

Client Story

Online University Partners with LearningMate to **Develop Course Playbooks** to enhance **Competency-based Learning Model**

INDUSTRY

Higher Education
Online University

SOLUTION

Course Playbook
Development

PROJECT SIZE

450+ Course
Playbooks

PROJECT DURATION

12 weeks - Ongoing

Background

As a pioneer of competency-based learning in higher education, a private, nonprofit, regionally accredited online university serving 110,000 students is redefining higher education.

Staying true to its mission to focus on and serve students, the university set out on a journey to strengthen faculty support by developing instructor course playbooks designed to provide additional information, resources, and support strategies to enhance its competency-based learning model and drive student success. They needed a partner with expertise in educational content and the ability to quickly scale a team to manage the high volume of work within a tight timeline.



Leveraging LearningMate's expertise in education content and the ability to scale, the university received over 450 expertly designed course playbooks in only 12 short weeks, allowing the university to increase its course offerings.

The Solution

Facing a 12-week window to complete over 450 course playbooks, consisting of approximately 15 pages each, LearningMate quickly assembled a team of 70 professionals. This team included more than 30 subject matter experts (SMEs), 18 developmental editors (DEs), 13 copy editors (CEs), 14 instructional designers (IDs), and three project managers (PMs) to execute the project.

Assigned SMEs had requisite teaching experience, were professionally active in their fields, had experience in faculty professional development, and provided content for instructor resource materials in the past. Professional DEs had rich experience editing educational content, including teaching guides and professional development material. LearningMate also drew upon IDs with expertise in working with faculty on teaching and learning via academic centers of excellence or centers for teaching.

Each course playbook required work from three essential components: a course design document, faculty responses to a list of questions about teaching the course called the Faculty Content Template (FCT), and the course of study itself. LearningMate's team also drafted a Course Playbook Authoring Template (CPAT) for each department – General Education, IT, Health Professions, Business, and Teacher's College.

LearningMate began by establishing a process for compiling, authoring, and editing the playbooks. LearningMate also leveraged an automation team to accurately and efficiently transform the course playbooks from multiple-page, plain font, single-file Google documents into tabbed, multi-page Microsoft SharePoint® files while expertly applying the correct fonts and visual styles. Once final feedback and adjustments were made, LearningMate ramped up production, which, at its peak, delivered 50-70 course playbooks per week.

Impact & Outcomes

By leveraging LearningMate's proven automation processes, streamlined approach to course content development, and ability to quickly scale a team of more than 70 experts, the university faculty received over 450 expertly designed course playbooks in only 12 short weeks, allowing the university to increase its course offerings.

Today, LearningMate continues to build and maintain courses for the online university.

Reach out to us at:
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