Lifelong Learning Program

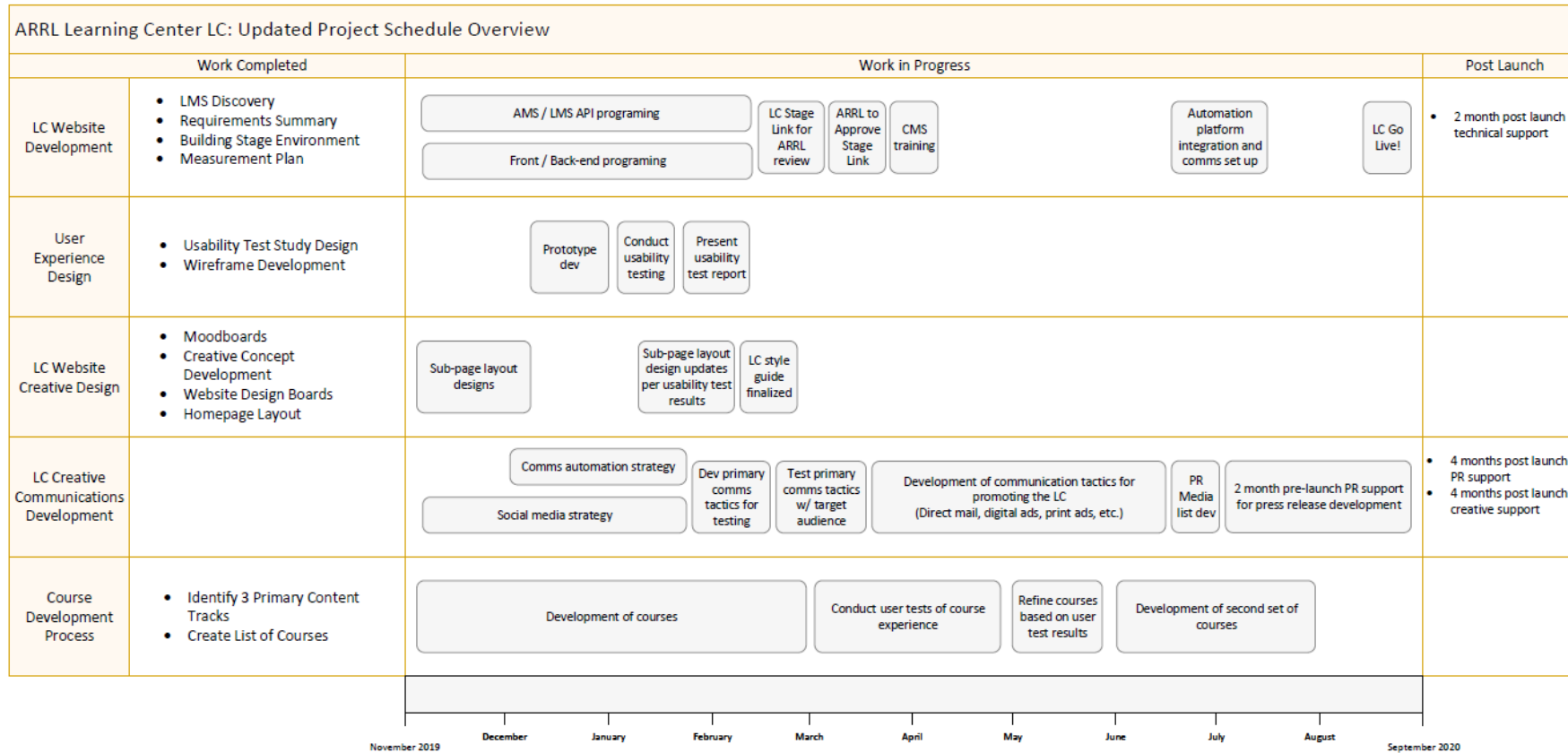## Project Update - December 2019

Description:

This presentation provides a status update on ARRL's Lifelong Learning project, being developed in cooperation with Mintz+Hoke.

