

eLEARNING MODULE DESIGN PLAN

HISTORY OF THE SKI INDUSTRY

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CLIENT - SKYSONG RESORTS

Skysong Resorts is a premier mountain resort company, specializing in luxury, destination-based travel year-round, in extraordinary locations across the United States and Canada.

PROJECT OVERVIEW

The History of the Ski Industry eLearning Module is an introductory component of a larger Foundations of Strategy course. The module is intended to educate on-mountain employees on important events and innovations occurring between the 1950's and present day, that not only have affected the ski industry as a whole, but also often affect business decisions that have been made at Skysong Resorts. Having the ability to understand the overall strategy of the organization will help on-mountain employees align their individual strategy to the whole.

This document provides a detailed overview of a web-based course module that will be created for Skysong Resorts, and used specifically by on-mountain employees. It reveals the process in which the need for the course was discovered, and lays out the objectives and plan in which to create a course module about The History of the Ski Industry.

ANALYSIS FINDINGS



TARGET AUDIENCE

Primary Audience is on-mountain employees working in areas including; accommodations, food and beverage, rentals, retail, lift operators, lift/mountain equipment repair, ski instructors, ski patrol, mountain guides. The employees typically have a passion for the outdoors and mountain sports, but lack the foundational knowledge of the ski industry as a whole. Demographics vary widely and must be considered when creating the module. Breakdowns shown below.

Average Age - Ranges from 20-60

Gender - 60/40 mix skewing higher in males

Education Level - Varies from High School GED to college educated. Using overly technical industry or business terms won't likely resonate with this group. Simple but interesting visuals and opportunities for interactions within the module should be considered.

Motivation - It varies from employees who only want seasonal work (usually in the winter) so that they can ski for free to those who would like to make working at Skysong Resorts their career. Employees tend to be active in nature, and share a love of the outdoors. They do not thrive in an office environment.

Personality - On-mountain employees at Skysong are required to interact with the public and typically have outgoing personalities and enjoy helping others. They are historically very laid back and casual. This should be kept in mind when creating the content "tone" in the module. Formalities will turn them off.

Technical Considerations - On-mountain employees are fairly tech-savvy. They all know how to navigate a computer.

Participation Expectations - Employees likely willing to participate, and will be paid for the time required to participate.

Special Needs - Only a small percentage of employees have special needs but the module should be designed to cover potential visual, audio or physical impairments.

OBJECTIVES

Learners participating in this module will be able to:

- Identify critical innovations within the ski industry from the 1950s-Present
- Identify pivotal events within the ski industry from the 1950s-Present
- Demonstrate knowledge of how ski industry history impacts past and future business strategies at Skysong Resorts by participating and completing activities within the course module.

METHODOLOGY

The knowledge gap problem amongst on-mountain employees was discovered after completing the following activities.

- Interviews were conducted with key stakeholders at corporate headquarters, and with on-mountain employees to determine if knowledge, values, views and perceptions are in alignment between the two groups.
- Employee performance reviews and goal-setting documents were examined amongst both groups.
- Observations were conducted at various on-mountain job sites (ticket sales, lift operators, food and beverage, lodging etc.)

Key stakeholders within the organization value on-mountain employees highly and are hyper aware that the resorts would not run without them, however they tend to assume that on-mountain employees are motivated by free skiing, seasonal work, and working around the outdoors rather than understanding of corporate strategies and industry history.

Upon interviewing on-mountain employees, we found those assumptions to be untrue. On-mountain staff take pride in working for Skysong Resorts and feel disconnected from the high-level strategic decisions made by the organization. They are interested in understanding the inner-workings of the organization and the history that has inspired it. In interviews, when asked if they would like to participate in additional Leadership Development opportunities, the majority said, “yes.” And a large portion of those interviewed would like to eventually move into higher positions within Skysong Resorts.

It was determined that on-mountain employees will benefit from additional education around the History of the Ski Industry in the form of a module that will be completed at the beginning of the “Foundations of Strategy” course.

ROOT CAUSE & KEY INSIGHTS

On-mountain employees are currently not offered as many opportunities for leadership development as those working in the corporate side of the organization. An assumption exists within the corporate culture in that the majority of the staff at the on-mountain resorts don't have much interest in learning tasks outside of their job description, in leadership development, or moving up the ladder within the organization.

Skysong Resorts leadership recognizes the value of investing in and empowering employees at all levels and in all departments and has determined that based on our interviews and on-site observations that the on-mountain employees and the organization as a whole would benefit from the development of the “Foundations of Strategy” course.

PROBLEM

A knowledge gap has been uncovered amongst on-mountain employees about the History of the Ski Industry specifically, around innovations and events in that history that have not only shaped the ski industry to what it is today, but have also been the source for driving many strategic decisions made at Skysong Resorts. Gaining basic knowledge in various areas related to things like; how equipment (both on-mountain and related to gear) has impacted growth, how weather has sparked innovations, and how customer trends change within the industry will illustrate why the organization needs to remain flexible and will allow for better buy-in and willingness to comply by on-mountain employees when future changes are made. It is critical that the corporate strategy cascades down to the individual groups within the organization. Being able to understand the overall strategy of the organization will help on-mountain employees align their individual strategy to the whole.

SOLUTION

An eLearning course module will be created to educate the on-mountain employees at Skysong Resorts about The History of the Ski Industry. It will place emphasis on events and innovations that played a role in the evolution of the industry. This module will be the introductory portion of the larger Foundations of Strategy course. It has been determined that an eLearning course will be the ideal and consistent learning environment as Skysong Resorts has employees located in various parts of the United States and Canada, therefore on-site classes are not possible.

