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Summer 2013 - Digital Storytelling in Curriculum

Implementation Plan

Integration with Instruction

The digital story content will make an excellent ending to my On-boarding presentation. All of the elements outlined in my unit plan will replace the PowerPoint presentation that I currently use during these meetings.

Timing for Integration

Because Pearson has signed releases with vendors, photographers, creators, and/or subjects of the photos, I could not use Pearson-owned assets in my digital story without first providing a detailed list to the Legal for review and approve. Due to the timing of the assignment, I decided to use only publically available images and sounds. And, before I can use a non-Pearson version of the story for "corporate purposes," I would need to sign a release allowing Pearson to use the story for on-boarding.

Another option, and one that I favor, is to redo the entire story (keeping the main idea and script) using Pearson animations, images, and other assets. Once completed, I can submit this content through our patent process. If awarded a patent, I would receive $2,000. I plan to develop a Pearsonized story after the course is completed during the 3-week break before the start of the fall semester.

Technological Needs

On-boarding sessions are scheduled by a project manager within the Project Management Office and the next meeting date is still being decided but is likely to be within the next 2 weeks in New York City. Without a release or the Pearsonized version completed, I will look to add this video to new hire session that is slated for early fall. In terms of equipment, an Internet connection and login to a Webex session is all that is needed for me to present to the group.

Diversity Student Levels

As indicated in the unit plan, course activities will be completed via group sessions allowing less experienced participants to seek guidance from co-workers. Use of Webex features such as Raise Hand and Chat provide additional guidance, instructions and answer questions as needed. Additionally, the session for Documentation follows Agile software development, Development Depart., Testing Department to provide learners with a basic understanding of the corporate structure, practices and methodologies.

Participant Assessment

Participant assessments will be done based on an evaluation of their ability to complete the exercises and their participation activities. A formative assessment will be performed by the

facilitator after each topic to solicit answers each unit question and the essential question for the unit. At the end of the course, learners will know where to locate the various user artifacts and understand the value high quality user documentation provides to the company.

Sharing

A Pearsonized digital story will also be shared with my team of writers, including new team members. In addition, the story will be presented to the User Experience Research team during one of their weekly status meetings. UX researchers conduct usability sessions with users on the content and delivery of user documentation. Researchers may choose to incorporate the story into their usability sessions with users. I plan to contact the manager of the group to be added to their agenda as soon as the corporate-approved version is completed (late summer).