Jostens Learning Corporation
Memorandum

CONFIDENTIAL

To: Harold
From: Harold Byrd/Susan Ludwig x6515
Re: May 4-5, 1993 Conference Summary

Developing a Generic Core of Objectives/Outcomes and Integrating Framework into JLC Courseware and Management Systems

Attendees:

Harold Byrd	Toni Morgan
Melissa Clark	Sheila Noon
Kevin Ho	Romney Robinson
Susan Ludwig	Jim Schnitz
Al MacIlroy	Dick Smith
Rob Molek	

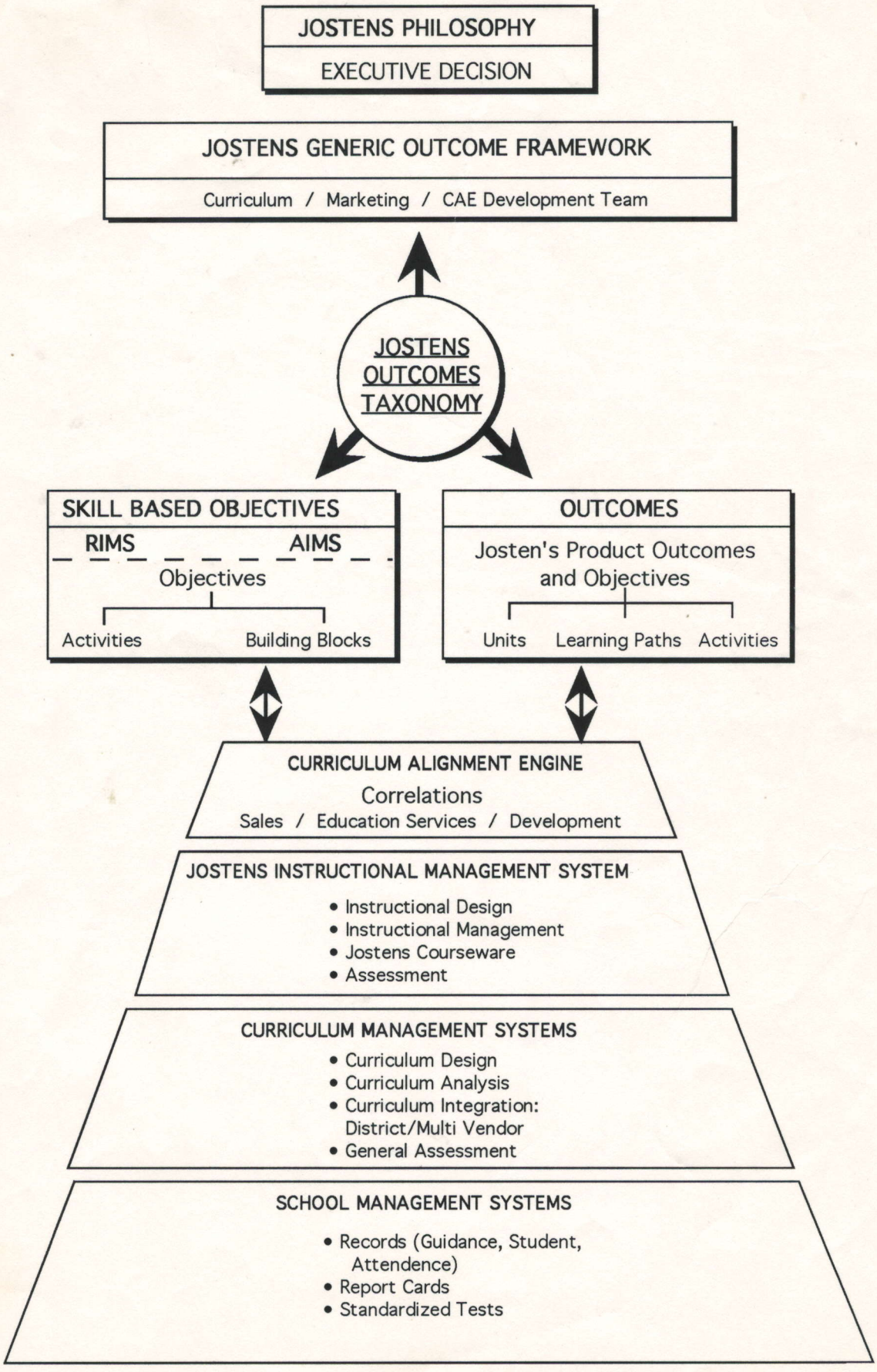
Conference summaries also sent to:
Don Davidson
Rick King

Overview:
This meeting was held to gather data and make decisions as to the product plan and design for the Curriculum Alignment Engine, Phase II. This plan will be presented May 19, 1993.

I. There is unanimous agreement that a generic core of objectives should be developed which merges Wicat and Jostens objectives, and includes additional pedagogically sound objectives not previously addressed by JLC, but are found in standard sources (tests, textbooks, and state frameworks) and drive the customer base. This core will meet the following needs:

- **Management Systems:** Drive the instruction and Test Creation modules (I-III) under development for the AIMS and System III management systems
- **Sales/Marketing:** Drive coordination of sales/marketing efforts to sell and support the four implementation models (developmental, diagnostic-prescriptive, performance and outcome based) The core will allow curriculum to be better articulated (or aligned) and for instructional components to be identified within the JLC product line

OUTCOME-BASED EDUCATION FRAMEWORK



10/2/92
Harold B.