Content Source

Content for this module will come from a variety of sources that may include:

- National Ski Area Association
- International Skiing History Association
- Web searches using key terms/phrases like; "History of skiing," "Ski equipment innovations," "Ski industry innovations," "Winter Olympics," "History of droughts in U.S. between 1950-present," "Chairlift and gondola innovations"
- Ski History Documentaries
- Ski Historians
- Key Stakeholders at Skysong Resorts

Tech Platform

Participants must have:

- Access to a laptop or desktop computer (personal or provided on-mountain by Skysong)
 - Capable of playing audio and video
 - Operating system Windows 7 and later and OS X 10.9 and later
 - Speakers or headphones necessary
 - Monitor resolution minimum 1024 X 627
- A strong hi-speed internet connection utilizing cable or fiber networks. On-site computers will already be equipped properly for this

HIGH LEVEL DESIGN PLAN

Objectives 01 & 02 - Identify critical innovations and pivotal events within the ski industry from the 1950s-Present.
(These are shown in one table seeing as they would appear on screens together)

CONTENT OUTLINE	TREATMENT
<p>Overview of 1950's - Skiing is recognized as adventure sport; growth in innovations and technologies</p> <ul style="list-style-type: none"> - Introduction of metal skis - Snowmaking invented - United Airlines flies to all top ski resorts – makes sport more accessible - Sears Roebuck sells ski gear/clothing - First Gondola in US at Wildcat Mtn. New Hampshire - US largest ski destination opens – Buttermilk and Aspen Highland 	<ul style="list-style-type: none"> • Decade overview appears on left blue bar • Instructions appear telling participants to roll over each graphic to learn more about it • 6 images or graphics appear in the instructional area, representing innovation or event • Fact or explanation appears when image is clicked on
<p>Overview of 1960's - Skiing as recreational pastime; largest decade of growth; environmentalists impact industry</p> <ul style="list-style-type: none"> - Winter Games in Squaw Valley - National Ski Area Association founded - Bob Lange creates first fiberglass boot with laces - Trail rating system introduced - Fiberglass skis go on the market, taking over wood and aluminum - Snurfer invented (predecessor to snowboard) 	<ul style="list-style-type: none"> • Decade overview appears on left blue bar • Instructions appear telling participants to roll over each graphic to learn more about it • 6 images or graphics appear in the instructional area, representing innovation or event • Fact or explanation appears when image is clicked on
<p>Overview of 1970's - Environmental protection as focus; weather variability drives ski resort investments; accessibility</p> <ul style="list-style-type: none"> - National Environmental Policy act invented - Clean Water Act signed - Eisenhower Tunnel opens the West - Intrawest is born - Drought in Western U.S. inspires investments in snow-making infrastructure - Demetrije Milovich gets snowboards covered under ski liability insurance 	<ul style="list-style-type: none"> • Decade overview appears on left blue bar • Instructions appear telling participants to roll over each graphic to learn more about it • 6 images or graphics appear in the instructional area, representing innovation or event • Fact or explanation appears when image is clicked on
<p>Overview of 1980's - Ski areas as year-round business model; primary industry in U.S. mountain towns; international visits increase</p> <ul style="list-style-type: none"> - Breckenridge installs first high speed quad - Insurance prices for ski resorts leap 300% - Snowboarding brings financial boost to ski resorts - U.S. Congress passes Wilderness Act - Breckenridge skier visits exceed 1 million guests - 80's ski fashion 	<ul style="list-style-type: none"> • Decade overview appears on left blue bar • Instructions appear telling participants to roll over each graphic to learn more about it • 6 images or graphics appear in the instructional area, representing innovation or event • Fact or explanation appears when image is clicked on

Objectives 01 & 02 continued - Identify critical innovations and pivotal events within the ski industry from the 1950s-Present.
(These are shown in one table seeing as they would appear on screens together)

CONTENT OUTLINE	TREATMENT
<p>Overview of 1990's - Snowboarding hits mainstream; free skiing/out-of-bounds skiing add hard-core edge; lift ticket prices rise</p> <ul style="list-style-type: none"> - Vail Resorts develops snowboard park - Volkl releases Snow Ranger, one of first fat skis embraced by experts - Boyne Mountain unveils first 6-seat high-speed chairlift in the U.S. - Vail Resorts goes public with IPO of \$22 - Aspen breaks \$50 lift ticket - Winter Park introduces buddy pass- sparks season pass war 	<ul style="list-style-type: none"> • Decade overview appears on left blue bar • Instructions appear telling participants to roll over each graphic to learn more about it • 6 images or graphics appear in the instructional area, representing innovation or event • Fact or explanation appears when image is clicked on
<p>Overview of 2000-Present - Skiing viewed as amenity to the lifestyle; popularity in skiing increases over snowboarding; safety made cool with innovative gear</p> <ul style="list-style-type: none"> - Imperial Express Super Chair at Breckenridge – highest detachable chairlift in the world - Vail Resorts becomes second largest wind power purchaser in the U.S. - Helmets and anti-fog goggles with interchangeable lenses and high-tech gadgets make safety cool - Epic pass is introduced - Fat skis with Rocker technology make powder skiing accessible to everyone - Breckenridge opens Peak 6 – marks largest resort expansion in N. America in last decade 	<ul style="list-style-type: none"> • Decade overview appears on left blue bar • Instructions appear telling participants to roll over each graphic to learn more about it • 6 images or graphics appear in the instructional area, representing innovation or event • Fact or explanation appears when image is clicked on

