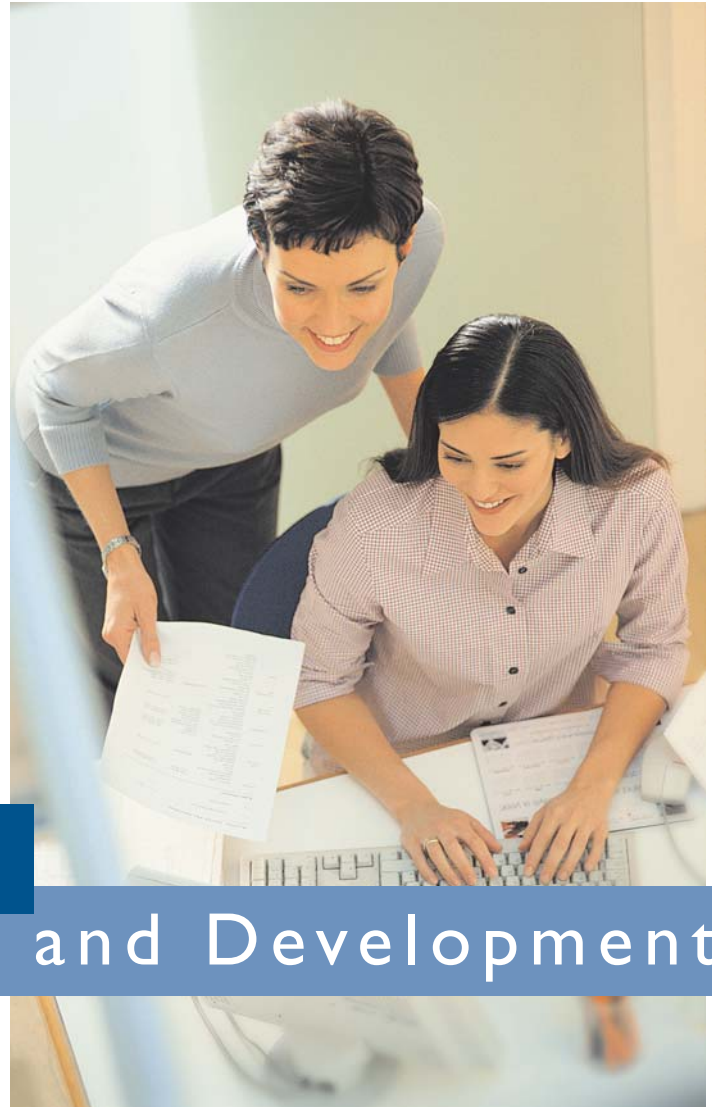


Learning catalyzes growth.

It fosters incremental improvement and boundary-bursting change. Practical and ideal, learning makes us better at what we do and shows us the possibilities for what we can be.

A belief in the power of learning underpins Isoph's dedication to deliver effective, sustainable learning solutions to nonprofits, associations, and other mission-driven organizations. From complete custom development to consultative engagements, we work with you to develop learning that meets the needs of staff and volunteers, spreads your organization's message, and strengthens your rapport with donors, members, and other stakeholders.



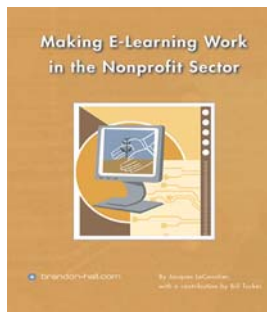
Course Design

and Development

Our Experience

Organizations build up remarkable knowledge, but efficiently transferring that know-how to new employees, volunteers, donors, members, and other vital constituents can be challenging. The Internet is an invaluable vehicle for reaching others rapidly, conveniently, and effectively, and Isoph can help you take advantage of its potential.

Isoph's experience in supporting nonprofits and associations in Web-based learning and education initiatives is unrivaled. Most of our core leadership team comes from Quisic, a winner of more than 50 industry awards as a high-quality developer of e-learning for Global 3000 corporations and major universities. Our staff members are recognized as experts on the use of online learning, and we co-authored the only comprehensive guidebook on nonprofit online learning, *Making E-learning Work in the Nonprofit Sector*, published by brandon-hall.com.



Our Approach

We begin by listening to you, the experts; you know your organization, its mission, and the content you need to convey better than we ever can. Then we bring our online instructional and graphic design expertise to bear to transform your message into effective e-learning.

Our approach maps to the widely known ADDIE model—analysis, design, development, implementation, and evaluation—and incorporates reviews and sign-offs along the way.

Our dedicated, educated staff members perform the essential tasks in creating e-learning: instructional and curriculum design, online course development, and project management.

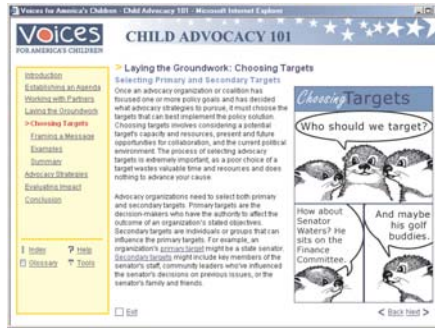
Instructional and Curriculum Design

Theories come and go, but our touchstones remain constant: Learning should be approachable, relevant, and practical. Our experience working with mission-driven organizations uniquely positions us to develop learning for diverse audiences.

Our curriculum developers, instructional designers, and instructional writers work with a range of learning formats: self-paced, facilitated, instructor-led, and blended. Their broad exposure to many aspects of online learning allows us to approach projects from a holistic standpoint and understand the strategic fit of a course in an overall learning program.

Online Course Development

Our graphic designers and Web developers emphasize ease of use and effortless functionality, as well as aesthetics. Experienced in using HTML, JavaScript, Flash, and other technologies to create Web and CD-ROM content, our team is adept at accommodating learners with varying technical savvy and equipment. Our courses comply with e-learning industry standards, such as AICC and SCORM, for easy integration with Isoph Blue or other learning management systems. As a matter of principle, we're well versed in accessibility guidelines for learners with disabilities, such as those outlined by Section 508 of the U.S. Workforce Rehabilitation Act and the W3C's Web Accessibility Initiative.



Our Online Courses

Isoph works with mission-driven organizations on online training initiatives, distance education programs, advocacy and public education campaigns, and donor cultivation and retention. E-learning courses we've developed include:

- *Child Advocacy 101* with Voices for America's Children
- *Fundraising for Libraries* with WebJunction, a project of the Bill & Melinda Gates Foundation
- *Local Cultural Council Basics Training* with the Massachusetts Cultural Council
- *Meeting the Collaboration Challenge* with the Leader to Leader Institute
- *Mobilizing to Win: Developing a Strategy* with the Planned Parenthood Federation of America
- *Nature's Fire Alarms* with the National Wildlife Federation
- *Voluntary Organizations Active in Disasters Overview* with America's Second Harvest

Project Management

Intimately familiar with the entire course process, project managers tie it all together. They shepherd your project through design, development, and reviews, ensuring your feedback is solicited and incorporated throughout.

As your organization's primary contact at Isoph, a project manager provides you with regular e-mail updates, detailing recent accomplishments and outlining upcoming work. Spontaneous e-mails and phone calls, an extranet for reviewing deliverables, and a Web conferencing platform for live meetings allow our communication with you to be consistent and flexible.



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