

**Project Proposal:** (Instructor Led Training) ILT Online Video Project – Training Page Content

**Lead Department:** Clarian Learning Solutions

**Proposed Goal:** The goal of this project is to convert 8% of our Instructor Led Training (ILT) into reusable, online video streaming content for Clarian staff.

**Project Partners:** Clarian Learning Solutions – Development, eLMS, and Trainers

**Primary Contact:**

Name: J. G. Moore  
Position: Multimedia Developer  
Email: jmoore3@clarian.org

**Project Length:** 12 months

**Project Start Date:** October 2009

**Project Funding:** \$3687.00

**Outline Project Description**

This project will attempt to do for ILT what Informatics Education did for software simulations; provide relevant training using technology to provide flexible delivery using new (online video, twitter, etc.) techniques.

The goal is to deliver some of our outstanding Instructor led training to Clarian clinical staff using online video.

Converting ILT will allow users more access to our excellent training and allow Clarian Learning Solutions to include online video as a delivery method to serve clinical staff.

Video streaming technology will be implemented using metadata within videos, so specific content can be searched for within a media file.

An additional project goal is to "gently" push some of our content to users via email. Pushing relatable and relevant ILT video training using email newsletters will connect content with users.

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## Introduction

### *Rationale and nature of work to be undertaken*

As with many other institutions, we have various technologies that we currently use to strengthen learning. The ILT Online Video project aims to use online video as a way to provide Clarian staff the benefits of instructor led training with the convenience of the internet. By providing some of our ILT via online video, we can provide a classroom experience to Clarian Staff who cannot attend classroom training in person.

### *Length of project, start, and end dates*

We would look to run this for one year initially with biannual reviews. ILT online video conversions would begin late October 2009 and continue until October 2010.

We would anticipate that these technologies and standard operating procedures will become embedded in our department and therefore be sustainable after this date. We would simply continue converting ILT into online video modules while optimizing and streamlining our efforts.

## Project Description

The project looks to implement video streaming technologies that will enhance Clarian's e-learning systems. The use of streaming video technology alongside ILT will give an added dimension to CLS training. The project has the following aims:

### Delivery

Each class will have a Training Page. This Training Page will act as a virtual class that allows the user to watch an online video of the actual class, view any classroom materials, and contact the instructor vial e-mail.

Periodic e-mail newsletters will promote class content directly to Clarian staff. E-mail marketing methods will allow CLS to become more visible and provide Clarian staff more access to education.

### Streaming

We will use Adobe® Flash® Media Server software to stream video content. This will allow us to have support and access to a powerful set of streaming tools that will allow us to produce and serve online videos.

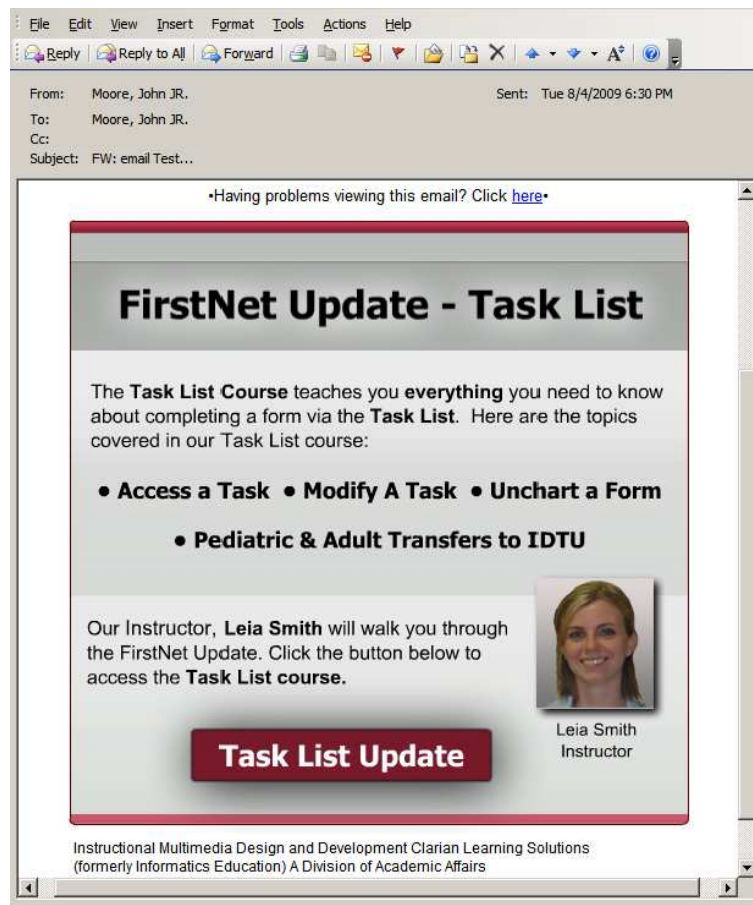
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## Email Delivery

