

# Reaching More Students for Less

*How an educational publisher moved beyond print*

*By Jim Cain & Chris Roach*

*This nonprofit organization offers educational programs and certification to professionals in all segments of the property and casualty insurance industry. They provide print and online learning products that help individuals prepare for the national certification exams. They engaged the **Prophero** team to enable new product offerings from their educational content, and to help them reduce the time and cost to create these products. The end result: maximized content reuse, streamlined business processes, and automated generation of richly designed print publications and online eLearning modules.*

In the past, the client's educational content was driven by the needs of their print publications. With the addition of online eLearning modules, the content that was produced for print was being duplicated for online. This duplication of content increased development costs not only for the creation of the online products, but also for print products when content changes discovered in online needed to be duplicated for print.

## Moving to Lesson-Based Authoring

First, we worked with the client to define a more granular unit for educational content: the learning object, which contains content for a specific educational objective. Each learning object is authored in a delivery-neutral model, which enabled writers to focus solely on the instruction necessary to meet each educational objective and ignore its delivery context.

This shift also enabled the client to streamline their content authoring processes with electronic workflow, providing them with the ability to track and manage the content development and review process more closely. This opened the door for new development models, where content is spread across multiple authors and editors, getting it publication-ready faster.

## Content Reuse Across Delivery Channels

Product presentation teams assemble learning objects into product maps. Because each learning object is self-contained, a learning object can be included in any number of product maps, allowing a learning object to be written once and reused in multiple products.

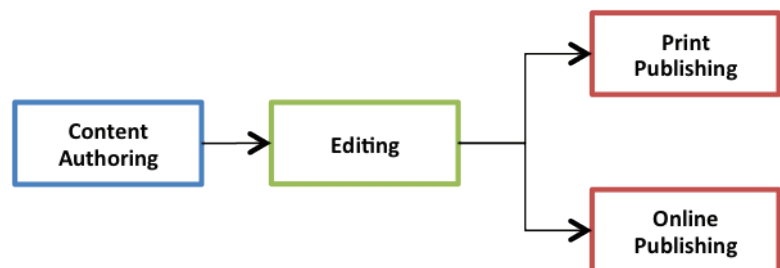
Additionally, learning objects are written in a delivery-neutral manner. Therefore, content from a learning object is easily used in both print and online products, maximizing the effort that was invested in developing each learning object.

## Decreased Time to Publish

A learning object is a collection of educational content that feeds four print products (text books, course guides, review notes, flash cards) and online eLearning modules. By including learning objects in their print and online product maps, the client is able to automate the generation of all of these products in parallel, decreasing the amount of time needed to produce materials for their students.

## Decreased Cost to Publish

Composition and layout of print products is automated, producing richly designed, press-ready publications based upon the client's existing product templates. This automated process replaces manual composition and layout activities while providing the ability for any layout issues to be addressed manually if absolutely necessary.



## Reaching More Students for Less (cont'd)

Interactive online eLearning modules are also generated automatically, providing modules that are ready to be plugged into the client learning management system (LMS). Module navigation, screen interactions, and knowledge checks are built into the generation process. This allows the creation of the online product maps to be focused solely on where in each module content needs to be displayed.

## Summary

With these changes, the client can now provide their students the choice of educational material that is most effective for their learning needs. At the same time, the client has ensured that the same content is being presented regardless of the delivery channel. This has broadened the reach of their material while reducing the costs associated with creating educational products.



***Jim Cain** is architect of the **Prophero** solution and the leader of the company's publishing practice. He has more than fifteen years of experience implementing software solutions, and he has been working with educational publishers for more than 5 years.*

***Chris Roach** is a senior project manager with expertise working in enterprise content management in professional and K-12 publishing environments. He is currently helping clients streamline their processes through dynamic publishing solutions.*

710 Providence Road • Loman Hall • Malvern • PA • 610.644.4485