

Running head: ONLINE DELIVERY PLATFORM RUBRIC

Assignment #1: Online Delivery Platform Evaluation Rubric:

Le Conseil Scolaire de la Colombie Britannique

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Précis

Le Conseil scolaire francophone de la Colombie-Britannique (CSF), also known as Francophone Education Authority or School District No 93, is proposing to develop an online program of study to support francophone adults across BC who have not completed high school, mostly due to a lack of self-confidence in their English language skills or abilities. Le Conseil scolaire is a French-language school board for all French schools located in British Columbia, that provides stand alone schools and programs along with an online portal École virtuelle. Except for in greater Vancouver, there are not enough students in any one location to provide F2F school programs, therefore the council, with the help of LearnNowBC proposes to offer an online program to these students. LearnNowBC currently offers a number of online programs and has an infrastructure in place to manage the administrative aspects of online program management. In this assignment we developed a rubric to help decide which Learning Management System (LMS), Blackboard or Moodle, would best suit this program's requirements.

Rationale:

Upon careful analysis of the information provided to us, our group identified three KEY CONSIDERATIONS for finding the best fit for CSF's needs. These included: (1) ease-of-use/accessibility by the student population; (2) technical compatibility; and (3) implementation cost.

Selection of an LMS is a crucial and integral part of institutional planning, not only to fulfill the needs of today's students and for automated administration, but also to prepare the institute for the future. LMS selection according to its available features depends on the institutional teaching and learning needs, as this is how the platform will support the teaching and learning process and practice (Cavanagh, 2014). Analysis and determination of important and specific requirements are essential to establish a prioritized wish list of features and functions an LMS must support (Cavanagh, 2014). In the LMS evaluation process, the prioritized list helps us to see (1) how the LMS and its features/functions

can meet the teaching and learning needs, (2) technical needs i.e LMS's compatibility with the existing IT infrastructure and (3) implementation cost. However, the important criterion for LMS selection is its functionality to meet the institutional teaching and learning needs.

Adults learn differently than children (Cercone, 2008), so accounting for these differences, we will need to ensure the recommended LMS is able to fulfill the requirements of providing a learning environment for this demographic. Some of the adult learning requirements are:

- A need for *relevance* in their learning experience. As adults will need to experience the applicability of their new learning in their own lives, we anticipate incorporating:
 - videos to demonstrate how and when new language skills are used
 - discussion boards or voice threads so the learners can practice new writing and speaking skills
- *Recognition* of prior learning
 - discussion boards also offer an opportunity for learners to engage with others in the program and to use their prior learning skills
- *Usability*. Ease of navigation will facilitate the adult learner's need to move at their own pace within the program as they are self-directed.

Some additional considerations we wanted to keep in mind while developing this rubric included the following:

- Language – Given that the population of students using the LMS was not confident in their English-speaking skills, we wanted to ensure that the LMS had built-in features to allow for English-to-French translation, as well as offered training and technical support services which were offered in English as well as French.

- Implementation Cost - While CSF does qualify for federal government subsidies under the Official Languages Support Programs, like all publicly funded institution, CSF does not have significant financial resources to allocate to this initiative. As such an LMS with the lowest implementation costs would be most attractive to the CSF. Although a budget was not provided, given the relatively small size of the population that will be using the LMS as well as the fact that it is a government-subsidized institution, we wanted to ensure that the cost of purchasing/licensing the LMS was within reasonable limits.
- Communication/Collaboration/Interactive Features – With adults making up the majority of the population using the LMS, we wanted to ensure there was a great amount a flexibility in terms of way/means of communicating and collaborating with peers. Variety, in terms of synchronous and asynchronous communication, will ensure that those students who are employed full-time will be more successful in finding a balance.
- Speed of Access – Similar to the above, we put a great deal of emphasis on the speed of accessing content. Although it is understood that user-end bandwidth largely affects the speed at which content will download, we were willing to sacrifice visual features and aesthetic appeal in order to ensure that students were not dissuaded from doing their studies because of the time required to log-on, and access learning materials.

Due to the unique nature of the student population, the recommended LMS should also be:

- *Compatible* with other software systems:
 - LMS must be compatible with a number of different platforms (Android, Apple, PC) and devices (tablets, smartphones, laptops); as well, the learners are not housed under one

system and are located in a broad geographical area and in a multi-organizational

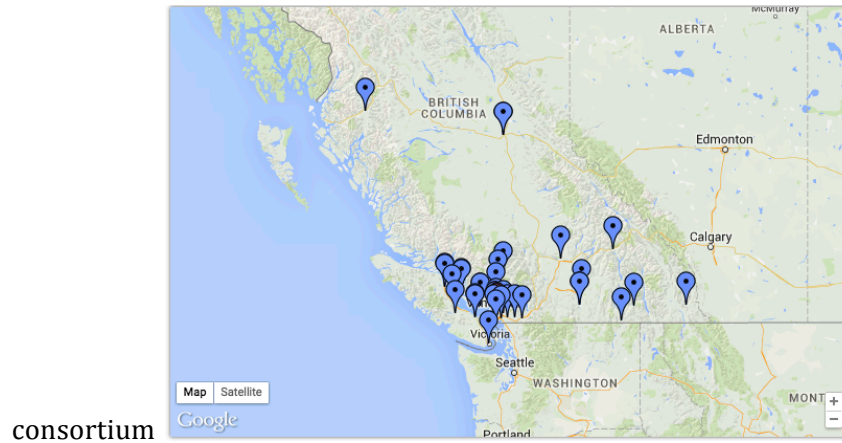


Figure 1: Location of Schools served by Le Conseil scolaire francophone de la Colombie-Britannique

- LearnNowBC, who has offered to partner with Conseil scolaire francophone de la Colombie-Britannique, uses Equella as a repository for their learning media and Moodle for some of their courses.