Email Newsletters will push timely training to users throughout the year. This will allow users to archive the training emails and forward them to other Clarian staff. This will work just like our current eLetter newsletter. Newsletter content delivery benefits:

- HTML based email that matches the look and feel of course Class pages
- Capacity to send 450 + emails per day
- Create a production pipeline so that CLS can provide this service to *other* depts.
- It *looks* good!!!!

Here is a table layout of a typical email newsletter:



You can see a live sample here:

<http://www.informaticsed.org/update/video1/FNTL.html>

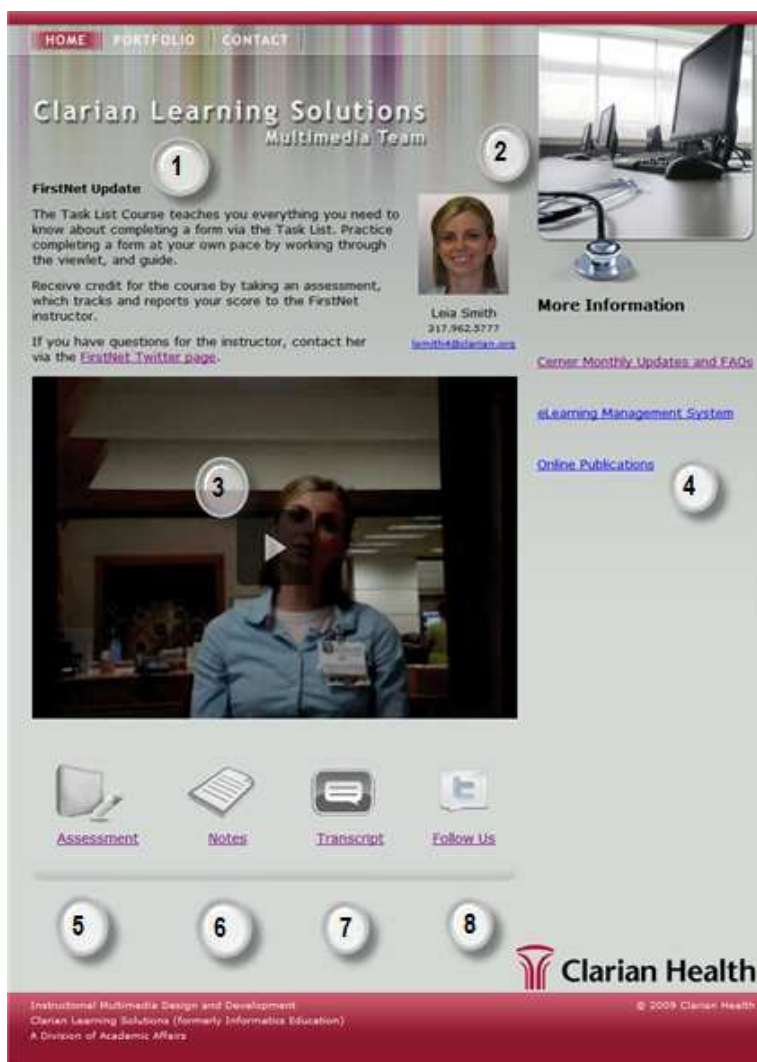
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## Training Page – Frontend

