



Practice Exercise

Using the *Management* Checklist Items to Evaluate an Existing Site

The checklist here provides a sample of different items from the many Management categories: Use this survey to evaluate a course of your choice.

I recognize that you may not be able to answer all items with the information at a given website, but still wanted you to have the opportunity to consider elements from this checklist.

The Management Section of the checklist covers these topic areas:

- People
- Management Team
- Managing Content Development
- Managing Delivery and Maintenance

Tip: You may want to use the site Search tool and enter a key word (for example, “staff” or “design team” to more quickly locate information to answer a survey item.

People

NOTE: We recognize that you may not be able to answer the Role and Responsibilities items from the information available at the site and do not require that you fill out this table. We do ask that you look at the staff information in this site however, as doing so may be one way to gain some insight into staff roles for this group.

Role of Individual	Responsibilities
Director	Directs e-learning initiatives. Develops e-learning plans and strategies.
Project Manager	Supervises the overall e-learning process including; design, production, delivery, evaluation, budgeting, staffing and scheduling. Works with coordinators of various e-learning teams.
Business Developer	Develops business plan, marketing plan, and promotion plan. Coordinates internal and external strategic partnerships.
Consultant / Advisor	Provides independent, expert advice and services during various stages of e-learning.



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	<i>Content Development Process</i>
Research and Design Coordinator	Coordinates e-learning research and design processes. Informs management and design teams about the latest data pertaining to online learning activities and research.
Content or Subject Matter Expert	Write course contents and reviews existing course materials (if any) for accuracy and currency.
Instructional Designer	Provides consultation on instructional strategies and techniques for e-learning contents and resources. Helps select delivery format and assessment strategies for e-learning.
Interface Designer	Responsible for site design, navigation, accessibility and usability testing. Responsible for reviewing interface design and content materials to be compliant with the accessibility guidelines (e.g., section 508 of American disability Act - ADA).
Copyright Coordinator	Provides advisement on intellectual property issues relevant to e-learning. Responsible for negotiating permission to use copyrighted materials including articles, books chapters, videos, music, animations, graphics, Web pages, etc. from copyright holders.
Evaluation Specialist	Responsible for evaluation and assessment design and methodology. Conducts and manages student assessment and evaluation of e-learning environments.
Production Coordinator	Coordinates e-learning production process.
Course Integrator	Responsible for getting all pieces of e-learning (e.g., Web pages, chat rooms, Java applets, e-commerce, etc.) working together under a learning management system.
Programmer	Programs e-learning lessons following the storyboard created in the design process.



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Editor	Reviews e-learning materials for clarity, consistency of style, grammar, spelling, appropriate references and copyright information.
Graphic Artist	Uses creativity and style to design graphical images for e-learning lessons.
Multimedia Developer	Responsible for creating multimedia learning objects such as audio, video, 2D/3D animations, simulations, etc.
Photographer/ Videographer (cameraman)	Responsible photography and video related to e-learning contents.
Learning Objects Specialist	Guides the design, production and meaningful storage of learning objects by following internationally recognized standards (e.g., SCORM, AICC, IEEE, etc.).
Quality Assurance	Responsible for quality control in e-learning.
Pilot Subjects	Participants in e-learning pilot testing.
	<i>Content Delivery and Maintenance Process</i>
Delivery Coordinator	Coordinates the implementation of e-learning courses and resources.
Systems Administrator	Administers LMS server, user accounts and network security.
Server/Database Programmer	Responsible for server and database related programming especially for tracking and recording learners' activities.
Online Course Coordinator	Coordinates the instructional and support staff for online courses.
Instructor(or Trainer)	Teaches online courses.
Instructor Assistant	Assists the instructor or trainer in instruction.



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Tutor	Assists learners in learning tasks.
Discussion Facilitator or Moderator	Moderates and facilitates online discussions.
Customer Service	Provides generic help and points to appropriate support services based on specific needs of customers (i.e., learners).
Technical Support Specialist	Provides both hardware and software related technical help.
Library Services	Interactive library services for learners who can ask questions to librarians about their research both asynchronous and real time via the Internet.
Counseling Services	Provides guidance on study skills, self-discipline, responsibility for own learning, time management and stress management, etc.
Administrative Services	Administrative services include admissions, schedules, etc.
Registration Services	Responsible for efficient and secure registration process for e-learning.
Marketing	Responsible for marketing e-learning offerings.
Other (specify)	

Management Team

Are the budgets maintained efficiently to keep e-learning updated and running without any financial problems?