Objective 03 - Demonstrate knowledge of how ski industry history impacts past and future business strategies at Skysong Resorts

CONTENT OUTLINE	TREATMENT
ACTIVITY 01 Explore the Image <ul style="list-style-type: none"> - Introduce Howard Head and discuss his invention of metal skis 	Activity pages are added to infuse elements of engagement and interactions designed break up the monotony of the decade screens. The learner will: <ul style="list-style-type: none"> - Roll over orange hot spots to reveal information about the image shown on screen
ACTIVITY 02 Lift Tickets Then and Now <ul style="list-style-type: none"> - Reveal opening day lift ticket prices at Snowmass-at-Aspen in the 60's - Learner guesses/compares the same lift ticket price today 	The learner will: <ul style="list-style-type: none"> - Look at 3 options of lift ticket prices - Drag and drop money icon the price that they think is correct - Click a "submit" button to assess
DID YOU KNOW 03 Evolution of the Snowboard <ul style="list-style-type: none"> - Show evolution of snowboard shapes from 60's to present day 	"Did You Know" pages will require the learner to read information and look at images/graphics to gain new knowledge. The learner will: <ul style="list-style-type: none"> - Review evolution graphic with 5 snowboards - Compare shape, look-and-feel
ACTIVITY 04 Seasonal Ski Resort Activities <ul style="list-style-type: none"> - Discuss and compare winter and summer activities 	The learner will: <ul style="list-style-type: none"> - Select the winter icon and a rollover image collage will appear showing winter activities - Select the summer icon and a rollover image collage will appear showing summer activities
ACTIVITY 05 Warren Miller <ul style="list-style-type: none"> - Introduce Warren Miller - Explain why his films are important to the ski industry 	The learner will: <ul style="list-style-type: none"> - Roll over orange hot spots to reveal information about the image
ACTIVITY 06 Safety Gear <ul style="list-style-type: none"> - Explore safety gear and tech-gadgets 	The learner will: <ul style="list-style-type: none"> - Look at 4 sets of images (each set contains two images) - Select the best choice of safety gear from each set and drag to a table graphic - Click a "submit" button to assess

PRODUCTION PATHWAY

Below is a list of elements needed to create The History of the Ski Industry module and the tools required to produce them.

ELEMENT	PROCESS	TOOLS	NOTES
Design Documents	Create/Edit	<ul style="list-style-type: none"> • MS Word • InDesign CC 2017 	Content written/edited in MS Word, final layout created Adobe InDesign. Save in course/designDocs.
Graphics - Photos	Search/Select/ Purchase	<ul style="list-style-type: none"> • iStockphoto • Dreamstime • Web 	iStockphoto and Dreamstime for image sourcing. Conduct a web search for specific events. Cite items pulled from the web as a resource using APA style. Save in course/images.
	Edit	<ul style="list-style-type: none"> • Photoshop CC 2017 	Save original files. Save edited files as new versions. Save in course/images.
Graphics - Illustrations	Create	<ul style="list-style-type: none"> • Illustrator CC 2017 • Photoshop 	Simple illustrations, buttons and navigation created in Adobe Illustrator as vector files. Vector files saved to png or jpg format in Adobe Photoshop. Store in course/images.
Graphics - Clip art	Select/Purchase	<ul style="list-style-type: none"> • iStockphoto • Dreamstime 	iStockphoto and Dreamstime for clip art sourcing. (only choose editable vector art) Store in course/images.
	Edit	<ul style="list-style-type: none"> • Illustrator CC 2017 	Vector Clip art edited in Adobe Illustrator. Store in course/images.
Audio - Music & Sound effects	Search/Select	<ul style="list-style-type: none"> • Freesounds.com • iTunes 	Freesounds.com used for sound effect sourcing. Store in course/audio.
	Edit/Export	<ul style="list-style-type: none"> • Garageband 10.2.0 	Mp3 files are created in and exported from Garageband. Store in course/audio.
Courseware Development	Create	<ul style="list-style-type: none"> • Adobe Captivate 2017 	Course model created in Adobe Captivate. Store in course/Captivate.
LMS	Upload courseware	<ul style="list-style-type: none"> • FileZilla • GoDaddy 	FTP houses folder structure on web server. Web server is GoDaddy.
	Distribute courseware	<ul style="list-style-type: none"> • GoDaddy 	Course module is housed on a website and a link to the module will be supplied.

INTERFACE DESIGN STANDARDS

These design standards guide the look and feel of the History of the Ski Industry course module interface and ensure that the overall look adheres to the approved, branded design standards used throughout the organization.

COLOR

Approved branded color palette and color breakdowns are shown below. No additional colors should be introduced to the project.

Dominant Brand Colors



Navy

HEX: 191428

RGB: 25/20/40

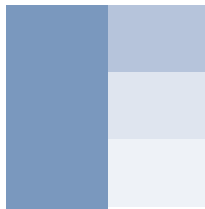


Orange

HEX: f47321

RGB: 244/115/33

Secondary Brand Colors

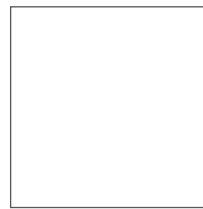


Blue

HEX: 7a99c0

RGB: 122/153/192

TINTS: Tints of this color are permitted



White

HEX: ffffff

RGB: 255/255/255

Additional



Black

HEX: ffffff

RGB: 255/255/255

Black is only to be used for text on white background

FONTS

Approved branded fonts and their usage are shown below. No additional fonts should be introduced to the project.