The Training Page design is simple and anchored by the ILT online video. Each class will have a Class Page that contains the ILT video, Instructor contact information, and any other materials student need to participate in the class. Here's a visual summary of a Training Page layout:

1. Training Page synopsis
2. Instructor photo and contact information
3. Online video - This is also viewable as full screen video
4. Pulse Links
5. Assessment  
\*Link to eLMS
6. Notes – Job aides and other print materials
7. Training Page video text transcripts
8. Class twitter page link



You can see live samples (Training Page and twitter page) here:

[http://www.informaticsed.org/update/video1/training\\_page\\_beta.html](http://www.informaticsed.org/update/video1/training_page_beta.html)

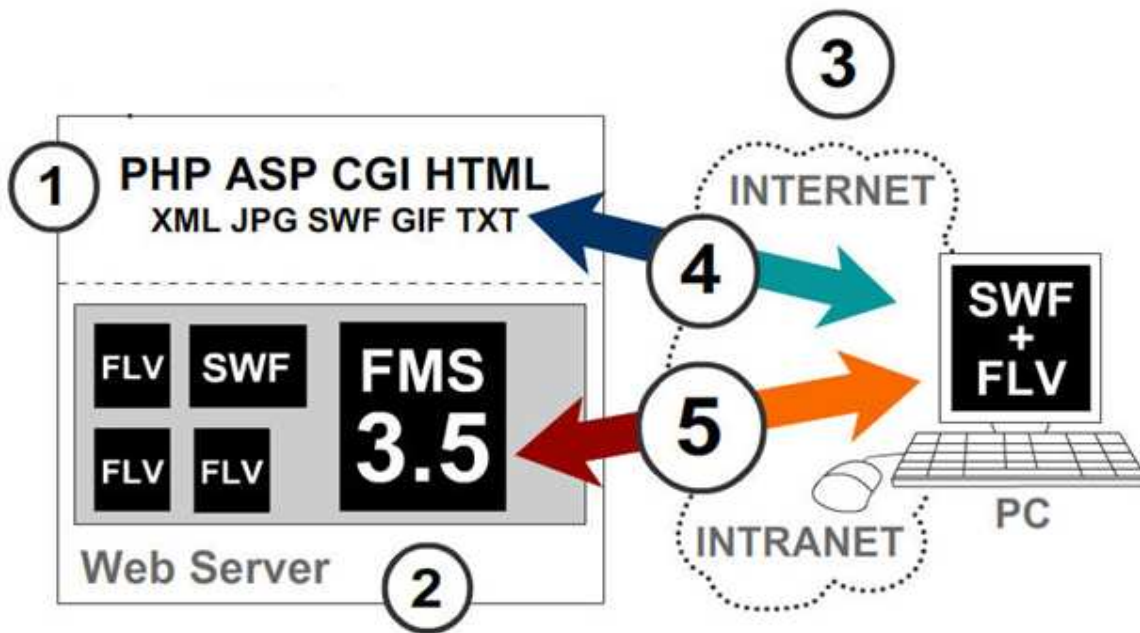
[http://twitter.com/CLS\\_FirstNet](http://twitter.com/CLS_FirstNet)

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## Training Page – Backend

*Flash Media Server* offers the unique combination of traditional streaming media capabilities and a flexible development environment for creating and delivering innovative, interactive media applications to the largest possible audience.



