Course Author

Introduction Packet

CERTIFIED TRAINING INSTITUTE

BUILDERS LICENSE TRAINING INSTITUTE

ARCHITECTS TRAINING INSTITUTE

REAL ESTATE TRAINING INSTITUTE

PESTICIDE SAFETY

ePDH online.com

PLUMBERS TRAINING INSTITUTE

PERSONAL SAFETY & SELF DEFENSE
A division of Certified Training Institute

UAS TECHNOLOGY COURSES

What is Certified Training Institute?

Certified Training Institute is the premiere online education provider specializing in trade certifications, initial education for licensure, and continuing education for license/certification renewals. As an online education provider it is our goal to create the best online learning courses and present them in an environment that is simple and intuitive to the student. We strive to provide our students with the best information and knowledge available.

Certified Training institute currently operates under multiple divisions based on profession.

Builders License Training Institute – www.licensetobuild.com – Provides initial and continuing education as well as trade specific certifications for professionals in the construction industries. Courses offered are often state specific and tailored to student requirements for licensing or renewal.

Real Estate Training Institute – www.realestatetraininginstitute.com – Provides initial real estate licensing education (in Michigan) as well as approved continuing education for state licensure nationwide. Approved online salesperson and broker course packages are available, as well as a wide variety of individual continuing education courses based on exciting real estate topics.

Architects Training Institute – www.architectstraininginstitute.com – Provides the AIA approved CE courses architects and design professionals need in order to satisfy continuing education and license renewal requirements.

Engineer Training Institute – www.epdhonline.com – Provides a resource where engineers in all specialties can find the credits necessary for license renewal.

Pesticide Safety Training – www.certfiedtraininginstitute.com/pesticide – Provides licensed pesticide applicators the courses needed for renewal or recertification of their applicators license. Courses are being added on a regular basis.

Plumbers Training Institute – www.certfiedtraininginstitute.com/plumbers-training-institute – Licensed plumbers in Michigan will find the required 5-Hour Code update, and Journeymen will find the Journeyman Exam Prep and Plumbing Contractor Business and Law Exam Prep. Courses are in HD video with an actual on-screen instructor.

Why Become an Online Course Author/Instructor?

The future of education is changing. Knowledgeable leaders are now able to communicate with licensees much easier than ever before. The knowledge and experience you have is valuable, and there are thousands of people who want to learn what you know. You have worked your entire life building skills and honing techniques that helped you reach success in your career. Wouldn't it be amazing if you could share that information with other professionals who are hungry for knowledge?

Whether you have instructed courses in a classroom or are new to being an educator, you have something to offer your professional community. Have you accumulated knowledge about subjects within your industry that you are passionate about? Have you created working processes within your own career that have helped you grow and succeed? Are you tired of seeing the same mistakes made over and over by others in your industry? What if there was a way that you could inform interested parties, contribute to bettering your industry, and make a healthy profit? That is exactly what you will accomplish by authoring courses for Certified Training Institute.

Certified Training Institute has aggressive growth plans and is in the process of adding industries to our online curriculum. If you are a knowledgeable leader in an industry that we do not currently offer courses in, please know that we are still interested in your course idea.

Compensation

Certified Training Institute prides itself on honesty and integrity, both for our students and our instructors. Certified Training Institute's compensation package for online course instructors is simple and straight forward. Industry standard for online course instructor compensation is 10% of revenue (not profit) generated by the sales of this course. Certified Training Institute instructors will receive 15% of all revenue generated from the sales for their course. Payment will be received by the instructor on or before the 14th day of the following month.

There is no limit to the compensation that instructors can receive, and no limit to the number of courses that can be submitted for approval. We have instructors who have made six figures per year, strictly from their course royalties. *Our goal is your success!*

Creating your first E-Learning Course

Don't be intimidated! With our help, creating great online courses is easier than you may think.

