



DEVELOPING AN ONLINE PROGRAM: PARTNERING WITH EDUCATIONAL IMPACT

El produces its own original programs and also partners with other organizations to create custom online courses. El's ability to develop online programs based on successful face-to-face professional development has made it the company of choice for many prominent educational organizations.



Ohio
Association of
Elementary School Administrators



This statewide professional organization chose El to co-produce three online courses based on their successful face to face training programs on Leadership and Literacy and Standards-Based Instruction for special needs students. OAESA also partnered with El to co-produced two additional online programs for their Instructional Leadership Series as well as the popular 360° Leadership Assessment.

National
Association of
Elementary School Principals



NAESP partnered with El to create an online program based on their award winning document, *Leading Learning Communities: Standards for What Principals Should Know and Be Able To Do*. El was selected by NAESP after an extensive interview process that included discussions with over 25 companies. The online program contains 12 hours of video content.



National Education
Association



NEA is presently working with El to create a 12 hour online program on teaching strategies. The program is based on years of research and proven results in the classroom. Users are provided with teaching techniques that are easy to understand and can be easily replicated and implemented. The program will be launched in the fall of 2007.

Texas Association
of Secondary
School Principals



TASSP partnered with El to create a four program series on school leadership. The online courses include video of leading educational experts, practitioner panel discussions, and onsite case studies. The entire series contains approximately 80 hours of video content.

www.educationalimpact.com

Developing An Online Program

Step 1: Clarify Content and Desired Outcomes

Step 2: Develop an Outline

Step 3: Select Content Delivery Method

- Classrooms
- Workshops
- Talking heads
(Prepared Topic or Interview Style)
- Expert panels
- Case studies
- Simulations
- Consider interactive practice methods

Step 4: Plan for Filming

- Select locations
- Select participants
- Solicit experts
- Prepare videotaping schedule
- Prepare participants prior to shoot dates

Step 5: Filming

Step 6: Editing

- Review footage
- Create edit notes
- Write voice-overs

Step 7: Collect and Develop Support Material

- Assessments
- Handouts
- Assignments
- Resources/Libraries
- Biographies
- Initiative Survey/Polling Questions

Educational Impact is there to walk you through every stage of the process.

NYC Council for School Administrators



CSA represents all of the school administrators in the NYC school system (approx 5,000). EI and CSA formed a partnership to construct two programs on *Urban School Leadership*.

Colorado BOCES/St Vrain School District



A consortium of Colorado schools chose EI to co-produce an online course to help teachers address the needs of ESL students. The program includes numerous hours of live classroom video featuring master ESL teachers teaching real ESL students.

NY DOE / Herkimer BOCES



EI created an online program entitled *Data Utilization in the Classroom*; a very hot topic nationally. It features an array of national educational experts and case studies.

The Kennedy Foundation



The Kennedy Foundation choose take their 18 year old face to face Character Education Program known as the *Community of Caring* and offer it online. The program contains 17 hours of video content.



Online Content Provider for Educators
1-800-859-2793