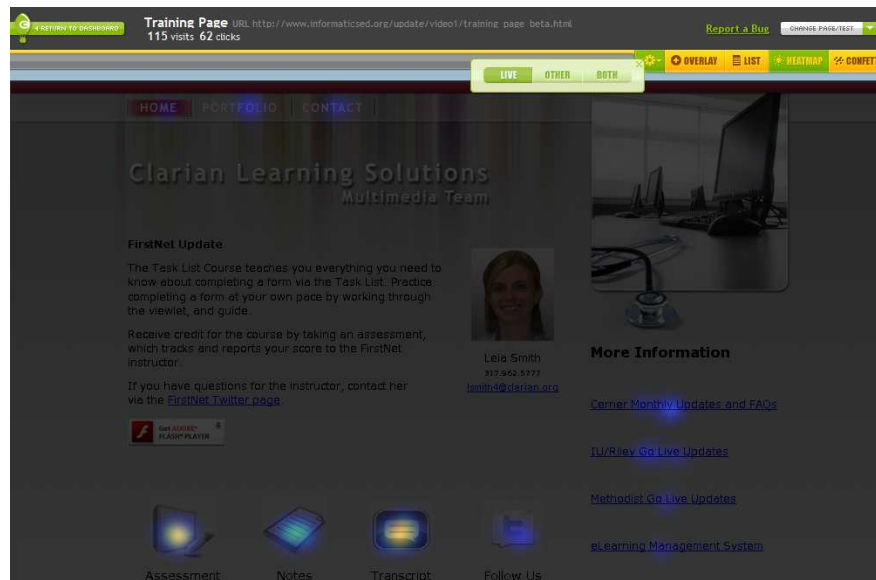
1. **Web Content** – Contains typical web files: php, asp, cgi, html, xml, jpg, gif, swf, and as files
2. **Video Content** – Flash Media Streaming Server 3.5 (FMS 3.5) installed; streaming content copied to FMS and indexed for streaming.
3. **User Experience** – Requests class page along with online video
4. **Content Request** – Typical internet request for html, xml, and/or jpg content
5. **Video Request** – The video is streaming via FMS in conjunction with the web server – providing a “typical” continuous online video experience.

We need to install FMS on a Clarian server so that the video performance does not distract from the user training experience. We can host the Training Page GUI items on our current department website.

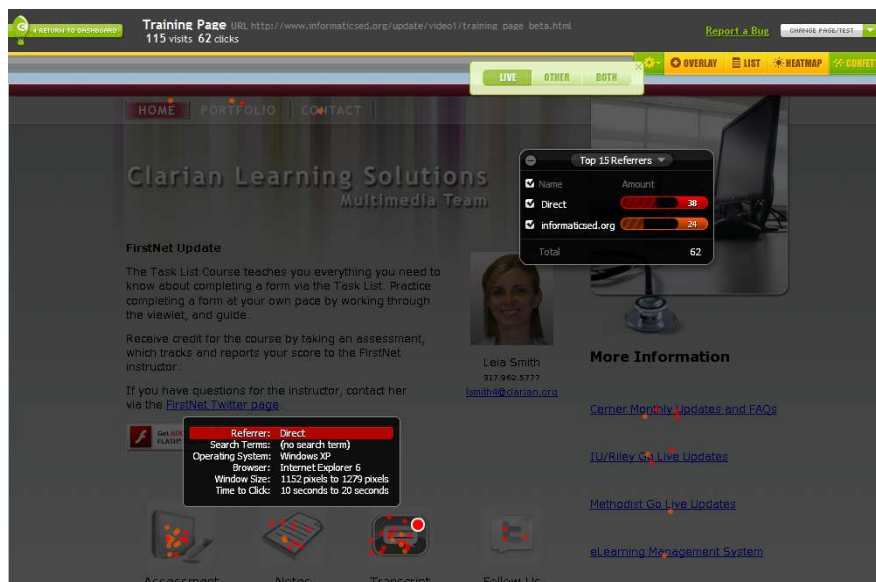
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## Training Page – Metrics

