



# Achieving SCORM Conformance

## *An Implementation-Focused Workshop*

### **Don't Get Locked out of Defense Contracts!**

#### **Are You Prepared to Perform to SCORM?**

Last year, hundreds of millions of dollars in defense contracts required that online education, training, documentation, or reference content be SCORM™-conformant. A very high percentage of new Department of Defense (DoD) agency RFPs for online content require SCORM™ conformance. Is your organization prepared to meet forthcoming DoD requirements that online content conform to SCORM™ specifications? This high-impact, one-day workshop will be delivered at your location and is designed to help you achieve SCORM™ conformance.

#### **The Department of Defense and SCORM**

The Department of Defense's Advanced Distributed Learning (ADL™) initiative is a collaborative effort between government, industry, and academia to establish a common framework that permits the interoperability of learning content and delivery technologies on a global scale. Its goal is to maximize human performance and effectiveness while simultaneously reducing development and delivery costs through advanced learning technologies. The Sharable Content Object Reference Model (SCORM™) is a collection of specifications that define this common framework. It has been collaboratively developed, widely recognized, and broadly supported.

#### **Who Should Attend?**

This workshop was developed for organizations which have a need to achieve SCORM™ conformance for their content. These organizations include defense contractors, publishing companies, training content companies, and Department of Defense agencies. The workshop is a must for managers and compliance officers responsible for the creation and maintenance of online education, training, documentation, and reference content.

#### **Important Benefits**

During this workshop you will learn strategies for:

- ◆ Winning defense contracts requiring SCORM™ conformance
- ◆ Using existing content to create new products or penetrate new markets
- ◆ Accommodating multiple delivery channels (print, Web, wireless)
- ◆ Lowering costs by efficiently reusing existing assets
- ◆ Streamlining content revisions by updating and republishing discrete content in real-time

## The High Impact Workshop

This highly interactive one-day workshop will be delivered at your location to address specific issues that are unique to your business. By involving key members of your management and production teams, workshop leaders will keep the discussion focused on items of particular interest to your organization. Through this approach, workshop participants come away with both an education about SCORM™ as well as an action plan to achieve SCORM™ conformance.

## Workshop Content

The workshop will cover the following core topics:

- ◆ The SCORM™ specification and conformance requirements
- ◆ SCORM™'s value proposition: the business case for standard reusable learning objects
- ◆ The ADL™ initiative, SCORM™, and other learning technology standards
- ◆ Content production process requirements
- ◆ Converting existing content into SCORM™-conformant formats
- ◆ SCORM™ content testing and certification
- ◆ SCORM™ technical concepts
- ◆ Distributed networks of learning object repositories

## LON's Unique Expertise

Learning Objects Network (LON) consultants are the “implementation leaders” when it comes to SCORM™-conformant content, business models, production processes, and technology. Our staff has gained specialized SCORM™ expertise through a number of key initiatives:

- ◆ LON is working closely with the ADL™ initiative at the DoD through a **Cooperative Research and Development Agreement** (CRADA) to design and build a distributed network of SCORM™-conformant repositories and search capabilities.
- ◆ Through a strategic partnership with the publishing industry's trade association, the **Association of American Publishers** (AAP), LON is supporting the commercial adoption of SCORM™-conformant learning objects. LON is working closely with publishing leaders to protect the value of their information assets and support their critical business needs.
- ◆ LON has been appointed the **Registry Agent** for learning objects by the International DOI Foundation – an organization founded and supported by the major international publishing companies. Our commercial learning object registry service enables content to be easily searched, located, and retrieved anywhere on the network.

## About Learning Objects Network

Learning Objects Network is a leading Internet infrastructure company enabling secure commerce in high value digital content. LON is implementing secure SCORM™-conformant networks for defense agencies and their key suppliers. Learning Objects Network's educational and consulting services assist companies in assessing the impact of SCORM™ on their businesses and in achieving SCORM™ conformance.

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