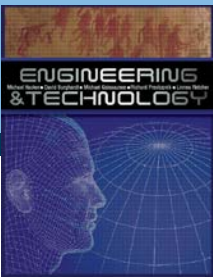


# ATEP Full Team Meeting

**Tuesday, March 7  
7:00 – 8:30 pm EST**

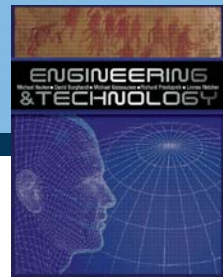
Moderators: Mike Hacker and Linnea Fletcher





# Agenda

- 7:00** Selection of On-line Platform: Tony Gordon
- 7:15** Development Process Overview—Proposal to Published: Mary Clyne
- 7:20** Display example of template-developed content ported into LMS: Tony
- 7:30** Overview of Author's Handbook: Mary
- 7:40** Role of Template Outlining Guide: Mary
- 7:45** Using the Writing Template: Mary, Tony, and Mike
- 8:00** Overview of Permissions Guidelines; Writing Team Q&A: Mary
- 8:15** Location of Files and Guides: Mike
- 8:20** Royalty Arrangements: Sandy Clark and Jim DeVoe
- 8:25** Scheduling



## 7:00 Selection of On-line Platform

- Features
- Benefits
- How platform selection influences writing and development process

## 7:15 Development Process Overview

### Proposal

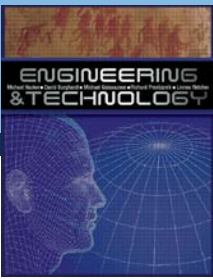
- ATEP NSF Proposal Accepted September 15, 2011
- Delmar Funding Process: January – April 2012

### Development

- Content Development: outline, template population, art and media research
- Market Review/Technical Review
- Revision and Final Draft

### Production

- Copyedit
- Composition and Art Rendering
- Proofreading
- Staging and QA



## 7:20 Example of template-developed content ported into LMS



## 7:30 Overview of Author's Handbook

- Text Preparation: Keep it simple
- Media Program: Never too much detail
- Media references/identification in text: Consistency encouraged
- File naming and version confusion



# 7:40 Role of Template Outlining Guide

## ATEP WRITERS GUIDANCE AND TEMPLATE OUTLINING TOOL

Domain Name (Bio, MMT, ICT) \_\_\_\_\_  
Module Title \_\_\_\_\_  
Number of pages in this Module (Fifty 300-word max pages) \_\_\_\_\_  
Number of media assets related to this Module \_\_\_\_\_

Note to writers: Please mark with an asterisk (\*) where you expect to embed a gatekeeper assessment.

Number of sections in this Module \_\_\_\_\_  
Section Titles, Topic Headings, and Sub heads

Title of Section 1 \_\_\_\_\_ approx. # pages \_\_\_\_\_

Title of Topic Heading 1 \_\_\_\_\_  
Sub head 1 title: \_\_\_\_\_  
Sub head 2 title: \_\_\_\_\_  
Other sub head titles: \_\_\_\_\_

Title of Topic Heading 2 \_\_\_\_\_  
Sub head 1 title: \_\_\_\_\_  
Sub head 2 title: \_\_\_\_\_  
Other sub head titles: \_\_\_\_\_

Title of Topic Heading 3 \_\_\_\_\_  
Sub head 1 title: \_\_\_\_\_  
Sub head 2 title: \_\_\_\_\_  
Other sub head titles: \_\_\_\_\_

Title of Section 2 \_\_\_\_\_ approx. # pages \_\_\_\_\_

Title of Topic Heading 1 \_\_\_\_\_  
Sub head 1 title: \_\_\_\_\_  
Sub head 2 title: \_\_\_\_\_  
Other sub head titles: \_\_\_\_\_

Title of Topic Heading 2 \_\_\_\_\_  
Sub head 1 title: \_\_\_\_\_  
Sub head 2 title: \_\_\_\_\_  
Other sub head titles: \_\_\_\_\_

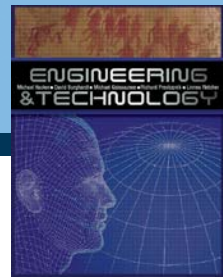
Title of Topic Heading 3 \_\_\_\_\_  
Sub head 1 title: \_\_\_\_\_  
Sub head 2 title: \_\_\_\_\_  
Other sub head titles: \_\_\_\_\_

