**Planning and Implementation**

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| **Planning and Implementation Task Description** |
| 1. **Content Gathering: Initial Content Review**  PM will provide eLearning developer will all initial content and documentation. This should include the Central content outline, as well as Leader Notes. The PM & the eLearning developer may do some initial background overview sessions to learn about the different roles and what people do within the New Balance organization and at the dealerships. |
| 1. **Content Gathering: Kickoff discussion for each module:** PM will coordinate a kickoff meeting for each content module, which will include the New Balance PM, eLearning developer, and necessary SMEs. ELearning developer will prepare for these meetings by reading all provided documentation. |
| 1. **Content Gathering:**  The eLearning developer and PMs may do a physical walk-through of the content at this point. This may be a recorded session. The nature of the walkthrough will vary depending on the course. These may occur in conjunction with the kickoff meeting or as a separate session. |
| 1. **Storyboarding Process:** All course scripts/storyboards will be written in Microsoft Word and include design mock-ups. ELearning developer will be responsible for writing. |
| 1. **Graphics and Video:**  All courses will require graphics and video. Where possible, we hope that eLearning developer will be able to have direct access to the tools and the appropriate data. Otherwise, the New Balance team will need to provide assets that match the storyboards. |
| 1. **Business Review:**  The project team reviews an initial draft of the script and provides feedback to eLearning developer. |
| 1. **Comments incorporated from review cycle and ratification.**  ELearning developer incorporates all comments. |
| 1. **Business Review sign off.**  Project team reviews and New Balance PM provides signs-off on the draft. |
| 1. **Storyboard back to developers:**  PM forwards editing storyboard to eLearning developer. There may be some back and forth at this point. |
| 1. **Legal Review:** Balance PM forwards storyboard to New Balance’s legal team for review. |
| 1. **Legal Review with PM Revisions & Final Sign-off:** There is some back and forth with the PMs. They may ask questions (please document this, add a source here). Usually the revisions are a 1 day turnaround. The result is an approved and “locked” storyboard. |
| 1. **Development begins.**  ELearning developer builds the course according to the final storyboard. Time includes eLearning developer time to QA internally and assures compliance with approved Storyboard. |
| 1. **Audio Recording & Editing** |
| 1. **Online Review: PMs:**  PMs review first draft of course and provides feedback to eLearning developer. Necessary revisions made by eLearning developer. |
| 1. **Online Review: eLearning developer Revision Cycle** |
| 1. **Online Review: Business Partners:**  PMs pass the module to New Balancebusiness partners for a second round of online review. Material change vs. non-material change has to go back to legal team for approval. |
| 1. **Final Course Adjustments by Developers:** Based on any final feedback (non-material changes only), eLearning developer will make final adjustments to the course and publish the final version. |
| 1. **PM Course Sign Off:** PM signs-off and approves the final version. |
| 1. **Ready to go live:**  ELearning developer creates a final “package” of the entire course, including a version posted to the FTP site as well as a full archive on CD. |
| \* Delays in reaching final sign-off may affect production schedule and final project delivery dates. |