- ☐ Yes
- ☐ No
- ☐ Not applicable

Identify outside contractor (i.e., outsourcing) ideal for roles and responsibilities du



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Are all e-learning materials created based on institution's stated technology requirements?

- ☐ Yes
- ☐ No
- ☐ Not applicable
- ☐ Other (specify)

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Managing Content Development Process

Is there a knowledge management (KM) site?

- ☐ Yes
- ☐ No
- ☐ Not applicable
- ☐ Other (specify)

List the content, contributor and copyright information for knowledge management site:

Does the institution acquire permission to use copyrighted materials for its knowledge management (KM) system from the individual copyright holders who work in the institution?

- ☐ Yes
- ☐ No
- ☐ Not applicable
- ☐ Other

Does the institution acquire permission to use copyrighted materials for its knowledge management (KM) system from copyright holders outside the institution?

- ☐ Yes
- ☐ No
- ☐ Not applicable
- ☐ Other

Does the knowledge management (KM) system have ongoing review processes to amend, delete and update its information?

- ☐ Yes
- ☐ No
- ☐ Not applicable
- ☐ Other



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Managing Delivery and Maintenance

Does the course provide test make-ups for students who get disconnected from the course Website during the test?

- ☐ Yes
- ☐ No
- ☐ Not applicable
- ☐ other (please describe below)

Do students get notified when course Websites are not available, for example, down for maintenance or upgrades?

- ☐ Yes
- ☐ No
- ☐ Not applicable

Are the course materials updated regularly (e.g., are Web pages maintained, up to date, etc.)?

- ☐ Yes
- ☐ No
- ☐ Not applicable

Is the date of the revision or update being displayed prominently?

- ☐ Yes
- ☐ No
- ☐ Not applicable

Does the course inform students who is responsible for updates?

- ☐ Yes
- ☐ No
- ☐ Not applicable

Is there a link to send comments and suggestions for Website or course?

- ☐ Yes
- ☐ No
- ☐ Not applicable

Check if students are notified about any changes in due dates or other course relevant matters (e.g., if the server hosting the course goes down) via any of the following. (check all that apply):

- ☐ E-mail



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- ☐ Announcement page
- ☐ Alert boxes
- ☐ Running footer added to a page
- ☐ Phone call
- ☐ Mail
- ☐ Other (specify)
- ☐ Not applicable

Check if any of the following security measures are implemented in the course.
(check all that apply):

- ☐ Login with password
- ☐ Digital signature
- ☐ Firewall
- ☐ Randomization of test questions to prevent sharing of answers
- ☐ Other (specify)

Does the course have encryption (i.e., a secure coding system) available for students to send confidential information over the Internet?

- ☐ Yes
- ☐ No
- ☐ Not applicable
- ☐ Other (specify)

Does the course have encryption (i.e., a secure coding system) available for online payment?

- ☐ Yes
- ☐ No
- ☐ Not applicable
- ☐ Other (specify)

Is this course password protected so that only enrolled students have access to this course?

- ☐ Yes
- ☐ No
- ☐ Not applicable

Does the course provide students with designated and secure (e.g., password protected) online spaces to store their personal notes and resources?

- ☐ Yes
- ☐ No
- ☐ Not applicable



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Does the course have archives of previous students' discussion forum transcripts on topical issues?

- ☐ Yes
- ☐ No
- ☐ Not applicable

Can a hacker change contents of the course Web pages?

- ☐ Yes
- ☐ No
- ☐ Not applicable
- ☐ Not sure

Can outsiders crash the online course?

- ☐ Yes
- ☐ No
- ☐ Not applicable
- ☐ Not sure

Does the course protect students' information from the outsiders (hackers)?

- ☐ Yes
- ☐ No
- ☐ Not applicable
- ☐ Other (specify)

Are unregistered individuals given access to any part of the course?

- ☐ Yes
- ☐ No
- ☐ Not applicable

If yes, list types of contents/materials that unregistered individuals can have access to:

Is there any other reliable way to submit assignments for an online class?

- ☐ Yes
- ☐ No
- ☐ Not applicable

If yes, check all that apply:

- ☐ Students can send assignments on disks
- ☐ Students can send hard copies of assignments



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- ☐ Students can provide the addresses of their personal Websites where their assignments or projects are located
- ☐ Other (specify)

Does the course have a system of keeping records of student interactions? (Note: This is a privacy issue. Students' permission may be needed to use their postings).

- ☐ Yes
- ☐ No
- ☐ Not applicable

If yes, check types of interactions (check all that apply):

- ☐ Between students
- ☐ Between students and instructor(s)
- ☐ N/A
- ☐ Other (specify below)

Does the course have the space to store student projects and products?