Step 1: **The Big Idea** – Choosing the topic for your course is not something to sweat about, it should be a topic you are knowledgeable and interested in. When deciding on a course topic, think about unique skills, design knowledge, industry techniques, and best practices that you incorporate in your everyday work. If you specialize in a field within your industry, or are a knowledge leader on a specific topic, people are interested in what you know.

Step 2: **Learning Objectives** – A learning objective is an outcome statement that defines specifically what knowledge and/or skills students will have once they complete the course. Make a list of the things that you think students should take away from your course. Learning objectives should be written in complete sentences that are relatively specific to the topics being covered.

Example: Participants will be able to calculate the total cost of materials through the use of proper construction estimating functions.

Step 3: **Build the Outline** – Take each of the learning objectives that you have for the course and make a list of ways the objectives can be met. How are students going to reach the objective? The outline should cover each section of the course, starting with broad subjects to be covered, and then adding in the detailed sections of each topic. This will be the road-map that you will use for organizing the information within your course. The more robust the outline, the easier it will be to stay organized while writing the course.

Step 4: **Send Your Rough Draft to Us for Review** – Once you have your course outline completed, and your thoughts and ideas are in place, let us help you polish the project. We want to be sure that the course you develop will meet the needs of state requirements for continuing education. A course that satisfies CE requirements generally sells the best.

Step 5: **Be the Expert** – This is the fun part! This is where you get to showcase your unique experience and knowledge. At this point, you have your learning objectives and outline written. Use the outline as a foundation to create a course narrative. As you elaborate on topics within your outline, explain them in as much detail as you can. You are writing about what you do and what you know. What is common knowledge to you could be extremely valuable to others. If you have pictures of jobs you have worked on, or graphics that could aid in student understanding, include them and explain what you are showing. Don't stress yourself out, work at your own pace, and take your time.

Choosing a Course Topic

"Write what you know"
-Mark Twain

Write What You Know: When deciding on a course topic, the best place to start is with your core skills and knowledge base. The lessons that you have acquired over the length of your career are extremely valuable, and likely unique. By starting with a topic you are knowledgeable on and passionate about, it will be easier to expand on the points you feel are most important.

If you currently instruct any type of educational courses in the professional trades, we can expand your audience nationwide. We can help transform the courses you currently instruct in a classroom into interactive online courses.

State Requirement Fulfillment: Most states have specific education requirements for architects, contractors, pesticide applicators, and real estate agents. State regulatory agencies like to see courses that will help their licensees do their job within the requirements of the law. In many cases these education requirements can be met through online courses. If you have an idea for a course that would meet a specific state or national requirement, we can help you make that idea into a reality.

Specific Certifications: There are many state and national certifications that professionals in the construction trades may need. If you are approved to instruct courses for these certifications, let us help expand your student base. We specialize in state and national approvals for online courses and can help you transform your classroom course into an interactive online format.

Educational Gaps: When looking through the curriculum of courses offered by our schools, are there topics that have been overlooked? If you are searching for a course on a specific topic and cannot find what you are looking for, you are likely not the only one. There are significant market gaps that you may have the knowledge and unique skill set to fill. There is no such thing as too specific, and there is no limit to the amount of time a course can take.

What we need from each Instructor

A detailed resume: This resume will be viewed by regulatory bodies. Please be sure to include all relevant experience that will set you apart as an industry leader.

A thorough course outline: Some regulatory bodies don't look at anything else, so it's important that the outline include all the topics covered. Please include a presentation length estimate for each section and the course as a whole.

A final PowerPoint presentation: This presentation needs to be fully edited and in final form before being submitted to us. A sample PP deck will be attached to this packet, which provides a basic template for our style and formatting (font, font color and font size).

A narrative of the course to go along with the PowerPoint slides: The narrative should expand on the points on each slide, but you do not need to read this information word for word when filming your presentation. Typically, a text version of the material will be loaded into the course just below the video presentation, providing students with multiple learning strategies.