Requirments
Marketing Objectives Engine

I. PURPOSE

To develop a database engine which will:
1. Replace current skills index with a more efficient process, using RIMS objectives, for selecting Jostens activities to be correlated with district objectives/textbooks/ materials.
2. Provide a way to link outcomes from any outside source to Jostens objectives/ products/lessons
3. Provide appropriate summary and detailed reports for objective and outcome based frameworks
4. Provide reports for internal use by developmental staff indicating where activity coverage of Jostens lessons are insufficient.
5. To allow customers to run correlations between Jostens activities and their district outcomes and objectives on site from a stand alone system.
6. Correlate correlations of objectives and outcomes between customers
7. Enable the standardization of curriculum objectives across all Jostens products
8. Be flexible enough to incorporate future changes in curriculum frameworks (i.e. themes, performance assessment, effective school correlates).

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II. REQUIREMENTS

A. Design

1. Design an **index or navigator based on RIMS objectives** allow effective selection of activities for correlations.
2. Design an **umbrella or index of outcomes** to link district outcomes and objective data to Jostens objectives, activities, and products. This design must be flexible enough to incorporate future structures such as themes.
3. Design input process so **outcomes can be entered, linked and correlated as structured by the source** (state/district/government). This may include up to four levels of outcomes.
4. Design an **interface and selection process** which will meet the needs or correlations specialist for efficient operations.
5. Jostens data structure must be able to match or interface with other curriculum/correlations systems currently being used by districts for curriculum management.

B. System

1. The system must be able to **use files imported from the RIMS Oracle database and other outside sources in similar format** for objectives, activities, objective-activity links, product-activity links, and BLS data indicating (with 0,1,2) whether or not an objective is assessable.
2. Must allow revised objective/activity **data imported from RIMS and other outside sources in similar format to be periodically updated without loss of data.**

Curriculum Alignment Engine Uses

(From CAE Requirement Forms Submitted)

1. Sales

1.Sales and Marketing	Correlations, Bids and Proposals, Demo Prep, Training, Becoming familiar with Jostens/WICAT Products, Access to data for all Jostens products, Show potential clients how Jostens family products can meet school district objectives and outcomes

2. Product Development: Planning and Analysis

1. Product Development	Coverage Analysis, Standardization of Curriculum Framework for Objectives/Outcomes, Identify missing/target objectives/outcomes Development of off-line materials database Discrepancy Analysis (not covered/poorly covered objectives) View current objectives. Determine priority (e.g. # of lessons linked) Guide Product Enhancements Performance based activities and assessments Portfolio management Address Scoring Rubric in Reports Help sort activities in new curriculum organization Help target lessons related to new curricular Crosslink lessons never considered supportive of each other Share cross product coverage information
2. Strategic Applications	Adapting products, address emerging market requirements,
3. Curriculum Dept	Locating Lessons, Addressing areas for which Jostens has no objectives, Guiding development of new curriculum areas (interpersonal skills, personal growth) Review objectives prior to building Learning Paths/ULDs Build custom LP/ULD to focus on state objectives
4. Tools	Match Works templates to objectives/lessons. Create new Links to lessons for new templates. Generate ideas for using tools in curricula. Generate ideas for new templates

3. Product Development: Product Support

1. Research and Assessment	Curriculum Analysis Tie instructional correlation and reports on student performance to specific outcomes To see interrelationships between lessons/objectives/test items in products, buy objectives/
2. Quality Assurance	Generate data for Test Plans/Test Cases Generate data for testing reports, concurrency

	Reference Jostens product line
3. Product Support	Support customers

Product Integration

1. Management System Integration	
General	Verify consistency across Management Systems
RIMS	Data for building learning paths
AIMS	Data for prescriptions
2. Instructional Managers	
Campus America	OBE Models
NCS	
District Managers	
3. Product Line Integration	JTPA, Adult Education, GED, and PIC (Professional Industry Council) product lines Establish objective links between new and current products
4. Product Maintenance	ULD/LP maintenance in one central database

Field Services

1. Ed Services	Quick reference between specific learning skills and Jostens software Save time. Much of engine functions are currently done by hand Use on laptop to find information with customer Construct Unit examples for use in model in a training session Integrate multiple JLC programs at a site Explore new JLC curriculums to learn objectives Help customers build customized alps (e.g. TAAS), units of instruction Mechanical tie in from reports to building actual assignment Give examples of how Jostens products can support OBE Helping customers to identity lessons to meet CRT objectives Access to current 100% up to date product information learning paths Identify lessons/tools that support outcomes
2. Reports	Provide more appropriate information to service customer needs. (Technical Support)
3. Training/ Implementation	Customers/Ed Services and how they will use CAE Instructionally, Training District Correlations Specialists Help teach curriculum planning (choose activities through objectives/outcomes) Show product match to classroom objectives Identify lessons/tools cross products to design training for Curriculum integration

Customer Uses

1. Correlations	Create Alignment documents for objectives, outcomes, themes
2. Curriculum design	Customize products to meet specific objectives Produce own learning paths Plan and deliver instruction that is right on the mark Use with site leader in curriculum who knows JLC products to work with other teachers
3. Quick data access	Location of information currently included in printed documentation Use by teachers save time cross referencing resources
4. Curriculum Integration	Effective integration of program (basal, software, Jostens Products, 3rd party products, off line resources, testing)
5. Enhancements	For customers with previous management systems (e.g. Spartenburg School District, South Carolina)