to ensure needs are met.
 - Submit final product to Proficient Learning, LLC.
 - Resources
 - Collaboration with supervisor
 - Consultation with university professors
 - “Respironics Strategic Business Planning” program developed by Proficient Learning, LLC
 - Instructional design, assessment and evaluation models
 - Tools
 - Arthur Anderson – Model for Formatively Evaluating CBT Materials
 - PowerPoint or Captivate
 - Microsoft Word
 - Adobe Fireworks