Project Phases:
- Website Development
- User Experience
- Creative Design
- Creative Communications Development
- Course Development Process

Lifelong Learning Program

Project Overview

Visual roadmap of the Lifelong Learning project:

ARRL Learning Center LC: Updated Project Schedule Overview

	Work Completed	Work in Progress	Post Launch
LC Website Development	• LMS Discovery • Requirements Summary • Building Stage Environment • Measurement Plan	AMS / LMS API programing; Front / Back-end programing; LC Stage Link for ARRL review; ARRL to Approve Stage Link; CMS training; Automation platform integration and comms set up; LC Go Live!	• 2 month post launch technical support
User Experience Design	• Usability Test Study Design • Wireframe Development	Prototype dev; Conduct usability testing; Present usability test report	
LC Website Creative Design	• Moodboards • Creative Concept Development • Website Design Boards • Homepage Layout	Sub-page layout designs; Sub-page layout design updates per usability test results; LC style guide finalized	
LC Creative Communications Development		Comms automation strategy; Social media strategy; Dev primary comms tactics for testing; Test primary comms tactics w/ target audience; Development of communication tactics for promoting the LC (Direct mail, digital ads, print ads, etc.); PR Media list dev; 2 month pre-launch PR support for press release development	• 4 months post launch PR support • 4 months post launch creative support
Course Development Process	• Identify 3 Primary Content Tracks • Create List of Courses	Development of courses; Conduct user tests of course experience; Refine courses based on user test results; Development of second set of courses	

November 2019 — December — January — February — March — April — May — June — July — August — September 2020
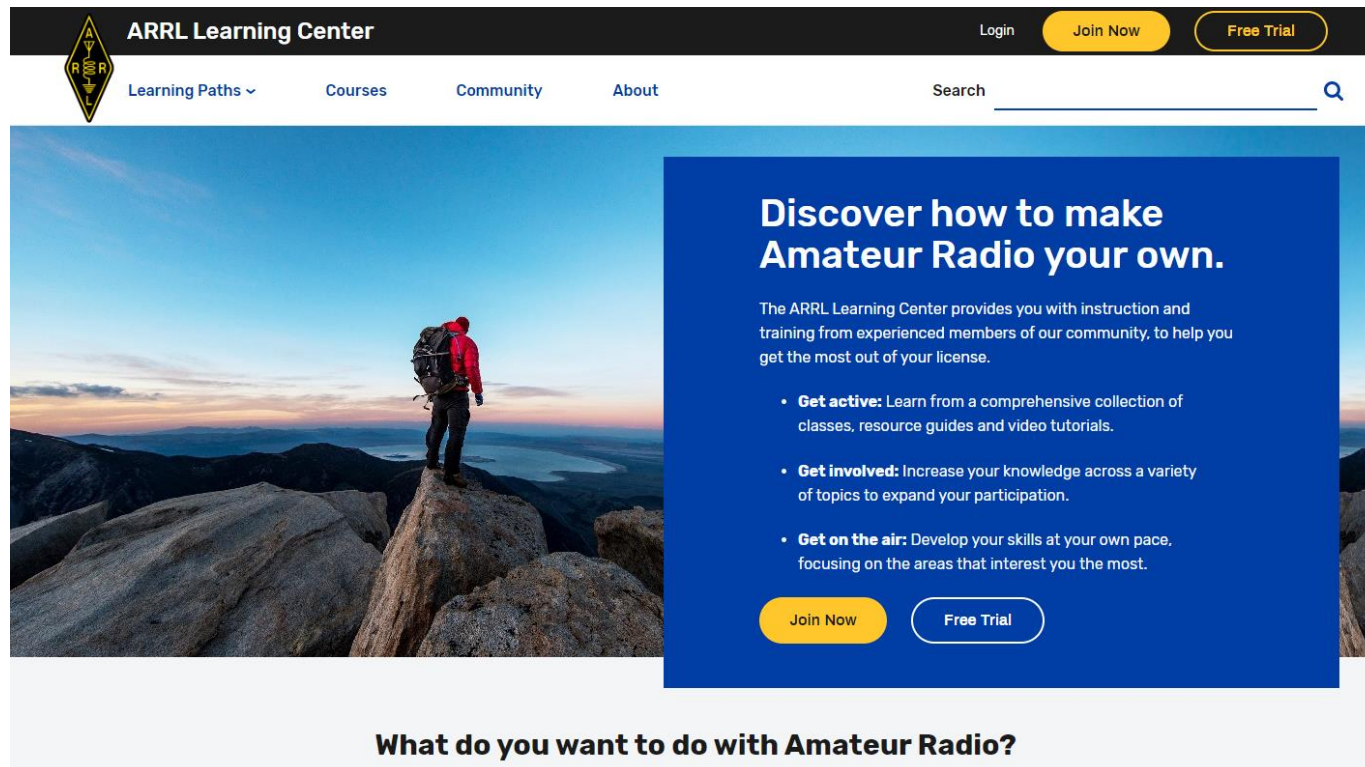
ARRL Lifelong Learning Program