Headers - American Captain | 50pt

AMERICAN CAPTAIN

Note: This font is not a web safe font, so when using it in Adobe Captivate, it must be created in Adobe Illustrator or Photoshop, turned into a graphic and placed into the software as a .png file.

Subheads - Jenna Sue | 35 pt

Jenna Sue

Note: This font is not a web safe font, so when using it in Adobe Captivate, it must be created in Adobe Illustrator or Photoshop, turned into a graphic and placed into the software as a .png file.

Main Content & Navigation Buttons - Arial

Orange Headers 26 pt/Bold

Content on Intro, Did You Know and Activity screens 17 pt/Regular

Instructions on Decade screens 16 pt/Regular

Decade Overview 16 pt/Regular

Navigation Button art is provided

Arial Regular, *Arial Italic*, Arial Bold

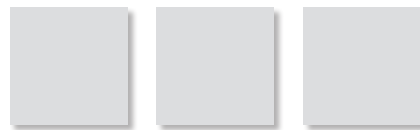
Note: This is a web safe font, and can be safely used in Adobe Captivate. Arial may be used as Regular, Italic or Bold.

GRAPHICS

Individual graphic elements are broken out here. These elements will be provided. See the next page for an annotated screen capture of the main module interface. (timeline screens) Storyboards on pages 14-19 also show these elements in use.

Photos

On timeline screens, photos are displayed in a square shape at 195 x 184 pixels
Shadows are used and set at: Angle/45, Blur/2, Opacity, 35, Distance/3



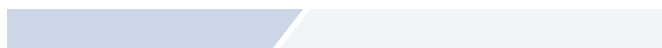
Header Border Graphic

The Header Border Graphic is used to underline and anchor the screen heading. It is always used with the dominant brand colors of navy and orange and the 2 pieces are separated by a brand-approved angle. It is provided as a jpg.



Footer Bar

The footer bar anchors the entire screen and houses the prompt content on the left (darker) side, and navigation buttons on the right (lighter side). It is made up of a 30% and 15% tint of the blue in the secondary color palette. It is one graphic and provided as a png.



Navigation Buttons

Navigation Buttons are custom created in Adobe Illustrator and saved as png files in Photoshop for import into Adobe Captivate. The buttons are always blue from the secondary color palette. They also utilize the brand-approved angle. They are provided as jpg files.



Left Side Bar & Screen Divider

The left side bar is always the dominant brand color, navy. It is used to separate "overall decade information," and is dark enough for white and orange text to read well on top of it.

The screen divider with arrow is used in navy on "Did you Know" screens, and used in orange for the "Activity" screens.



Course Module Title

The module title is displayed on the top-center portion of the left side bar and screen dividers. The title graphic is placed on the blue from the secondary color palette. It remains on every screen throughout the module. It is provided as a png.

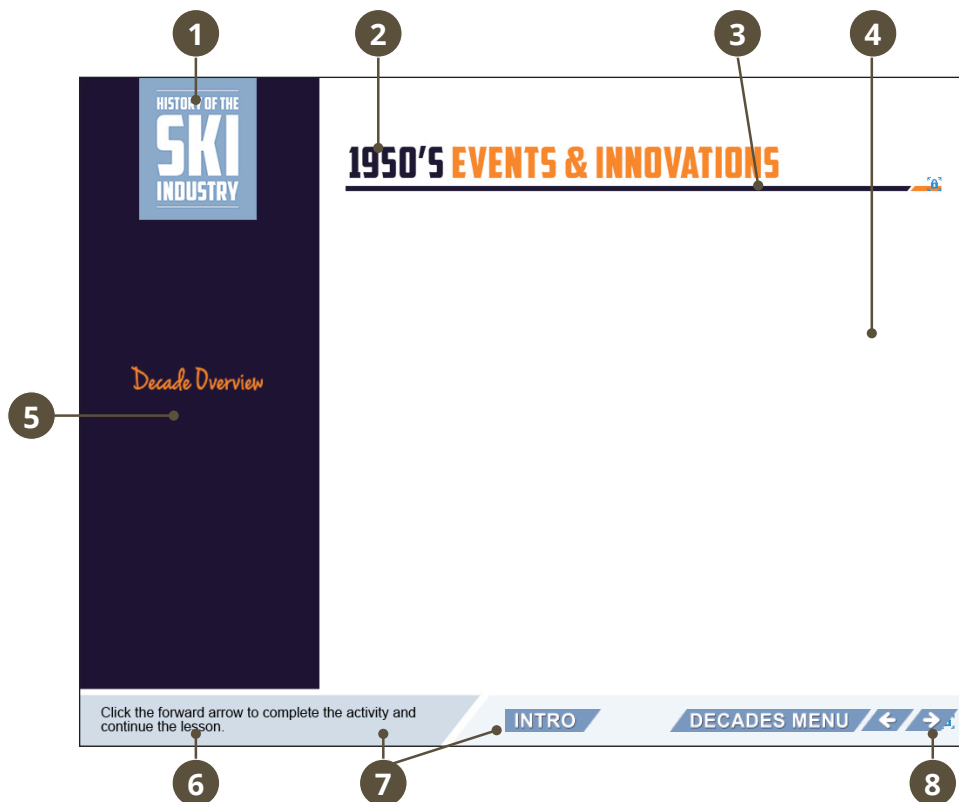






SECTION 508 COMPLIANCE

Section 508 Compliance will be considered in the design of this course. Layout will remain clean and simple, buttons and content text will be displayed large and in consistent positions for ease of readability. Colors will be displayed with good contrast. Audio and closed captioning will be used where applicable.