- ☐ Yes
- ☐ No
- ☐ Not applicable
- ☐ Other (specify)

Does the course allow students to print out the online contents of the Web pages?

(Note: This may be useful for students who prefer reading them off-line.

However, sometimes, unnecessary blank pages are printed in addition to actual Web pages. Course designers should minimize this problem by providing special tips to users to avoid printing blank pages.)

- ☐ Yes
- ☐ No
- ☐ Not applicable

Does the course have page counters? (Note: Page counters are useful for students to keep track of where they are in relation to the lesson. For example, 1 of 5 pages.)

- ☐ Yes
- ☐ No
- ☐ Not applicable

Check if any of the following supplemental materials used in the course. (check all that apply):

- ☐ Books
- ☐ e-books



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- ☐ Videotape
- ☐ Audiotape
- ☐ CD-ROM
- ☐ Printed packet
- ☐ Other
- ☐ Not applicable

Does the course syllabus provide any of the following options? (check all that apply):

- ☐ Course description and overview
- ☐ Course goals/objectives
- ☐ Course calendar
- ☐ Instructor's synchronous office hours
- ☐ Instructor's contact information
- ☐ Technical support staff's contact information
- ☐ Technical support staff's synchronous office hours
- ☐ Schedule of readings
- ☐ Assignments/projects' information
- ☐ Assignments/projects' due dates
- ☐ Attendance policy
- ☐ Late assignment policy
- ☐ Online discussion participation requirement policy
- ☐ Academic dishonesty policy
- ☐ Exams administration
- ☐ Grades
- ☐ Technology requirements
- ☐ Required textbook
- ☐ Recommended texts
- ☐ e-books
- ☐ Course relevant resources (on the Web)
- ☐ Other (specify)

Does the course indicate whether the course content is best viewed by a specific browser?

- ☐ Yes
- ☐ No
- ☐ Not applicable

Does the course provide a class distribution list (list containing student e-mail addresses) to students?

- ☐ Yes



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- ☐ No
- ☐ Not applicable

Does the course provide a list containing students' addresses? (Note: Students permission may be needed to make their addresses available to others.)

- ☐ Yes
- ☐ No
- ☐ Not applicable

Does the course provide the option for students to create their personal Web pages?

- ☐ Yes
- ☐ No
- ☐ Not applicable

Does the course track attendance in the discussion forum?

- ☐ Yes
- ☐ No
- ☐ Not applicable

Does the course have a system of reminding students about upcoming assignments?

- ☐ Yes
- ☐ No
- ☐ Not applicable

If yes, how are students reminded? Check all that apply:

- ☐ Email
- ☐ Phone
- ☐ Announcement on the course Website
- ☐ Other (specify)

Does the instructor acknowledge receipt of assignments within:

- ☐ 24 hours of initial receipt
- ☐ 48 hours of initial receipt
- ☐ 72 hours of initial receipt
- ☐ Other
- ☐ Not applicable

Does the course keep computer log data about learners' participation in online discussions?

- ☐ Yes



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☐ No

☐ Not applicable

If yes, does the log data include any of the following? (check all that apply):

☐ Number of posts

☐ Time spent on each discussion topic

☐ Other (specify)

When does the instructor return students' assignment with feedback and grade?

☐ Within 7 days of initial receipt

☐ Within 10 days of initial receipt

☐ Within 14 days of initial receipt

☐ Other (specify)

☐ Not applicable

Does the course have a private space for student interaction (for example a student "lounge" or "cafe" where there is no faculty surveillance?)

☐ Yes

☐ No

☐ Not applicable

Does the course have an automatic response mechanism which can send confirmation of receipt of assignments or other submissions immediately?

☐ Yes

☐ No

☐ Not applicable

Does this course provide a direct link to send messages for help if students are having problems?

☐ Yes

☐ No

☐ Not applicable

Can learners (or participants) link to outside Websites (as references) from their postings on the course discussion forum? (Note: Online article or documents relevant to discussion topics can enhance the quality and the validity of postings.)

☐ Yes

☐ No

☐ Not applicable



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Does the course allow students to upload their documents (or files) to the course Website?

- ☐ Yes
- ☐ No
- ☐ Not applicable

Does the course Website have an option for students to submit their assignments online?

- ☐ Yes
- ☐ No
- ☐ Not applicable

Does the course allow students to leave or broadcast messages for the entire class, cohort, group or program (bulletin board, listserv, etc.)?

- ☐ Yes
- ☐ No
- ☐ Not applicable

Does the course provide a place for groups to work on documents?

- ☐ Yes
- ☐ No
- ☐ Not applicable