Questions: We will need 20 questions per credit hour. * Please plan on a full 60 minutes of presenting time for each hour of the course. Questions need to be multiple choice with 3 incorrect answers and 1 correct answer. Please avoid True/False questions as much as possible. Questions do not need to be difficult, they are primarily meant to demonstrate that the student was watching the course.
* If the course is an Exam Prep course, the more questions the better. The course is preparing students for an exam, you should try to incorporate a variety of questions that tap multiple learning strategies: cognitive, affective and skill based.

Other things to consider:

Interactivity is a plus, i.e. hyperlinks to supplemental information, articles, vocabulary, etc.

The more useful (and marketable) course length is anywhere from 3 to 7 hours. When building your course, you can time it based on the average reading speed of 180-200 words per minute.

How filming happens: Once all presentation materials have been received, we will contact each presenter to schedule studio time. Presenters will be responsible for their own travel arrangements and costs, we will provide a hotel room for the days required for filming.

ARELLO Approval for Real Estate Courses

For real estate courses to be eligible for continuing education credits in several states, they must be approved by the Association of Real Estate License Law Officials (ARELLO). ARELLO approval is another layer of course review and approval and carries its own set of required documentation and structure. It will be helpful to keep the following requirements in mind as you are designing your real estate course.

Learning Objectives: ARELLO requires each distance course to contain two to three learning objectives per lesson. Where each lesson stops and starts is determined during the post production editing, but our editing team works to keep all related subject matter together in one lesson without exceeding 20-25 minutes per video. To make things as easy as possible for you, we would like to see two to three learning objectives per talking point/subject/topic. How these learning objectives are written is important, as ARELLO and many states frown at objectives that begin with "understand". Bloom's Taxonomy Action Verbs can be very helpful in writing these learning objectives. Many times, the learning objectives can be taken directly from the headers in your outline.

Incremental Assessments: ARELLO requires each distance course include an incremental assessment at the end of each lesson. ARELLO also requires that each incremental assessment have three separate assessments per lesson (topic). This means that for a five-question incremental assessment there will need to be 15 questions in the "assessment bank." If a student fails to pass the first assessment, they will be directed to an alternate assessment, which will contain different questions.

Justifications: ARELLO also requires that the student be provided with immediate feedback when each incremental assessment question is answered. This justification states what the correct answer is along with a short explanation of *why* the stated answer is the correct one. Students see these justifications after they submit their answer regardless of if their answer is correct or incorrect.

Final Assessments: As with the incremental assessments, ARELLO requires that there be a total of three final assessments for each course. Final assessments are usually 15-20 questions in length, which means the question bank needs to contain 45-60 questions. These final assessment questions need to be unique, or in other words, different from the questions used in the incremental assessments. Justifications are not required for final assessment questions.

References and Resources: Be sure to cite your sources! ARELLO requires each course application be accompanied by a References and Resources page.

Don't panic! At first glance, these requirements can appear overwhelming. As you write your course you'll be pleasantly surprised at how easily most of these items will be to create. If you have any questions or trouble along the way, please do not hesitate to contact us!

Author Resources

Our experienced education coordinators can help you every step of the way, from building your learning objectives and outline, to editing the final course. Specializing in creating interesting, fun, interactive courses, our team can help you add that little extra that turns a good course into a great course.

Course Editing and Proofing: Before a course is submitted for state or national approvals, our educational staff with go through it with a fine-tooth comb. Our goal is to help you refine and polish the final product to meet all state or national requirements, while staying interesting and relevant to your target audience. As a nationally renowned online education provider, our courses must meet strict quality standards to be included in our curriculum. Certified Training Institute retains the right to edit all course material before being released to the public.

Feedback on Topics and Level of Detail: Topics can be wide ranging, and we do not stifle our instructors' creativity. In depth topics are welcomed and details are often crucial to student understanding. Our educational staff will help you sort through information and organize your course. What to include or not include in your course is generally left up to the instructor, but in the case of a question, our staff is available and ready to give honest feedback.