MAIN INTERFACE SCREEN

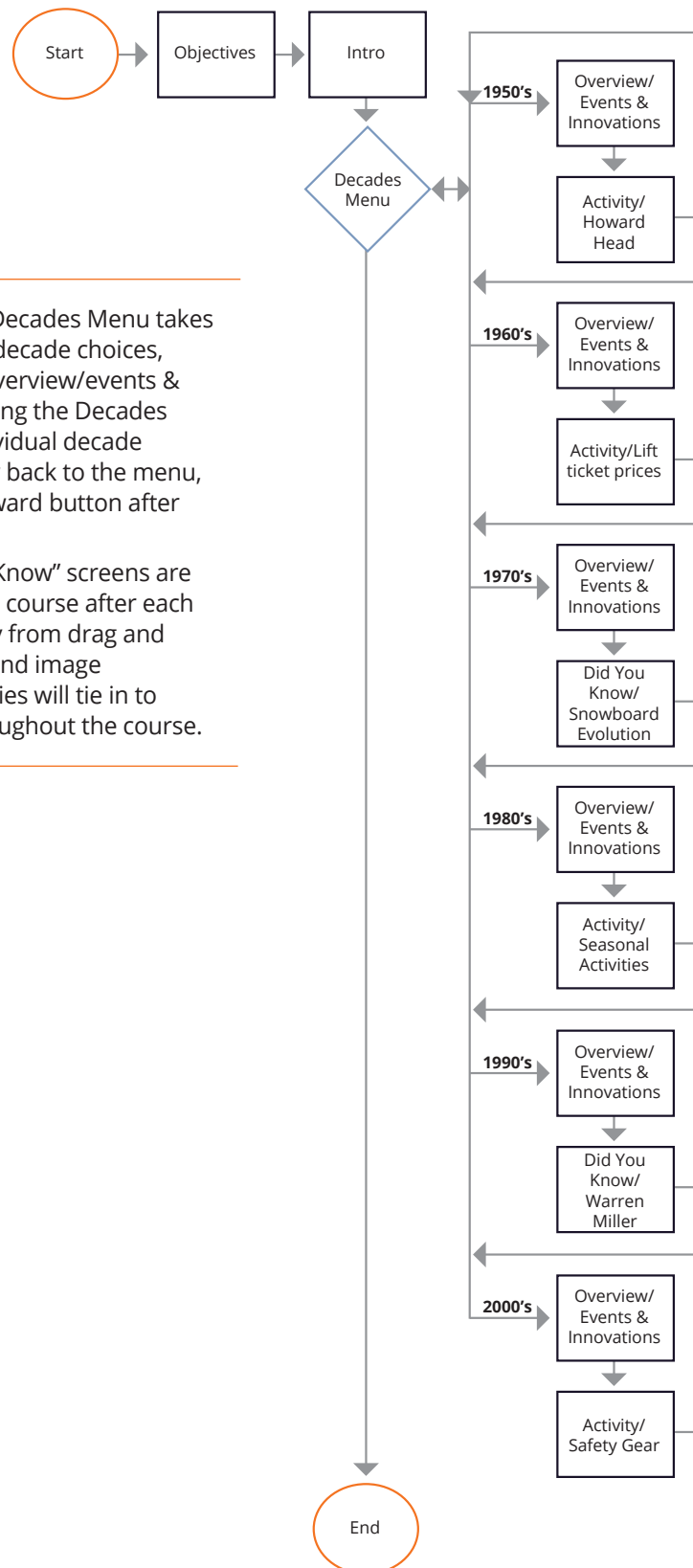
The annotated screen below demonstrates the design elements and placement for the course module timeline pages. Additional key layouts are discussed in the storyboards section of this document, starting on page 12.



ELEMENT	NOTES
1. Course Module Title 	Approved & supplied Course_Title.jpg logo art for course module title
2. Screen Title (Header) 1950'S EVENTS & INNOVATIONS	American Captain font 50 pt. all caps, left justified, #f47321. Not a web safe font so create as a png or jpg and then place.
3. Header Border Graphic 	Client approved art, supplied as jpg. "Top_Bar.jpg" Place at 100% size. Do not scale up or down
4. Instructional Area	Timeline images and content go in this space
5. Decade Overview Area	Placed under decade numbers. Arial font, 16 pt, white
6. Prompt Area	Arial font, 16 pt, black
7. Footer Bar 	Supplied art: Footer_bar.jpg, left side 30% tint of #7a99c0, right side is 15% tint of #7a00c0
8. Navigation Buttons 	Supplied art: btn_Intro, btn_Decades, btn_Back, btn_Next.jpg, all use #7a99c0.

THE HISTORY OF THE SKI INDUSTRY COURSE MODULE FLOWCHART

The diagram below, shows how the module will branch and flow.



Each selection from the Decades Menu takes the learner to one of six decade choices, where each contain an overview/events & innovations screen. Clicking the Decades Menu button on the individual decade screens takes the learner back to the menu, or they may click the forward button after each decade to continue.