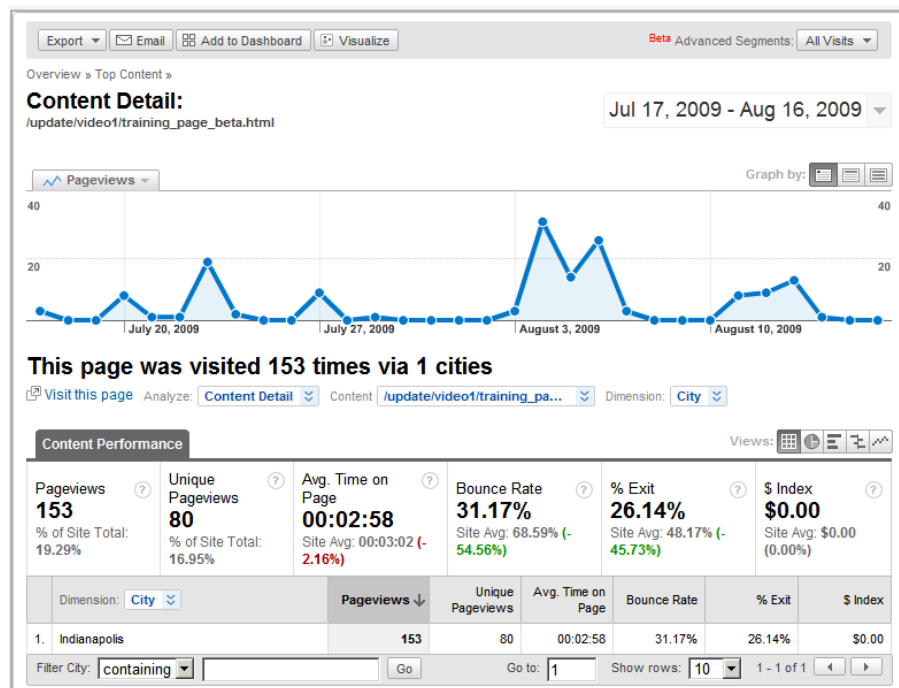
The Training Page content can be tracked allow us to “see” how our users use our content.



Crazy Egg Heatmap - gives you a quick visual of what users are clicking (looks good in a PowerPoint!)



Crazy Egg Confetti click tracking - gives you detailed user information and metrics



Right now, we do not track (metrics, not scoring) non-eLMS content. Using metrics would allow us to make better content and have user statistics in case we need them in the future.

Online Content Production Tools – The list below are the tools needed to produce online content.

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## Adobe Flash Media Streaming Server 3.5



- Dynamic Streaming - Integrated HTTP server - Unlimited bandwidth and users
- More secure content delivery - Ready to stream right out of the box

<http://www.adobe.com/products/flashmediastreaming/>

**\$1,000 - (needs to be installed on a Clarian web server [Linda Kay Burgard])**

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## e-Campaign 7.6



- Fast email delivery (via fast, multi-threaded email delivery engine)
- Supports rich-text HTML, plain text, and multipart messages
- Supports embedded images, HTML background images, and sound in HTML emails

<http://www.lmhsoft.com/ecamp/>

**\$280 (one for the lab)**

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[MailHop Outbound](#)  
Outgoing, secure SMTP  
server for on the go or all the  
time.

MailHop® Outbound allows you to quickly and securely send e-mail from anywhere.

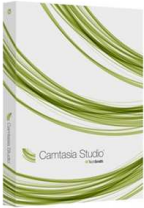
<http://www.dyndns.com/services/mailhop/outbound.html>

Yearly Cost	Emails Sent per Day	Emails Sent Per Month	Emails Sent per Year
\$30 (entire department)	300	9000	108,00



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## Camtasia Studio 6



- HD-quality video for the web
- Independent audio & video editing
- Edit MOV files, Jing videos, and more

<http://www.techsmith.com/camtasia.asp>

We have Camtasia Studio 2.0.x, our upgrade to Camtasia Studio 6.0.2 would be:

**\$150 per user (one for the lab)**

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## Jing Pro



- Webinar software
- Integrates with Camtasia Studio

<http://www.jingproject.com/>

**\$15 per user/year (one for the lab)**

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## QuickTime 7 Pro



Easily create movies for iPhone, iPod and Apple TV, capture movies in a single click, save movies from the web, share movies with friends and family, create stunning H.264 video, and much more.

<http://store.apple.com/us/product/D3381Z/A>

**\$30 per user (need three)**

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## flowplayer 3.1



Flowplayer is an Open Source (GPL 3) video player for the Web. it to embed video streams into your web pages.