Points of Confusion: During the editing process our educational staff will highlight possible points of confusion within the course. This will help you as an instructor clarify subjects that may need a little extra attention. By pointing out these areas and fixing them before submitting the course for state or national approval, you as an instructor will have fewer questions to answer from students taking the course.

Course Graphics: Online education needs to stay interesting as well as entertaining. Visual Aids within online courses is crucial to the learning process, helping students visualize the subjects as well as keeping their attention. Our staff can help you in the process of finding graphic materials, charts, diagrams, and articles to accompany your course topics. While our staff can help, it is ultimately the responsibility of the instructor to find or create graphics that apply to the subjects being taught.

Including Informational Articles and Case Studies: Including informational articles and case studies within your courses is a great way to build student understanding and help them to apply the lessons in real life situations. Articles and case studies must be cited properly and used in a respectful manner. Plagiarism will not be tolerated, and courses found to be plagiarizing others works will not be offered within our curriculum.

Submitting Course for Review and Edit

Once you feel your course is ready for a review of the rough draft or full edit and review process, submission is easy. Courses can be submitted to our education center and will be reviewed by our education coordinator as well as education staff. If edits are needed or there are questions on the material the course may either be edited in house by our staff or returned to the instructor for revision.

For further information contact:

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What formats are accepted/preferred: Certified Training Institute's educational staff is very flexible when it comes to course formatting. Through the use of our custom learning management system and very talented staff, we are able to accept multiple forms of information and create rich online courses. We are always open to suggestions for course formatting, currently the preferred formats are:

- PowerPoint Presentations
- Text Document through the Microsoft Suite

Narration: Certified Training Institute works to provide student resources for all types of learners. While some people enjoy reading information, others find reading difficult and would rather watch or listen to their lessons. If you are unable to record narration for your course, our audio/tech department can create the narrations to be included.

Video: Video courses are by far the most popular among students and can greatly increase the number of sales of your course. Video courses can be created in many different ways, from in the field video explanations to studio recordings of the instructor explaining the subjects. Certified Training Institute has video recording equipment and studios available for use in the creation of courses. Instructors who are interested in creating video-based courses can speak with our tech department for assistance and setup.

Privacy Policy and Ownership Information

Privacy and Student Questions: As an instructor for Certified Training Institute you will be named as the instructor for the courses you create. Some states and national agencies require that instructor contact information be provided to students in case of questions on course materials. As an instructor you must be available to answer questions on course materials that you create. Instructors within our offices will work to answer questions from students, but in the case that they are not able to answer the questions about your course, the question will be forwarded to you. Questions can either be answered by phone or email, and instructors have up to 48 hours to contact a student in regard to a question. Instructors who do not answer questions on course material will be subject to review and the possibility of removal from our course curriculum.

Instructors are only required to answer questions regarding course materials and are not required to answer any questions about work being done by the student. In the case of students asking about life situations, current jobs, or hypothetical questions about work, instructors are not to give advice.

Information Ownership: Instructors retain ownership of the intellectual property for courses they produce for Certified Training Institute. That's right, you are the owner of the course content that you submit for approval and inclusion in our online course curriculum. Certified Training Institute will not claim any ownership rights to your course information.

Certified Training Institute owns all web functionality including but not limited to websites, learning management system (LMS), course player, reporting functions, and student information. Certified Training Institute also retains ownership of the finished course and all film footage taken during course production. Certified Training Institute will retain the right to advertise all courses currently included in our online curriculum produced by instructors.

Certified Training Institute Reserves the right to bundle courses together in packages that fulfill specific certification or license requirements. Course package building is a highly successful marketing technique that will have a positive effect on course sales. Instructor/author compensation will not be affected by bundle packages packaging of courses, instructor will receive their agreed upon percentage of revenue from course sales. Certified Training Institute reserves the right approve or deny course submissions and to set course prices based on fair market value.