Website Development / User Experience / Creative Design

ARRL Learning Center home page: the successful culmination of the Website Development, User Experience Design, and Creative Design phases:

Creative Communications Development

Work for this phase is in the initial stages of development, and will result in a comprehensive marketing and promotion strategy, including the following items:

- Social media strategy
- Communication automation strategy
- Development of communications tactics (direct mail, digital ads, print ads, etc.)

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Course Development Process

Identification of content "tracks" which were determined through user feedback from Readex and ARRL surveys:

Choose your own adventure.

ARRL Learning Center organizes its course content around learning paths, making it easy to navigate and explore the field. Select the path that interests you most to get started.

Emergency Communications	Personal Communications	Electronics and Technology
Discover how you can use Amateur Radio to serve your community, such as during emergency situations and community events.	Get started with the fundamentals of Amateur Radio and learn how to connect with people across the globe.	Explore some of the more advanced and technical aspects of Amateur Radio, such as building your own rigs and antennas.
View path	View path	View path

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Course Development Process

Sub-categories were identified by members of ARRL's content team, to assist users in navigating through the categories:

Emergency Communications

- **Community Service**
- **Disaster Readiness**

Personal Communications

- **Communicate Near & Far**
- **21st Century Radio**
- **Get Licensed**
- **Personal Safety**
- **Having Fun**

Electronics and Technology

- **How Radio Works**
- **Electronics & Technology**
- **Build**

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Course Development Process

An overview of the course development and review process being utilized to ensure the creation of high-quality courses:

Track	Sub-Category	Course	Phase 1: Outline	P1 Review	P1 LLL Review	Phase 2: Dev.	User Testing	Final Review
Personal Communications								
	Communicate Near & Far	Intro to Amateur Radio Communications	Complete	Reviewed - 12/2	Reviewed 11/26	Due 12/1	TBA	TBA
	Personal Safety	Intro to Using Amateur Radio for Personal Safe	Complete	Reviewed - 12/2	Reviewed 11/26	Due 2/1	TBA	TBA
	Having Fun	Intro to Radiosport and Contesting	Complete	Reviewed - 12/2	Reviewed 11/26	Due 12/1	TBA	TBA
Emergency Communications								
	Disaster Readiness	Intro to Radio for Disasters and Emergencies	Complete	Reviewed - 12/9	Reviewed 11/26	Due 2/14/20	TBA	TBA
		EC-001	Complete	Reviewed - 12/2	Reviewed 11/26	Due 2/14/20	TBA	TBA
		EC-016	Complete	Reviewed - 12/2	Reviewed 11/26	Due 2/14/20	TBA	TBA
Electronics & Technology								
	How Radio Works	Introduction to How Radio Works	Complete	Reviewed - 11/25	Reviewed 11/25	Due 2/1/20	TBA	TBA
		Understanding Basic Electronics	Complete	Reviewed - 11/26	Reviewed 11/26	Due 2/1/20	TBA	TBA
		Understanding Basic Radio	Complete	Reviewed - 12/5	Reviewed 12/5	Due 2/1/20	TBA	TBA
		Understanding Basic Antennas	Complete	Reviewed - 12/2	Reviewed 12/4	Due 2/1/20	TBA	TBA