<http://flowplayer.org/download/index.html>

**\$95 per www domain** - We can register the player for our www domain

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## Infomercial Insomnia #SCBUS12 Audio CD



<http://www.royaltyfreemusic.com/infomercial-music.html>

**\$100** – This is a royalty free music collection, we can use this audio in any of our projects.

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## GoldWave Audio Conversion Software



<http://www.goldwave.com/>

**\$53**

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## Cyber Acoustics AC 100b - headset - Semi-open, Monaural



<http://www.cdw.com/shop/products/default.aspx?EDC=262485>

**\$7 (one of these for each designer)**

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## Sony WCS999 Wireless Microphone System



<http://www.fullcompass.com/product/365311.html>

**\$150**

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## Canon VIXA HG20 AVCHD 60 GB HDD Camcorder with 12x Optical Zoom



It combines the ease of recording video directly onto an internal Hard Disk Drive with the advanced AVCHD – Advanced Video Codec High Definition – format. Its 60GB Hard Disk Drive allows you to record up to 22 hours and 55 minutes of crisp, high definition video (LP Mode).

**Camera: \$870** – price from Amazon

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## U-Flycam



The U-Flycam offers light, agile, seamless shooting. This hand-held U-Flycam being light and compact, allows you to keep up with the action more easily than ever.

<http://www.youtube.com/watch?v=ZYuCBAr1dgk>

**\$150** - via eBay

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## Professional Photo Studio Lighting Kit



- (2) Silver/Black Umbrellas (2) Standard Umbrellas
- (2) Light brackets with Umbrella Holders
- (3) Premium Grade Synch Flashes (45 w/s)
- (3) Premium Light Stands

**\$150 - via eBay**

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## Maxtor OneTouch 750 GB External hard drive



**\$93 (x 2)**

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## DTY Portable Sound Studio (< \$140)



### Porta-Booth - Portable Sound Studio

★★★★★  (4 customer reviews) | [More about this product](#)

Price: **\$129.00**

**In Stock.**

Ships from and sold by [Voice-Over Essentials](#).

**< \$140 (one for the lab)**

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## Easy to Use USB Portable Prosumer Microphone



### Blue Microphones Snowball USB Microphone Bundle

Other products by [Blue](#)

★★★★☆ (99 customer reviews) | [More about this product](#)

List Price: ~~\$139.00~~

Price: To see our price, add this item to your cart. You can always remove it later. [Why don't we show the price?](#)  
This item ships for **FREE with Super Saver Shipping.**  
[Details](#)

**In Stock.**

Sold by [Streamline Audio Video](#) and [Fulfilled by Amazon.](#)

**Want it delivered Friday, June 5?** Order it in the next 4 hours and 30 minutes, and choose **One-Day Shipping** at checkout. [Details](#)

[27 new](#)

[3 used](#) from \$79.97

**< \$100 (one for the lab)**

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## Classy USB Transcription Foot Pedal With Express Scribe Transcription Playback Software



The Classy USB transcription foot pedal is a smaller, lighter, and less expensive alternative USB foot pedal. It is fully compatible with Express Scribe and most other transcription software.

<http://www.pcdictate.com/ProductDetails.asp?ProductCode=CLASSY-USB&click=2>

**\$50.00 (one for the lab and one for the design team)**

Express Scribe is free professional audio player software for PC, Mac or Linux designed to assist the transcription of audio recordings.

