

VENDOR CHECKLIST

Using a vendor isn't a decision that many take lightly-- you are trusting someone with important content, and the quality and vision must be in alignment with what your stakeholders expect.

Here is a handy checklist you can use to see if a vendor might be a great fit:

ARTICULATE YOUR PROBLEM

Are you looking for writers? What expertise and skills might they need? Do you need work created from scratch, or do existing materials need revision? Which team members would be in your ideal workflow: writers, subject matter experts, instructional designers, editors, artists, production team members? What resources are needed-- including editing, art, and technology specifications? Have you had the chance to estimate how many of each deliverable you might need, and do you have an approximate final deadline for materials to be completed?

Does your vendor:

- Have a wide array of expertise available-- subject matter experts should be available in any subject that you plan to cover
- Offer options for a flexible workflow-- if you plan to edit in house or do a portion of the writing, look to develop a collaborative workflow that has the elements you need
- Provide estimates as to how much volume can be completed in various time frames-- this will give you options for making a decision about when to launch

CREATE AN EXEMPLAR OF THE FINAL PRODUCT

Do you have a model of what you are looking for? If you can determine the final product, a vendor can help you break down the process of building that resource, replicate the process, and deliver the quality you are looking for on a larger scale than your individual team could complete.

Seek a vendor that can:

- Show you samples of work completed for other clients to use as inspiration
- Develop a prototype that can be developed for your team to approve
- Create a quality checklist for review of the final product
- Offer a calibration round with a small sample of the final product, so that your stakeholders can review and give early feedback before development is underway

GATHER RESOURCES FOR A VENDOR TO USE

Can you identify and locate resources for a vendor to use? Is there a style guide, or are there brand standards for your school or organization? If you've ever used writing guidelines or development direction in the past, are they ready to be handed over so the vendor can use them?

Your ideal vendor will have:

- Development resources available, such as a standard style guide
- The capacity to create custom writing guidelines for development
- Deep expertise in the subject area, so that new resources can be located

A successful partnership with a vendor is an invaluable resource. When you need to scale up, add or revise new content, and develop fresh and engaging materials, you'll have a team to turn to that can create your vision on time and within budget.



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