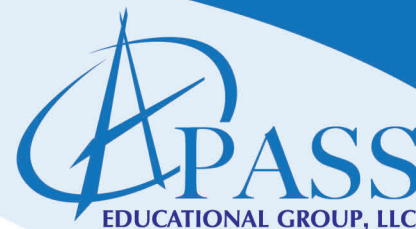


# Career and Technical Education Case Study: Labor Trafficking eLearning Course



## THE CLIENT:

Our client, Ray Hoskins, an independent instructional designer and developer, bid and won a government contract to develop an eLearning course. Although he and his team had the capability to work in the authoring tool, Captivate, he wasn't able to take on the project because of the project's demanding timelines and quick turnaround times.

## THE CHALLENGE:

The client approached A Pass for a full-course solution, from design and development to delivery. All work that was completed by A Pass had to be approved by the government end-client. The challenge was to develop a full-length course within 1.5 months to meet government approval deadlines.



## PROJECT STRATEGY:

A Pass conducted a thorough needs assessment and learner analysis before launching the project. Although we had the capability to staff a project of this size, we knew we had to address the challenge of tight turnaround times. Our strategy was to organize an experienced team of instructional designers, writers, editors, and artists who had a track record of developing and delivering projects under tight deadlines. The team that was selected for the project was in close communication with the client at every step to ensure reviews and revisions were completed on time. Since deliverables had to be approved by our client and the end-client (government), extra time had to be built in for the additional reviews and revisions. We closely followed our QA process (reviews at multiple checkpoints) that we implement in all our projects.

## PROJECT SCOPE:

The client required specific details regarding what to incorporate in the development of the course. In addition to curriculum mapping and curriculum designs, the deliverables were developed using the following criteria:

**Audience:** Providers of services to homeless/runaway youth

**Purpose:** Increase awareness of when children may be at risk for labor trafficking

### Deliverables:

- Two 90-minute eLearning courses (three 30-minute modules)
- User Interface (UI) templates for Captivate

- Course Design Concept and Strategy (two options provided)
- Course Storyboard including voiceover (VO) narration and description of art
- Self-paced, interactive eLearning course built in Captivate (alpha, beta, gold iterations) included the following features:
  - 60 minutes of voiceover
  - Pre-assessment, 15-16 user interactions, and post-assessment
  - 35-40 graphics/videos
  - Newly created art for each scenario presented
  - A printable certificate of completion at the end of the course

## PROJECT OUTCOME:

The project was completed and delivered on time. The A Pass team was able to build a good rapport with the client that helped to keep an open line of communication.

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