

## Capabilities Statement

### Corporate Profile

CourseAvenue has the most technically advanced products and services available to build, convert and/or repair Section 508 Compliant eLearning. Driven by years of experience and embracing the most innovative practices in eLearning, CourseAvenue provides solutions for some of the world's leading Fortune 1000 companies, government agencies and small organizations.

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Federal I.D. Number:	04-3752523
NAICS Codes:	611430, 541612

### Certifications

- Certified Small Business
- Accessibility Player: 508 Compliant Certification

### About CourseAvenue, Inc.

CourseAvenue, Inc. provides eLearning Development Services and Technologies. Services range from mass conversion of content into eLearning format to single “one-off” course creation. For 508 compliance, CourseAvenue has created a pre-built 508 validated “Accessibility Player”. This technology enables rapid deployment of eLearning that focuses on compliance and as important, usability. The Accessibility Player was developed with input and validation from Criterion 508 Solutions. Using input and testing from their team of adaptive technology specialists, the Accessibility Player represents the most advanced 508 compliant eLearning framework in the market today.

CourseAvenue's learning services team builds commercial grade eLearning. Our customers include Cisco Systems, CCH, General Dynamics, Mothers Against Drunk Driving, Forest Research Institute and many others. By utilizing our collaborative approach, we enable teams of people to work together throughout the creative process to ensure high quality and efficient development.

## Corporate Leadership

**Joe Gorup, CEO & Co-founder.** Joseph D. Gorup is CEO and founder of CourseAvenue, Inc. After establishing a successful corporate learning services consulting firm, the need to enable e-Learning development across a global enterprise became apparent and led to the founding of CourseAvenue, Inc. Mr. Gorup's background includes extensive experience in large-scale application development in markets ranging from aerospace, to pharmaceutical, to Internet domain name management. Joe graduated in 1988 with a B.S. in Systems Analysis from Miami University (Oxford OH).

**Jeff Groch, COO & Co-founder.** Mr. Groch's background includes extensive sales, product management, and operational experience with leading technology companies including WebVision, CompuWare, Uniface, Computer Associates and Pansophic Systems. Mr. Groch holds degrees in business administration and economics from Lewis University.

## Products & Solutions

**Accessible eLearning Overview.** Developing accessible eLearning content has proven to quite challenging. The technology required to enable an eLearning course to effectively communicate with adaptive software (e.g. a screen reader) is very complex. CourseAvenue spent more than two years building Section 508 compliance into an eLearning player skin. We worked with an independent Section 508 validation firm (Criterion 508, Inc.) to create a compliant and useable framework for learning content. As opposed to relying on each and every developer to interpret and apply the standards, important standards are built into our player. CourseAvenue's Accessibility Player provides the foundation for developers to adhere to standards, allowing course authors and subject matter experts to focus on course content, not government requirements.

### **Solution 1: Section 508 eLearning Development & Conversion Services**

CourseAvenue Learning Services works with organizations to create Section 508 validated eLearning. The eLearning may be a remediation effort that converts legacy content into an updated and validated format, or new development of eLearning courseware.

Trying to retrofit an existing eLearning course into a Section 508 compliant course is almost impossible. Failure to start with an experienced staff and validated framework will often lead to hours of re-work, and a never-ending cycle of attempted compliance. Our services leverage a collaborative development environment and the pre-built Accessibility Player. We offer:

- Project Management
- Instructional Design
- Bulk content conversion (e.g. MS Word -> AICC/SCORM eLearning)
- Subject matter expert collaborations
- Media and voice-over development
- DVD conversion
- AICC/SCORM communication experts
- Independent Section 508 validation

## **Solution 2: CourseAvenue Studio & Accessibility Player**

Do you wish to create and manage your own eLearning? We provide the technology and the training to enable you to be self sufficient. By building compliance into our technology, CourseAvenue provides a shorter and easier path for organizations to provide Section 508 compliant accessible training content to learners with disabilities

*Studio – Web-based application to build and manage eLearning*

- Collaborative development environment
- Common & shared media library
- Multilingual support
- AICC/SCORM based publishing
- Centralized control yet distributed development of eLearning courseware

*Accessibility Player – Section 508 Compliant foundation for published courseware*

- High-contrast color schemes used in the course skin
- Accessible course menu available to the learner at all times via the Menu button
- Differentiated in-text hyperlinks are keyboard and screen reader accessible
- Secondary windows for course tools, help files and glossary terms are fully accessible
- Keyboard accessibility of all navigation controls

*See example features and diagram in Appendix*

## **Solution 3: Current State Assessment**

Where do you begin? We often see companies with content in a variety of technologies, formats and various states of compliance. CourseAvenue's Current State Assessment helps you go from the unknown down the road to a fully compliant library and process to remain in compliance.

- Inventory Analysis – Quantity and Quality of current content
- Executive Summary and Reporting
- Project management
- Prioritization and “stop light” analysis
- Qualify & Quantify your current position

## **Solution 4: Organizational Planning and Training**

CourseAvenue's Organizational Planning and Training solutions align organizational strategic objectives with their training requirements. Through this effort we help customers assess “how” things are done. Since legal requirements and institutional policies vary, all organizations have different types of risks associated with inaccessible eLearning. CourseAvenue's consultants can help you identify and repair inaccessible courseware throughout the organization, thereby transforming risks associated with non-compliance into a competitive advantage.