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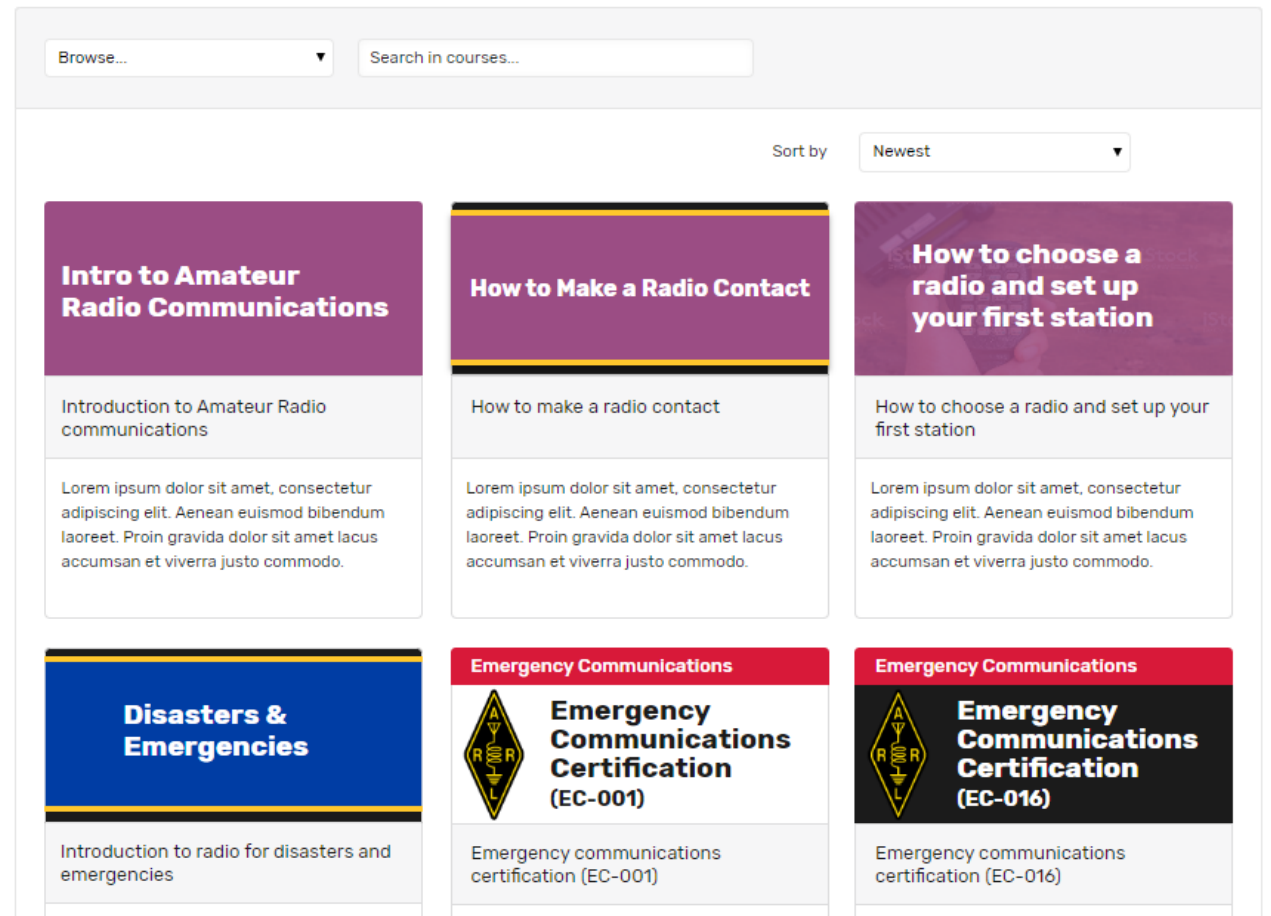
Course Development Process

An early look at the Courses page in the Learning Center (in-progress):

Courses for every interest and level.

The Learning Center's extensive course offerings will help you increase your knowledge, skills, and ability to enjoy Amateur Radio your way.

To find courses of interest, use the drop down menu to sort by topic. You can also search for courses directly.

Browse... ▼   Search in courses...

Sort by   Newest ▼

Intro to Amateur Radio Communications

Introduction to Amateur Radio communications

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How to Make a Radio Contact

How to make a radio contact

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How to choose a radio and set up your first station

How to choose a radio and set up your first station

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Disasters & Emergencies

Introduction to radio for disasters and emergencies

Emergency Communications

Emergency Communications Certification (EC-001)

Emergency communications certification (EC-001)

Emergency Communications

Emergency Communications Certification (EC-016)

Emergency communications certification (EC-016)

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Course Development Process

An early look at a sample course (in-progress):