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Online Delivery Platform Evaluation Rubric

- (1) Ease-of-use/accessibility by the student population;
 (2) Technical compatibility;
 (3) Implementation costs;
 (4) Responsive to Needs of Adult Learner

Area for Consideration Description	Fully Available (2)	Partially Available (1)	Not Available (0)
Basic Features			
User-Friendly Interface <ul style="list-style-type: none"> Intuitive and easy-to-navigate for students Simple and easy-to-design/populate with content for instructors Language customization (ie., students can switch between English and French buttons, usage instructions, notifications, FAQ, etc.) 			
File-Management/ Sharing <ul style="list-style-type: none"> Offers simple, organized, and efficient file-sharing, directories & folders 			
Calendar/Reminders <ul style="list-style-type: none"> Offers scheduling capabilities and notifications as deadlines approach 			
Assignment Dropbox <ul style="list-style-type: none"> Dedicated tool/space for uploading tasks and assignments 			
Internal Messaging and E-mail Integration <ul style="list-style-type: none"> Allows for direct, private student-student and/or student-instructor communication 			
Communication, Collaboration, and Interactive Features <ul style="list-style-type: none"> Provides various synchronous and asynchronous venues for communication, collaboration, and interaction (ie., Discussion Boards, Chats, Video Conferencing, Wikis) 			
Multimedia Capabilities <ul style="list-style-type: none"> Ability to display/support varying formats (i.e., text, images, podcasts, videocasts, and imported formats) 			
Learner Management			
Roster <ul style="list-style-type: none"> Allows for creation and management of student roster 			

Import/Export/Migration <ul style="list-style-type: none"> Easy import/export/migration of student rosters from CFS's existing Information Systems/registration program 			
Group Management <ul style="list-style-type: none"> Offers student grouping functions to facilitate collaborative activities 			
Content Management			
Design and Structural Flexibility <ul style="list-style-type: none"> Offers variety in terms of format and structure of course content displays 			
Content Authoring <ul style="list-style-type: none"> Provides a suite of tools for developing media-rich content, importing content, as well as uploading rich content types (ie.,podcasts, video clips, imported formats) Allows for use of French keyboard & accented characters Spellcheck features can be customized by language 			
Import/Export/Migration <ul style="list-style-type: none"> Allows for easy sharing/reusing/transferring of content between courses offered year-to-year 			
Accessibility Features <ul style="list-style-type: none"> Language customization (ie., students can switch between English and French buttons, usage instructions, notifications, FAQ, etc.) Offers built-in language translation or supports plug-in for same 			
Selective Release/Time Control <ul style="list-style-type: none"> Offers mechanism for instructor to control access/time release course content 			
Assessment & Reporting			
Assessment Generation Tools <ul style="list-style-type: none"> Built-in generation tools with standardized formats for quick and easy quiz/assessment development 			
Assessment Design Flexibility <ul style="list-style-type: none"> Allows for modification/customization of assessment formats to meet educational goals 			
Automatic Grading <ul style="list-style-type: none"> Features instantaneous grading of student responses and reports overall results 			
Tracking Reports/Analytics <ul style="list-style-type: none"> Tracks student participation/time spent on tasks and offers summaries and aggregate reporting 			

Grade Management			
Import/Export <ul style="list-style-type: none"> Interfaces with CFS's existing Information/Student Record Systems in order to easily export student grades 			
Customizability <ul style="list-style-type: none"> Allows for uncomplicated weighting of assignments/tasks 			
Flexibility of Views <ul style="list-style-type: none"> Offers various ways of viewing student grade information 			
Security			
User Authentication <ul style="list-style-type: none"> Accessible only by registered users using single log-on Encrypted 			
Anti-Cheating/Plagiarism Tools <ul style="list-style-type: none"> Supports plug-ins for Turnitin 			
Copyright Management <ul style="list-style-type: none"> Interfaces with library systems & links to journals & publication sites Offers choices (ie., Creative Commons) for course content Reminds students of copyright responsibilities 			
Technical Aspects			
Software Compatibility <ul style="list-style-type: none"> Can be run/installed on all platforms 			
Device Compatibility <ul style="list-style-type: none"> Accessible by both web-browsers and mobile devices 			
Platform Stability <ul style="list-style-type: none"> Maintains reliable record; little, if any, downtime 			
Speed <ul style="list-style-type: none"> Content accessible quickly 			
Scalability <ul style="list-style-type: none"> Allows for easy expansion in both course size and number to accommodate growing online student body 			
Integration with Existing Information Systems			

<ul style="list-style-type: none"> Facilitates easy import & export of student profile/courses/grades with CSF's existing systems User authentication unified with existing log-in/password data 			
SCORM <ul style="list-style-type: none"> Meets technical standards for e-learning software 			
IMS Content Package <ul style="list-style-type: none"> Conforms to IMS content standards in order to facilitate easy migration of content 			
Miscellaneous			
Social Media Integration <ul style="list-style-type: none"> Connectivity to Social Media platforms 			
Training <ul style="list-style-type: none"> Offers Design Training for Instructors Offers Navigation Training for Students Available in French & English 			
Support <ul style="list-style-type: none"> Comprehensive technical support for faculty 24/7 support for students Available in French & English 			
Cost <ul style="list-style-type: none"> Low cost licensing or open source software 			
Results			
Category Totals:			
	x2	x1	x0
OVERALL SCORE:			