



CRANIAL EXPANSION™
It's more than just training.



Higher Education

Powerful, profitable eLearning





Powerful, profitable eLearning

Providing a broad selection of effective online courses can be a big headache. Whether you develop in-house or outsource, you face a number of challenges that can directly impact the availability, effectiveness, and overall cost of your program.

Cranial Expansion can help you overcome those challenges, with a range of service offerings that are tailored to fit your institutional needs and service model.

OUTSOURCING

If you don't have resources or skillsets for in-house development, outsourcing may seem like the best alternative. Outsourcing does give you access to additional course developers when you need them, but it can be very expensive. Even if you can free up the budget to outsource your course development, there are a number of other challenges that typically need to be addressed, including:

➡ **Maintenance & Updates** – Outside vendors will get your courses developed and launched on time, but what about ongoing updates? Vendors are often reluctant to allocate resources for maintenance when they could be working on fullscale development projects. How do you get the course updates you need without excessive maintenance fees.

➡ **Effectiveness** – You need to ensure that your distance learning courses are just as effective as your other offerings. You don't want to outsource your course development and end up with a bunch of boring, text-heavy courses. Where do you find content providers that have a solid instructional design background and the ability to produce engaging, highly interactive courses?

➡ **Support Issues** – Providing a seamless user experience means more than just providing technical support after hours. An in-depth understanding of your technical infrastructure and extensive usability testing before course launch is critical to minimize student problems down the road. You don't to deal with support headaches and your IT department is too busy to provide frontline support to your students. How do you ensure your vendors understand these issues and do sufficient upfront analysis to avoid these problems?

➡ **Competitiveness** – With so many schools offering online programs, it's important for you to maintain your competitive advantage when you outsource. Many vendors adopt a cookie-cutter approach to course development and may be reluctant to customize their processes and programs to meet your needs. How do you outsource the work to someone else and still maintain your distinctiveness?

These are all common issues, and any one of them can significantly impact the overall success and profitability of your program. How can you outsource the work without outsourcing the profit, as well? How can you get the courses you want, when you want them, without all the hassles and headaches?

Cranial Expansion can help.

Our course developers can provide you with the expert instructional design you need, when you need it, at a price that fits nicely in your budget. We'll give you dedicated resources that are available whenever you need them, so new course development as well as maintenance and updates get done quickly. We'll custom develop templates, do extensive usability testing, and make sure it all works seamlessly within your LMS and IT environment. You drive the requirements, so you can tailor the program to fit your needs and maintain your competitive edge.

IN-HOUSE DEVELOPMENT

By developing content in-house, you can avoid many of the problems associated with outsourcing, but the complexity involved in developing and maintaining a full suite of distance learning courses can be equally daunting. The authoring tools in most Learning Management Systems have very sparse features, so building engaging content is difficult, if not outright impossible. There are numerous dedicated authoring tools available on the market, but most are designed for expert online developers and have steep learning curves. They're also licensed per-user or per-machine so keeping track of all those licenses can provide additional stress. Finally, online development requires a range of skills that your staff may not have, which makes development slower and more troublesome for all involved.

Cranial Expansion can help.

Our Expert Development Program (EDP™) provides the tools and support you need to get your developers up to speed quickly. The EDP combines a full-featured authoring tool with dedicated workshops and regular coaching from senior instructional designers, ensuring that your team produces quality, effective courses everytime.

The EDP isn't just another authoring package with some training tacked on. In the EDP, your developers are never on their own – our workshops and coaching guide them through the development process and ensure that they always have an expert around when they need one. We handle all the backend technical requirements, including meeting with your IT department and creating templates that work for your audience, so you and your instructors can focus on teaching, not technology.

The heart of the EDP is our Expert Development Engine (EDE), a powerful and simple authoring environment that includes all the features distance learning developers need, without extraneous bells and whistles. Designed by teachers, for teachers, EDE covers all the text and image basics but also offers animation, simulation integration, and interactive testing. Course developers don't need any HTML or Flash skills, since EDE is built directly on top of Internet Explorer, and the finished content is compatible with any standards-compliant LMS. To simplify license management, EDE is a hosted solution, so developers can build courses from anywhere without having to worry about installation or configuration.

Simple, powerful tools

Expert instructional design

Affordable prices

It's more than just training





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