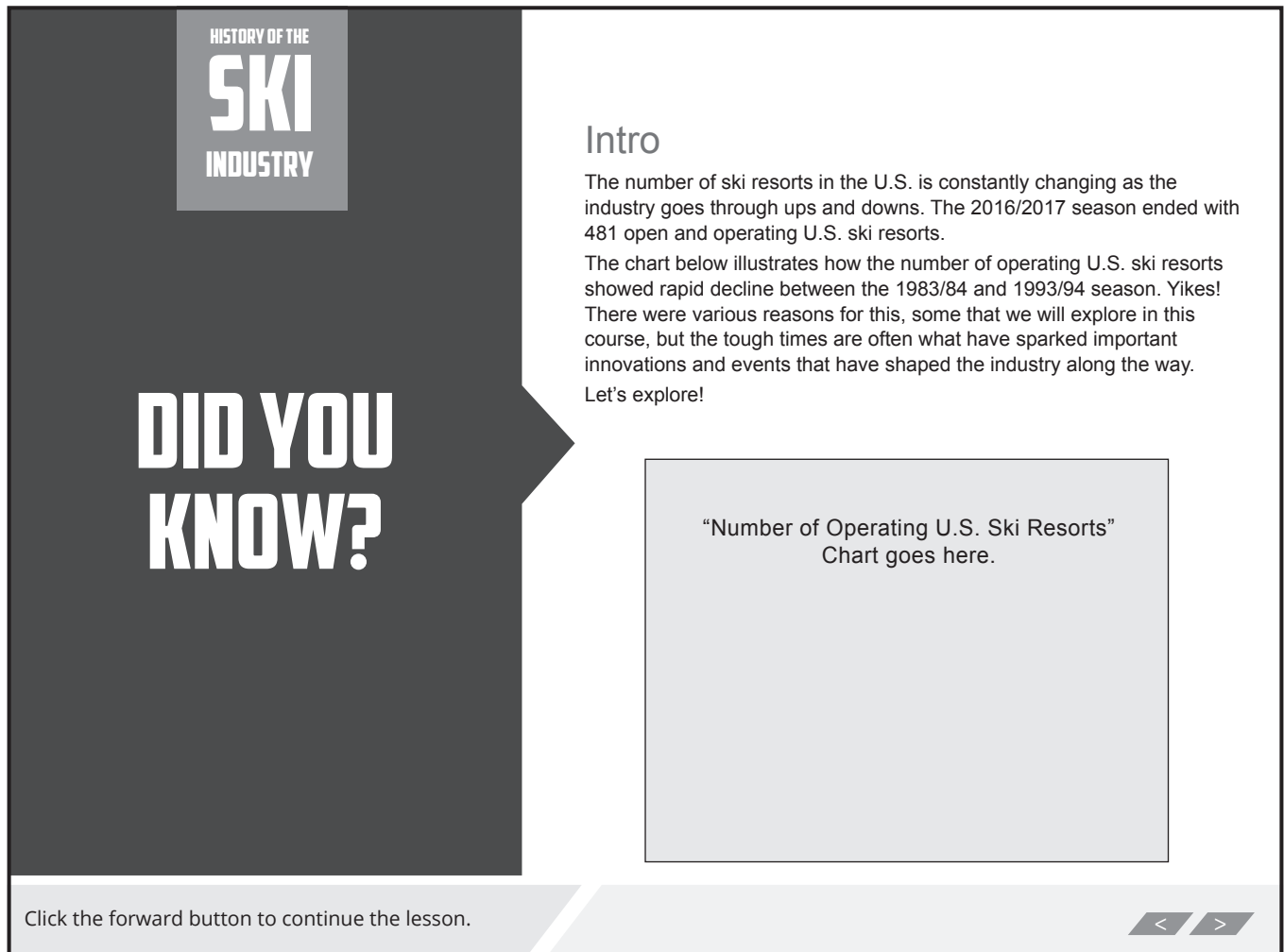
"Activities" and "Did You Know" screens are sprinkled throughout the course after each decade. Activity-type vary from drag and drop to rollover images and image exploration. These activities will tie in to information learned throughout the course.

STORYBOARDS

The following storyboards lay out the details for the screens to be created for this module.

HISTORY OF THE SKI INDUSTRY COURSE MODULE			
SLIDE: 03		TITLE: Intro	NOTES
MEDIA NOTES		SCREEN TEXT	
All graphics and navigation buttons appear in sequence Audio narration begins reading intro text		Under Intro: The number of ski resorts in the U.S. is constantly changing as the industry goes through ups and downs. The 2016/2017 season ended with 481 open and operating U.S. ski resorts. The chart below illustrates how the number of operating U.S. ski resorts showed rapid decline between the 1983/84 and 1993/94 season. Yikes! There were various reasons for this, some that we will explore in this course, but the tough times are often what have sparked important innovations and events that have shaped the industry along the way. Let's explore! Prompt: Click the forward button to begin the lesson.	Images, graphics and buttons are created in the actual size needed for the module. There is no need to reduce or enlarge them. See interface design standards for more information on look and feel of the module.
MEDIA			
Images	Course_Title.jpg Decade_graph.jpg DidYouKnow.jpg Footer_Bar.jpg btn_next.jpg btn_back.jpg		
Audio	NA		
Music/SFX	SNOWSKI-1.mp3		
Video	NA		
INTERACTION			QUIZ
NA		NA	
BRANCHING		ADVANCE	
Forward:	Slide 04	By User	
Back:	Slide 02	By User	