<http://www.nch.com.au/scribe/>

**\$Free**

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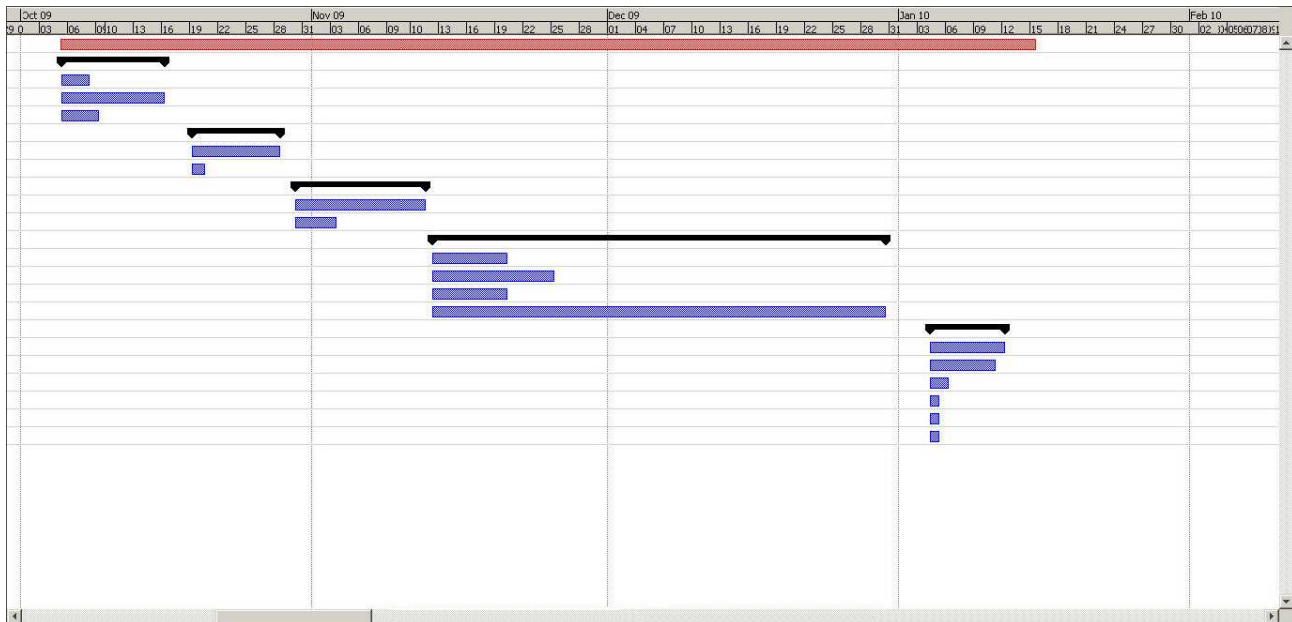
**Total: \$3687.00** (far less than the initial proposal©)

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# Project Plan

Here is a tentative project plan:

	Ⓜ	Name	Duration	Start	Finish
1		Begin ILT Video Project	75 days?	10/5/09 8:00 AM	1/15/10 5:00 PM
2		<b>Design Phase</b>	9 days?	<b>10/5/09 9:00 AM</b>	<b>10/16/09 9:00 AM</b>
3		ILT Video Prototyping	3 days?	10/5/09 9:00 AM	10/8/09 9:00 AM
4		Class Page Prototyping	9 days?	10/5/09 9:00 AM	10/16/09 9:00 AM
5		eMail Newsletter Prototyping	4 days?	10/5/09 9:00 AM	10/9/09 9:00 AM
6		<b>Flash Media Server (FMS) Setup</b>	8 days?	<b>10/19/09 8:00 AM</b>	<b>10/28/09 5:00 PM</b>
7		FMS Install	8 days?	10/19/09 8:00 AM	10/28/09 5:00 PM
8		FMS Optimization - Videos	2 days?	10/19/09 8:00 AM	10/20/09 5:00 PM
9		<b>QA - Design Prototyping QA Review</b>	9 days?	<b>10/30/09 8:00 AM</b>	<b>11/11/09 5:00 PM</b>
10		ILT and Class page QA Review	9 days?	10/30/09 8:00 AM	11/11/09 5:00 PM
11		eMail Newsletter QA Review	3 days?	10/30/09 8:00 AM	11/3/09 5:00 PM
12		<b>Audio Visual Setup Phase</b>	34.875 days?	<b>11/12/09 9:00 AM</b>	<b>12/30/09 5:00 PM</b>
13		Team Training Setup - Camera/Lights/Audio	6 days?	11/12/09 9:00 AM	11/20/09 9:00 AM
14		Team Training Setup - Hardware/software	9 days?	11/12/09 9:00 AM	11/25/09 9:00 AM
15		Prepare SOP for Team members	6 days?	11/12/09 9:00 AM	11/20/09 9:00 AM
16		Team SOP training	34.875 days?	11/12/09 9:00 AM	12/30/09 5:00 PM
17		<b>Class Page Development - Pilot</b>	6 days?	<b>1/4/10 9:00 AM</b>	<b>1/12/10 9:00 AM</b>
18		AV Record Pilot ILT class	6 days?	1/4/10 9:00 AM	1/12/10 9:00 AM
19		Edit AV ILT files	5 days?	1/4/10 9:00 AM	1/11/10 9:00 AM
20		Gather Class material ( docs, transcripts...)	2 days?	1/4/10 9:00 AM	1/6/10 9:00 AM
21		Build the Pilot ILT Class Page	1 day?	1/4/10 9:00 AM	1/5/10 9:00 AM
22		Upload Completed Class page	1 day?	1/4/10 9:00 AM	1/5/10 9:00 AM
23		Create email newsletter marketing the Class Page	1 day?	1/4/10 9:00 AM	1/5/10 9:00 AM