## 7:45 Using the Writing Template

### Key Points

Module Intro	1 screen; 300 words max; at least 1 media element
Section Intro	1 screen; 300 words max; at least 1 media element
Topic Screens	<ul style="list-style-type: none"> <li>■ Use your outline to budget # of screens, # of words</li> <li>■ Plan your use of media</li> <li>■ 300 words per screen <i>maximum</i>; no minimum</li> </ul>





## 7:45 Using the Writing Template, cont.

### Housekeeping Pointers:

- Document any direct text sources in detail
- Document figures picked up from E&T: Fig # and page
- Complete *all areas* of the template:
  - ✓ Module pre-reqs and hints
  - ✓ Section standards, learning objectives, vocab *and* defs
  - ✓ Topic assessments: at *last* topic screen
  - ✓ Teacher notes and instructions: where relevant

## 7:45 Using the Writing Template, cont.

**You are not finished**

**until every box in the template  
is populated.**

## 8:00 Overview of Permissions Guidelines

- SOPA , PIPA, and Cengage's Internet Piracy Policy
- Cengage Copyright and Permissions Guidelines for Authors
- Key Points:
  - Fair use definition
  - Public domain
  - .gov ≠ public domain
  - Creative Commons do's and don'ts
  - Royalty-free sources
- Q&A

## 8:15 Location of Files and Guides, Rights and Permissions

### **Index of /Rights and Permissions\_For ATEP Authors/**

---

Name	Size	Date Modified
 [parent directory]		
 <a href="#">CL_Delmar_Permission_Request_Form_091707.doc</a>	294 kB	3/6/12 6:01:00 PM
 <a href="#">Cengage Permissions Policies/</a>		3/6/12 6:01:00 PM
 <a href="#">Global - Asset Control Sheet v1 (2011-09-16).xlsx</a>	5.9 MB	3/6/12 6:05:00 PM
 <a href="#">List of Public Domain Free Low-Cost Sites 09-01-09.pdf</a>	80.0 kB	3/6/12 6:01:00 PM
 <a href="#">Model Release.doc</a>	31.5 kB	3/6/12 6:01:00 PM



# ATEP PROJECT

[Mission, Vision and Goals](#)
[Personnel](#)
[BILT](#) ▾

[Anticipated Products](#)
[Research Design and Evaluation](#)
[Resources](#) ▾

[◀ STEM Research Home](#)

## Resources: Forms for the Writing Teams

The **ATEP CONTENT DEVELOPMENT FRAMEWORK** describes the overall process of developing the content **CONTENT TEMPLATES**.

The **ONLINE CONTENT TEMPLATE** provides the framework for introducing each module, and for providing the supporting content for the student. Content will be developed in a 300 words sections, linked together to cover a module. A worked example, entitled **CONTENT 1 - Online Content Template EXAMPLE** is also provided.

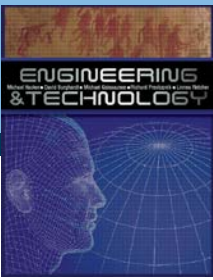
Download **Word files for the entire Engineering and Technology text**. These should be copied and pasted into the Content Template as appropriate.

The **ONLINE MEDIA SPECIFICATION TEMPLATE** allows Team Leaders and the Writing Teams to identify multimedia elements that might be developed from the **CONTENT TEMPLATE**. A worked example entitled **MEDIA-1 Online Media Specification Template EXAMPLE** is also provided.

The **ONLINE MEDIA SCRIPT TEMPLATE** acts as the focal point for the development of the multimedia elements between the writing teams and multimedia developers (Tony and Jim). An example entitled **MEDIA-2 EXAMPLE- Online Media Script for Module 1: The Cutting Edge** is provided.

The **STUDENT ACTIVITY TEMPLATE** will scaffold the work through the design process and serve to document their work.

[Forms for the Writing Teams](#)
[Timelines](#)
[Planning Worksheets](#)
[Presentations](#)
[Course and Module Outlines](#)
[Template Outlining Guide](#)
[Share](#)

## 8:20 Royalty Arrangements

Jim DeVoe



## 8:25 Project Scheduling

Project Timeline	
April 1, 2012 – May 31, 2012	Microtest Module A
June 2012 -- August 2012	Finalize Module A Begin development of Module B
January 2013	Finish Module B
February 2013	Pilot test Module A
April 1 2013	Pilot test module B



## 8:25 Project Scheduling

### May Meeting Dates

- Texas: ICT and Bio
- CT: Manufacturing