RE: ONLINECONTINUINGED, LLC COURSE WRITING GUIDELINES

UPDATED: October 13, 2014

In order to be sure that all course writers are using the same formats, the following is a breakdown of how the courses need to be written. This is to minimize the editing of basic items and aid with the speed of loading the courses so we can concentrate on making the courses as interesting and informative as possible.

A. INTRODUCTION

1. Each one-hour course is made up of 50 minutes of material. Simply check with us on your course design before constructing it. Each course consists of educational material followed by multiple-choice question to test the learners' knowledge of the educational material presented. There should be five multiple choice quiz questions per credit hour of material.

2. Courses must be written to be clinically applicable to the practicing Healthcare Provider. Consider placing "case examples" in your modules.

3. You may use audio files in MP3 format, video files (prefer the files to be delivered in flash format - .swf or .flv but we have conversion software for other formats) and pictures (standard formats acceptable – TIF, JPG, GIF).   Please check with us if you are going to use any other format so we can check compatibility. Please review the document on using Primal Pictures if you would like to use pictures or technologies from the Primal database.

B. THE BASICS TO INCLUDE

Each course should include:

1. Title of Course (this will be assigned by ChiroCredit.com/OnlineCE.com)

2. SubTitle – Your descriptive name of the course. This should around 100 characters with spaces.

3. Educational Objectives: At the beginning of your word document, Please list 4- 5 educational objectives for each hour of material.   You must list the educational objectives by hour. Example: if you are submitting a two hour course, submit as follows:

> Hour 1 educational objectives
> - List the 4 – 5 educational objectives for hour one
>
> Hour 2 educational objectives

- List the 4 – 5 educational objectives for hour two

And so on for each hour of the course.

Educational Objectives should state what the healthcare provider should be able to do after completing the course. VERY IMPORTANT: Be sure to include keywords in your educational objectives that will help learners locate your course with our search engine.

Please reference document in instructor utility area titled "Writing Educational Objectives" and "Verb List for Educational Objectives". Please see these documents even if you have written educational objectives before as we have standardized criteria.

4. Instructor: Your name and credentials

5. Content: See various acceptable formats in subsequent sections.

6. Multiple Choice Question: Each multiple-choice question should have a minimum of 4 answers, to a maximum of 6 answers.

Please reference document in instructor utility area titled "Writing Multiple Choice Quiz Questions"

7. References: Include references as appropriate. You may use/list as many as you would like.

C. CREATING CONTENT TO MEET TIME REQUIRMENTS

1. TEX BASED COURSE: Text based courses must have a **minimum** word count of 6250 words per credit hour. This is the content only and does not include title, educational objectives, or questions/answers. This is the minimum – in fact, most courses fall in the 7500 – 8500 word count per credit hour. There are things you can do to reduce the word count requirements.

2. Assignments: You can create assignments and assign a time value to them. This can range from having them take out a pencil and paper and make a list up to having them do a web search. You will need to assign a time value to it and you can reduce the minimum word by 100 words for each minute the assignment will take to complete. Include assignments to make the learner stop and think about something. Simply place a header in that says "Assignment:" and list something they should do (that is, make a list, etc). They can be anywhere in the text. These should be quick assignments, short and thought provoking. Please refer to the Instructors Page and select "A Demo Course".

3. Additional Questions: Although you must have a minimum of one question at the end of each section, you can add additional questions to the end of a section to decrease the minimum word count requirement. For each additional question you add, you may decrease the word count by 75 words.

4. Slides with Audio, or Video Presentations – run time should be 50 minutes for a credit hour.

<u>D. COURSE FORMATS</u>

1. **AudioVisual Presentation (slides with audio):** One of the most popular formats is to create an audiovisual presentation by making a powerpoint presentation with an audio file for each slide.

To do this, first create your powerpoint presentation.

You then need to use an audio recording program to record an audio file for each slide. Do not record audio within Powerpoint.

If you don't have one, there many audio recording programs that are free. You can Google either 'Audacity' or 'Stepvoice Recorder' as both work well. Instructors that have used Apple Mac's to record have used 'Recordpad'($39.99).

The output file must be an MP3 file. If you are going to output another format, please make one sample file and provide it to us so we can take a look at compatiblity before you proceed. For example, in Audacity, record the file and then click file>export and save as file type MP3.

Make one voice file for each slide and name the voice file, slide 1, slide 2, etc.. so its easy for us to know what to merge it with.

It is important to have a good headset or microphone. Test record and listen back to get your volumes right and to be sure there is no hisses or hums and that the distance between the microphone is sufficient so words are crystal clear.

Very Important! At the end of each audio file that you record, when you are done speaking do not stop recording. Wait 3 seconds (count 1-1000, 2-1000, 3-1000 to yourself) and then stop recording. This added silence prevents any cut offs when we convert to the final output file.

We can insert video's into the slides as well and the audio you lecture can play while the video is playing which creates a really nice effect.

Keep track of the run time of the audio files as they need to total 50 minutes for each credit hour.

Ideally, you want about 2 minutes of audio per slide, so about 25 slides per hour. This is guideline and not a rule, but avoid extended audio times on a single slide.

Recommendation – if its your first audiovisual course, record 2 – 5 files and email them to us so we can check them out before you proceed.

2. **Text Presentation of Original Work** – You can write text content and include pictures, graphs, etc.

Please use Microsoft Word utilizing Times New Roman, Font 12. Justify all headings and text left.

Remember that the information needs to flow well, be interesting and clinically applicable to the practicing Healthcare Provider. Here are some helpful hints to make the material flow well:

- Use bullets liberally. It organizes thoughts, breaks up text and directs the learner what we expect them to learn. For emphasis, you may also use *italics* and <u>underlines</u>, when you deem appropriate.
- Keep sentences shorter and avoid excessive run on words in a sentence.
- <u>Always </u>run a spell check and grammar check <u>before</u> submitting your work.
- Read and re-read your sentences and make sure they are clear and easy to understand.
- Use headings to break up the page and direct learning concepts.
- Use graphics and tables to break up text. Be sure you obtain written permission if you are reprinting anyone else's work and supply the permission by email or fax.

<u>E. FINAL CHECK BEFORE YOU SUBMIT YOUR COURSE</u>

1. Perform a detailed review of your course. Be sure to Spell and Grammar check your work.
2. Be sure that pictures, graphics and tables are embedded in your work so we know how you want the course to look.
3. Be sure to email, fax or mail any written permission to reproduce or use anyone else's pictures, tables, etc.
4. Check your word counts (if applicable)
5. Did you provide your educational objectives?
6. If the file is small enough to email, email it to us. Otherwise, email me at powers@chirocredit.com and I will provide you instructions on using our FTP platform to move your files over.

Please email me at powers@chirocredit.com or call 860-463-9003 should you have any questions or recommendations.