- Identify and document current workflow for eLearning development and Validation
- Facilitate meetings with executives and key stakeholders
- Analyze and summarize legal requirements
- Assess employee skill levels and identify training needs
- Accessibility analysis of existing IT and planned procurements
- Prioritization of eLearning for testing and repair

## 2009 Labor Rates & Technology Pricing

### **eLearning Technology Expert**

Our eLearning Technology Experts lead eLearning integration technology efforts, from use of interactions to AICC/SCORM communications, to overall courseware integration and delivery considerations eLearning.

General Experience: 5 -Years Exp IT, eLearning technology consulting

Minimum Education: Bachelors Degree / Rate: \$175/hr

### **Principal eLearning Designer**

Our Principal eLearning Designers lead eLearning projects including instructional design, use of media, involvement of SME's, adaptive technology integrations, and coordination of developers.

General Experience: 5 -Years Exp IT, eLearning development and instructional design

Minimum Education: Bachelors Degree /

Rate: \$150/hr

### **Senior eLearning Developer**

A Senior eLearning Developer is responsible for development and production of eLearning courseware. They utilize a variety of technologies for a range of media support.

General Experience: 3 -Years Exp, content remediation, media formatting, eLearning

Publication, experience with adaptive technologies

Minimum Education: Bachelors Degree / Rate: \$145/hr

### **eLearning Developer**

Our eLearning Developers are responsible for development and production of eLearning courseware. They utilize a variety of technologies for a range of media support.

General Experience: 1-3 Years Exp, content remediation, media formatting

Minimum Education: Associates Degree / Rate : \$105/hr

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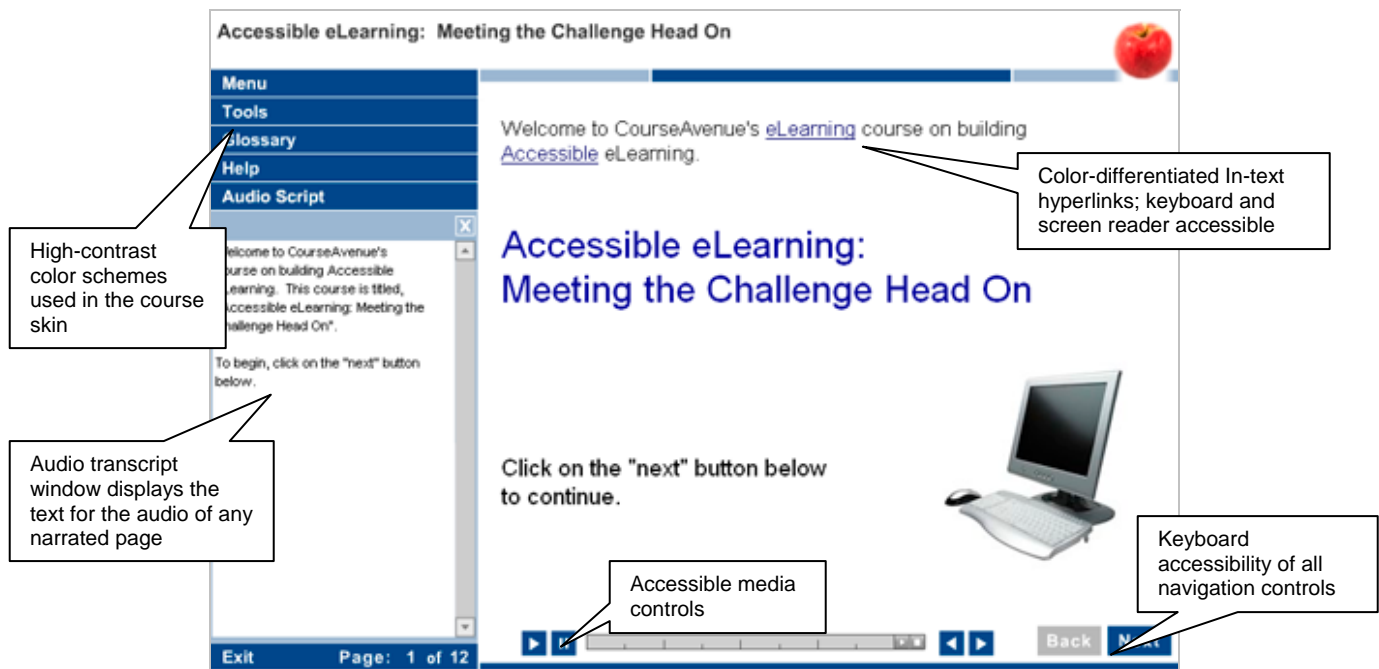
## Contact Us

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## Appendix

### Accessibility Player



Section 508 Compliance Features	Extended Usability Features
Keyboard accessibility of all navigation controls	Control layout designed and maximize ease of use with adaptive technologies
Audio transcript window displays the text for the audio of any narrated page	Accessible course menu available to the learner at all times via the Menu button
In-text hyperlinks (URLs, media links, glossary terms) are differentiated from one another and are keyboard and screen reader accessible	Form controls (push buttons, radio buttons, checkboxes) are identified by adaptive technology and behave in a manner consistent with standard compliant HTML pages
Accessible media controls	Keyboard shortcuts defined for most buttons to enhance keyboard use.
Accessible alternate text field available for media items	Non-visual screen reader "hints" to enhance the comprehension of pages and questions, without affecting the visual look of the pages
High-contrast color schemes used in the course skin	Rich user interface provides visually pleasing aesthetics to sighted learners while remaining completely accessible to non-visual learners.
Secondary windows for course tools, help files and glossary terms are fully accessible	Screen reader focus provides logical, predictable progress through a course for those learners using a screen reader
Technology allows for one course for all audiences complying with Section 508 "equivalent facilitation" provision	Glossary links bring learner directly to specific glossary term