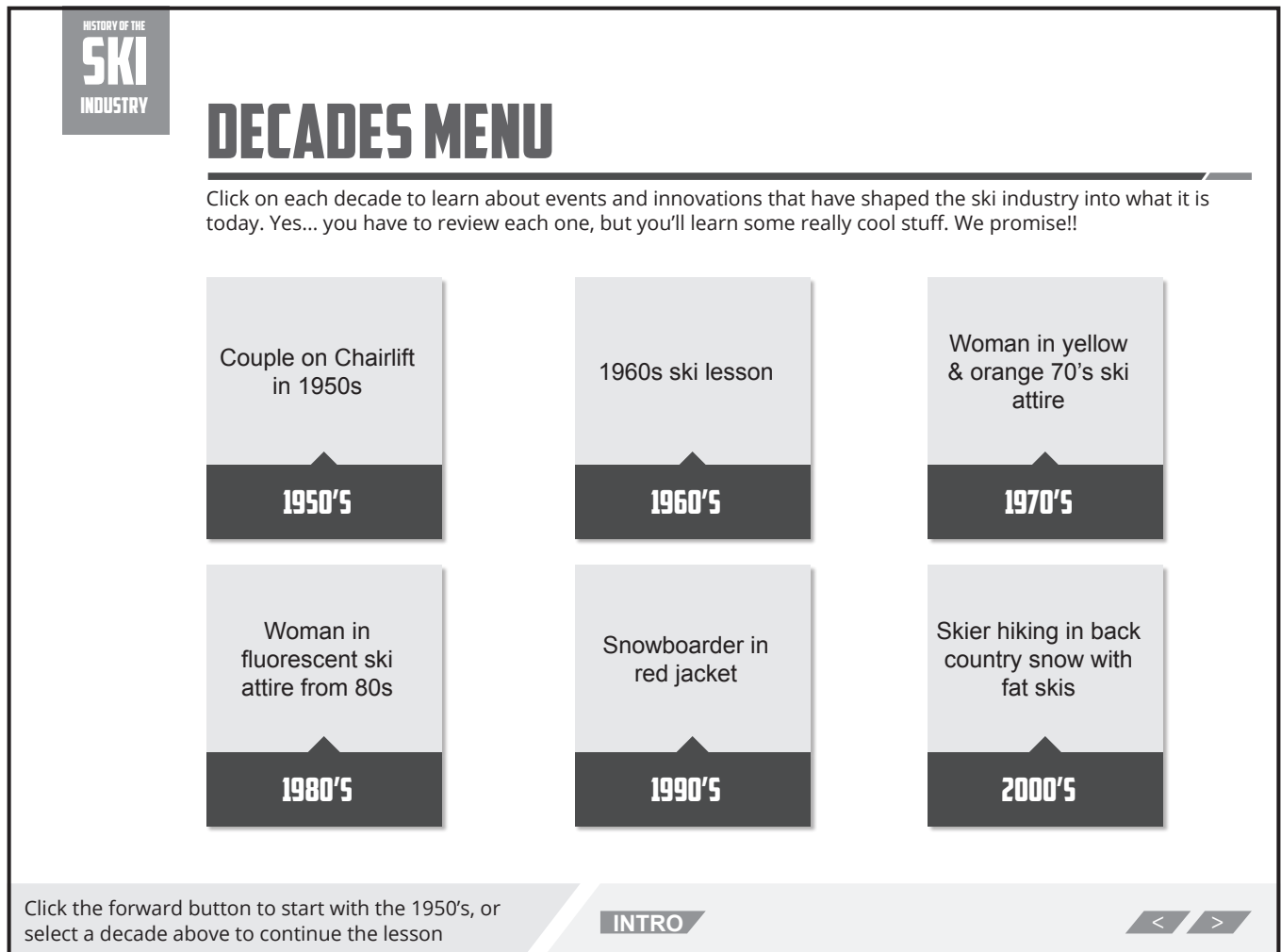
Sketch of slide layout is shown on the next page.



HISTORY OF THE SKI INDUSTRY COURSE MODULE

SLIDE: 04		TITLE: Decade Menu	NOTES
MEDIA NOTES		SCREEN TEXT	
All graphics and navigation buttons appear in sequence		Under Intro: Click on each decade to learn about events and innovations that have shaped the ski industry into what it is today. Yes... you have to review each one, but you'll learn some really cool stuff. We promise! Prompt: Click the forward button to start with the 1950's, or select a decade above to continue the lesson.	Images, graphics and buttons are created in the actual size needed for the module. There is no need to reduce or enlarge them. See interface design standards for more information on look and feel of the module.
MEDIA			
Images Note that each decade image is created in Adobe Photoshop CC with decade bar below image included in jpg so that it is one image unit. Image descriptions shown in screen sketch.	Course_Title.jpg Top_Bar.jpg 1950_menu.jpg 1960_menu.jpg 1970_menu.jpg 1980_menu.jpg 1990_menu.jpg 2000_menu.jpg Footer_Bar.jpg btn_next.jpg btn_back.jpg btn_intro		
Audio	NA		
Music/SFX	NA		
Video	NA		
INTERACTION		QUIZ	
User clicks on a decade and then is taken to that decade's screen		NA	
BRANCHING		ADVANCE	
Forward:	Slide 05	By User	
Back:	Slide 03	By User	
Objectives:	Slide 03	By User	
Intro:	Slide 02	By User	

Sketch of slide layout is shown on the next page.



