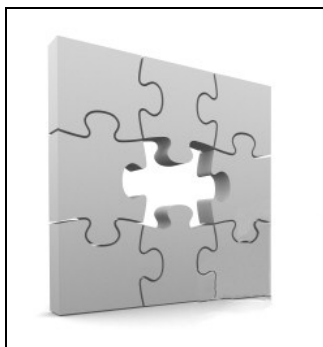


As a result of rapid regulatory and technological change, the e-Learning library of a financial services industry consultant needed updated course content as well as a delivery technology that provided an easy process for updating content. SSE responded by fast-tracking content renewal, modernizing course delivery platforms, and increasing online instructional integrity.

An Overview

The mission of Bank Administration Institute (BAI) is to offer breakthrough research, market information/intelligence and educational services to subscribers who fill the spectrum of the financial services industry, from multi-national banks to community based institutions. Its focus is to promote ideas capable of keying organic growth and improving profitability at retail banks. Established in 1924, its primary outreach tools today include extended online training curriculums, webinars, webcasts, virtual conferences and traditional conferences.



The Challenge

Rapid changes in the financial industry's regulations require that BAI constantly update their e-Learning library content for both banks and credit unions. The demand for ongoing

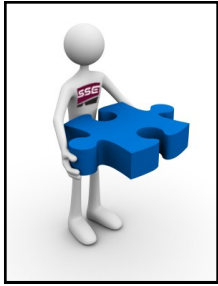
improvements with the technology platform on which the course content is delivered also presented a challenge for BAI.

The 319-course e-Learning library of BAI had been compiled over a number of years by various individuals and as such, lacked consistency in instructional design. Also, the course content was being made less relevant by rapid regulatory and technological change. BAI sought a solution that would

- ◆ enable them to cost-effectively maintain their e-Learning library over the long term and through regulatory changes in the financial industry;
- ◆ better and more fully engage learners through participatory activities, interactive scenarios and job aids increasing the overall instructional integrity of the learning; and
- ◆ be compatible with a BAI-developed text editing tool that would enhance client-user customization opportunities, in turn boosting marketability.

BAI also required that all 319 courses be on the market in updated form within 11 months of project inception. This included increasing the instructional effectiveness of each program, as well as cross referencing with new regulatory updates to ensure the content was still applicable.

The Solution



To achieve the aggressive delivery schedule of an average of 35 courses per month, SSE first designed a prototype upon which all future development of courses would be based to ensure consistency. The prototype defined what strategies would be

deployed throughout the solution, setting the standards for all instructional design and corresponding Q & A platforms. Once the prototype was complete, this allowed for the rapid development of the updated courses. BAI's learning development staff focused on updating course content while SSE simultaneously concentrated on elevating instructional engagement. After selecting Lectora as the development tool, the respective IT teams collaborated closely so that BAI's learning development team could easily and immediately update course content.

SSE also satisfied all long-term client imperatives. Written development standards were provided by SSE to ensure that BAI will be able to update content in the future, while the structure and coding of the courses enables BAI customers to partially customize course content and graphics, increasing the marketability for BAI. The enhanced user engagement and comprehension elements added by

SSE and BAI collaborated to complete the mammoth assignment on time and within budget. We now have a modern library of up-to-date content, as well as overall enhanced instructional design of each course!

- Vicki Loucks, Senior Manager

SSE to each course – knowledge checks, interactive activities, reflective exercises and conversational scenarios – also figure to substantially lengthen the shelf life of the curriculums.

Results

SSE and BAI collaborated to complete the mammoth assignment on-time and within budget. BAI launched 35 courses each month in a



phased approach based on highest usage, the most popular courses being launched within the rapid time frame of only 4 months after project inception. They now have a modern library of up-to-date content, as well as an overall enhanced instructional design of each course, increasing marketability to client subscribers.

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