

## The Learning Content Management System for Publishers

We offer turnkey service and a complete eLearning package for publishers. Our software as a service (SaaS) model supports both Webinars and self-paced online training.

With the Basic Level CourseStage, Web Courseworks delivers turnkey Webinar service with the benefits of a Learning Content Management System.

You are the content experts. Let us help you showcase that content while creating another source of revenue.

*"We look at the online courses as a renewal cash stream, unlike the one-off nature of Webinars. The perceived value of a course is greater because the in-course experience is interactive, comprehensive and takes advantage of Web 2.0 features."*



-William Haight  
President, Magna Publications

### Advantages of using CourseStage:

#### Profitability

Generate revenue by offering live Webinars, recorded workshops, or self-paced courses. Our learning management platform provides for cross-selling opportunities by presenting multiple offerings to your customer. Once the learner record is set up, users can purchase other products versus accessing a Webinar only once.

#### Convenience

Web Courseworks can partner with you to create and manage live, online events. Events can be archived and readily accessible later in a "Learning Portfolio" specific to each customer or distributor.

#### Security & Reliability

Users log in to a password-protected secure site to access all materials. Web Courseworks also offers robust back-ups and security as part of our hosting services.

#### Flexibility

Whether you need Webinars or self-paced online courses delivered, Web Courseworks can customize the platform to suit your project.

#### Authoring Ability

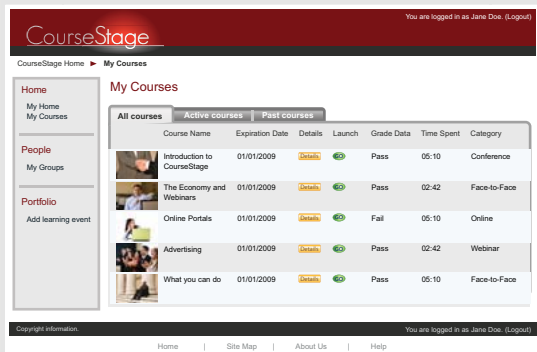
CourseStage launches SCORM self-paced modules developed using 3rd party tools such as PowerPoint, Lectora, or Articulate. The LCMS has built-in authoring capabilities, allowing you to create learning objects such as discussion threads, wikis, blogs, knowledge checks, and embedded links to other web content.

#### Accountability

The CourseStage LCMS tracks learning within a SCORM or AICC course. It provides trainers with reports and learners with custom records and the ability to keep their own learning portfolios up-to-date.

Informal and formal learning events can be logged. Administrators can track how much time each user spends in an activity and can generate customized reports.

Events such as Webinars and self-paced courses are automatically posted to student records.



Our Learning Content Management System (LCMS), CourseStage, is an LCMS built for non-profits and the public sector. CourseStage is a derivative of the open-source LMS Moodle and offers an unparalleled combination of features and value for publishers.

CourseStage reliably scales to large, widely-disperse organizations. Our implementation of CourseStage for our client J. J. Keller currently delivers hundreds of separate eCourses to over 90,000 learners at hundreds of different locations.

Web Courseworks delivers CourseStage on the Software-as-a-Service (SaaS) model. We use our own full-service hosting capacity, which includes servers at our own facility and servers that are co-located at a separate facility for fault-tolerance and reliability.

## CourseStage allows publishers to:

- Generate online revenue by charging members for access to archived online events
- Easily introduce new material to customers via:
  - ◊ Live & recorded Webinars
  - ◊ Electronic workshops
  - ◊ Self-paced, asynchronous courses
- Author courses and learning objects utilizing built-in technology

## Case Study: Magna Publications

Magna Publications is a publisher of print and electronic media for the higher education industry. In summer 2008, Magna chose a learning portal to expand and improve its Webinar offerings.

The result was Campus Safety 101, an eCourse incorporating six traditional Webinars with the added value of custom case studies, learner-to-learner discussion forums, quizzes, and a final exam, all leading toward a certification in managing distressed behavior in the college classroom.

Since the completion of this project, Magna has begun production on two more eLearning projects. These will be built as new courses within the same learning portal, which means Magna's startup costs are reduced while its library of online content grows.

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