Sketch of slide layout is shown on the next page.

HISTORY OF THE SKI INDUSTRY COURSE MODULE			
SLIDE: 05		TITLE: 1950's	NOTES
MEDIA NOTES		SCREEN TEXT	
All graphics and navigation buttons appear in sequence		<p>Under Intro: Let the fun begin! Roll over each image below to learn about its historical importance in the ski industry. After reviewing each one, you'll complete an activity on the next screen. You got this!</p> <p>Decade Overview: Skiing becomes widely recognized as an adventure sport. (Yea! We're wondering why it took so long too.)</p> <p>This decade saw leaps in technology and innovation and increased marketing by large companies and retailers.</p> <p>Image 01: Metal skis are introduced with the strength of wood, at half the weight, helping skiers to turn much easier.</p> <p>Image 02: Mohawk Mountain in Cornwall, CT became the first to install a snowmaking system. The first weekend, the snow system produced three inches of manmade snow each night.</p> <p>Image 03: United Airlines flies to all top ski resorts, making the sport more accessible</p> <p>Image 04: Sears Roebuck now sells ski gear and clothing</p> <p>Image 05: The first gondola in the U.S. debuts at Wildcat Mountain in New Hampshire</p> <p>Image 06: Buttermilk and Aspen Highlands open in Colorado, making it the U.S. largest ski destination</p> <p>Prompt: Click the forward button to complete the activity and continue the lesson.</p>	<p>Images, graphics and buttons are created in the actual size needed for the module. There is no need to reduce or enlarge them.</p> <p>See interface design standards for more information on look and feel of the module.</p> <p>User is not able to go back on this screen. They must review and click the forward arrow button.</p> <p>Only one rollover text caption is shown in the sample sketch on the next page, however each image will have one.</p>
MEDIA			
Images	Course_Title.jpg 50_Events_Innovations.jpg Top_Bar.jpg 01_1950.jpg 02_1950.jpg 03_1950.jpg 04_1950.jpg 05_1950.jpg 06_1950.jpg Footer_Bar.jpg btn_next.jpg		
Note that all six decade images are sized to 195x184 in Adobe Photoshop CC			
Image descriptions shown in screen sketch.			
Audio	NA		
Music/SFX	NA		
Video	NA		
INTERACTION		QUIZ	
User rolls over an image and a text box appears explaining the importance of the image		NA	
BRANCHING		ADVANCE	
Forward:	Slide 06 (Activity)	By User	

HISTORY OF THE

SKI

INDUSTRY

Decade Overview

Skiing becomes widely recognized as an adventure sport. (Yea! We're wondering why it took so long too)

This decade saw leaps in technology and innovation and increased marketing by large companies and retailers.

1950'S EVENTS & INNOVATIONS

Let the fun begin! Roll over each image below to learn about its historical importance in the ski industry. After reviewing each one, you'll complete an activity on the next screen. You got this!

01_1950.jpg
(Metal skis)

02_1950.jpg
(snow making machine)

05_1950.jpg
Vintage United Airlines logo

03_1950.jpg
(Sears ski cover)

04_1950.jpg
(First gondola/
Wildcat Mtn.)

06_1950.jpg
Buttermilk Lodge

The first gondola in the U.S. is installed at Wildcat Mountain in New Hampshire

Click the forward button to complete the activity and continue the lesson.

>

ASSESSMENT STRATEGY

It's important to remember that this course module is a component of a much larger course called "Foundations of Strategy." Its intent is to familiarize on-mountain employees at Skysong Resorts with the History of the Ski Industry by exposing them to important events and innovations that have played a role in the evolution of the industry and what it is today and how those things impact everyone at Skysong Resorts, not just those in the corporate office.

The History of the Ski Industry module is essentially a "warm-up" to the larger course, and information learned here, will be referenced and discussed in later course modules. Seeing as though this will be the first time this course will be used, it will be crucial to have continuous monitoring and feedback which will provide the architecture by which to adjust the course and behaviors according to the needs of the learners.

Kirkpatrick's Four Levels of Evaluation

Kirkpatrick's Four Levels of Evaluation Model will be used as a guide to measure:

Reaction of the Learners

- Learners will be asked to fill out Kirkpatrick Level 1 surveys in where they will be able to provide reactions and feedback to the course
- Employees will be invited to participate in interviews with Instructional Designers to dive deeper into the learner's experience with the course. (Interviews are not mandatory)

Learning that has occurred

This will become evident in:

- Succeeding course modules
- On-site classes where learners interact with a trainer and other learners and debriefing can occur to assess understanding

Behavior

This will become evident over time in:

- Upcoming Foundations of Strategy class participation
- Employee development events
- Employees attitude and ability to welcome and trust that changes within the organization are for the greater good
- Employee proficiency on-the-job

Results

- Managers will observe and report to corporate any results or effects on the business (positive or negative) based on the learner's performance and attitude on the job
- Managers will observe and report noticeable changes in employee proficiencies
- Retention of on-mountain employees for the next ski season or even year-round employment

CONCLUSION

The success of all of our employees is important to us. This design plan acts as a guide and provides a framework in which to create a successful and engaging training solution about The History of the Ski Industry, for on-mountain employees at Skysong Resorts.

It is intended for use by those at all points of contact in the creation and production of this course module.

If you have questions about the document or course module development, please contact the Talent Development Department.

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