## Departmental Role

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I would like to have an official expanded role in our department. I think our department should consider expanding to having two Sr. Multimedia Developers. Development has grown *considerably* in number and scope since 2002.

I would like to be that Senior Multimedia Developer. I could facilitate the team lead (Matt) while tackling day-to-day development. This new role would allow me to do some other tasks that our Department needs to do to stay innovative.

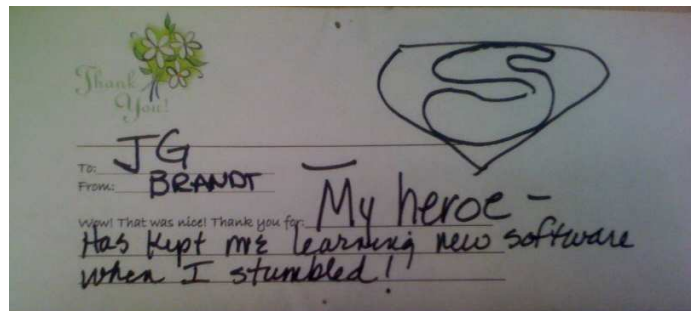
Senior Multimedia Developer duties could be:

- Develop Special Projects (ILT video - Training Page project)
- Maintain the eLetter development and delivery
- Conduct Designer training on software (transcription, presentation, and audio software)
- Facilitate leadership and development communication (in internal and staff meetings)
- Research and development for CLS

I have the skills and ideas that would allow me to bring some fresh ideas to our department, and help facilitate our current leadership team in creating a department that will help Clinical staff better serve our patients.



Official Clarian Performance Awards, Gold and Bronze



From Brandt on the Adobe Presenter training I provided in her in early 2009.

When we last met, you wanted me to “show you something.” I think the Training Page represents the type of content that I would conjure up in an expanded role, using the right tools. Others in the organization *will notice* our content *if* we stay innovative:

Clarian Health is now following you on Twitter! Inbox | X

☆ **Twitter** to me show details Aug 16 (1 day ago) Reply

**Images are not displayed.**  
[Display images below](#) -  
[Always display images from twitter-follow-informaticsed@gmail.com@postmaster.twitter.com](#)

How cool is this, **Clarian Health** is following our Training Page twitter page!!

**Hi, CLS\_FirstNet .**

[Clarian Health \(Clarian\\_Health\)](#) is now following your tweets on Twitter.

A little information about Clarian Health:

	<i>108 followers</i> <i>20 tweets</i> <i>following 213 people</i>
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*The Twitter Team*  
Turn off these emails at: <http://twitter.com/account/notifications>

Please do not reply to this message; it was sent from an unmonitored email address. This message is a service email related to your use of Twitter. For general inquiries or to request support with your Twitter account, please visit us at [Twitter Support](#).

Training page's twitter site is being followed by Clarian Health's twitter page

Let me know what you think of the Training Page content, and an expanded role within the development team.

J.G.

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