

CUSTOM TRAINING SOLUTIONS



E-LEARNING

Train your dealer technicians quickly and consistently with individual training solutions from Ken Cook Co. Our easy-to-manage training programs are completely customized and effectively teach and certify trainees, track their progress and keep records of their certifications.

Ken Cook Co. prepares your e-learning program – from beginning to expert skill levels – for present and future standards throughout industrial, military and commercial markets.

With E-Learning Programs You Can:

- Develop computer-based training, web-based training or blended training kits
- Add video, animation and audio
- Schedule training at the employer's or employee's convenience
- Track trainee or student records

Ken Cook Co.'s Training Aids and Devices

- Instructor's Guides
- Lesson Plans and Class Schedules
- Skill Enhancement Aids
- Student Materials
- Tests and Certificates
- Other Training Devices

Types of E-Learning

- Computer-based – CD ROM/DVD ROM
- Web-based
- Learning Management Systems (LMS)
- Learning Content Management Systems (LCMS)
- Blended Learning
- Instructor-Led/Virtual Classroom
- Web 2.0 and Social Learning

LEARNING MANAGEMENT SYSTEM (LMS)

Ken Cook Co. can help you integrate your training program into an open-source **LMS**, giving you the ability to automatically manage and track the progress of student training around the world. Our **LMS** is programmed with your training course requirements and serves the appropriate modules to your students on demand via the Internet. A Ken Cook Co. **LMS** can also manage testing and can be integrated with SCORM for e-learning systems.

Advantages of an LMS

- Delivers self-directed training
- Provides a centralized location for web-based training
- Schedules training and evaluation
- Is a database of users that receive training
- Tracks progress and completion of trainees
- Electronically grades tests
- Gives control of training certification
- Generates reports based on customized criteria
- Assists in *Skill Set* assessment

Ken Cook Co.

9929 West Silver Spring Drive
Milwaukee, Wisconsin 53225
Phone: 414.466.6060
Email: info@kencook.com

OUR DEVELOPMENT PROCESS

Choose E-Learning Format and Delivery

There are many decisions to consider when setting up an e-learning program. Selecting the system of delivery that best suits your company's needs will require answering a few simple questions.

- Will this be online or CD/DVD-based?
- Is student tracking required?
- What is the look and feel you want the students to experience?

Develop Modularized Curriculum

Now that the delivery format has been selected, a modularized curriculum will need to be created. This curriculum will form the basis of the e-learning experience. Items to consider for transformation include any current training materials in print or digital format, and the goals and objectives of the courses. Additional items to consider include:

- Will these courses be pre-requisites for instructor-led courses or self-certification courses?
- How many courses are needed?

Develop a Course Outline

Once the curriculum is determined, we can proceed with developing an outline of the courses that will be offered. These outlines will clarify the content of each of the courses and organize the information that needs to be covered. Typically, courses are made up of several smaller modules offering breaks in content for review. You will need to establish:

- How many modules are necessary?
- Will there be quizzes and/or a final exam?

Develop Storyboards

Using the outline, we can begin to develop the storyboards that contain the narration, on-screen text, illustrations, animations and/or video that will be incorporated into the online program. Separate storyboards can be developed for video or animation segments.

Develop Interactive Scripts

Interactive scripts are used to communicate concepts of course flow to the programmer. A script describes exactly what the user will experience when the program is running. In basic terms, the script describes how the program runs and what happens when a user clicks on a button or a link that is on-screen.

Develop the Program

All the materials are now integrated into one course and all user interfaces are developed. The course is programmed using the latest technology/code that is necessary to deliver the overall e-learning experience. At this point you will need to determine:

- What is the look and feel of the program?
- Do user information, progress and results need to be recorded?

Develop Course Materials

If desired, course materials, including guide books, study books, take-away materials or test books, can be created that can be set up as downloads or for distribution upon class registration. You will need to consider the following:

- Are there manuals or materials that the student should have for reference before, during or after the course?
- Will there be any certificates for course completion?

Shoot and Edit Videos

Video can be professionally shot and edited on location or in studio, depending on what best suits your needs. Ken Cook Co. will help find an appropriate video company and location for your video content.

Record Narration

A voice track needs to be recorded and set to time with any on-screen text, video or animation. This will follow the original storyboard.

Testing

Proofing and testing occur throughout the development process. We will develop test modules to evaluate the form and function of the program. Your company will be asked to review the design, functionality and overall feel of the course.

Services Provided

Ken Cook Co. will provide the following services:

- An Account Executive to negotiate all matters regarding pricing, schedules and project scope
- An instructional design team leader. The instructional design team leader is responsible for gathering the technical information necessary to create an outline and help develop storyboards.
- Resources for your video shoot, narration and any other graphic assistance required
- Programming, editing and hosting for your online courses
- Timely review of authored material for each courseware via a dedicated BETA site

Ken Cook Co.

Partners in Product Documentation

www.kencook.com