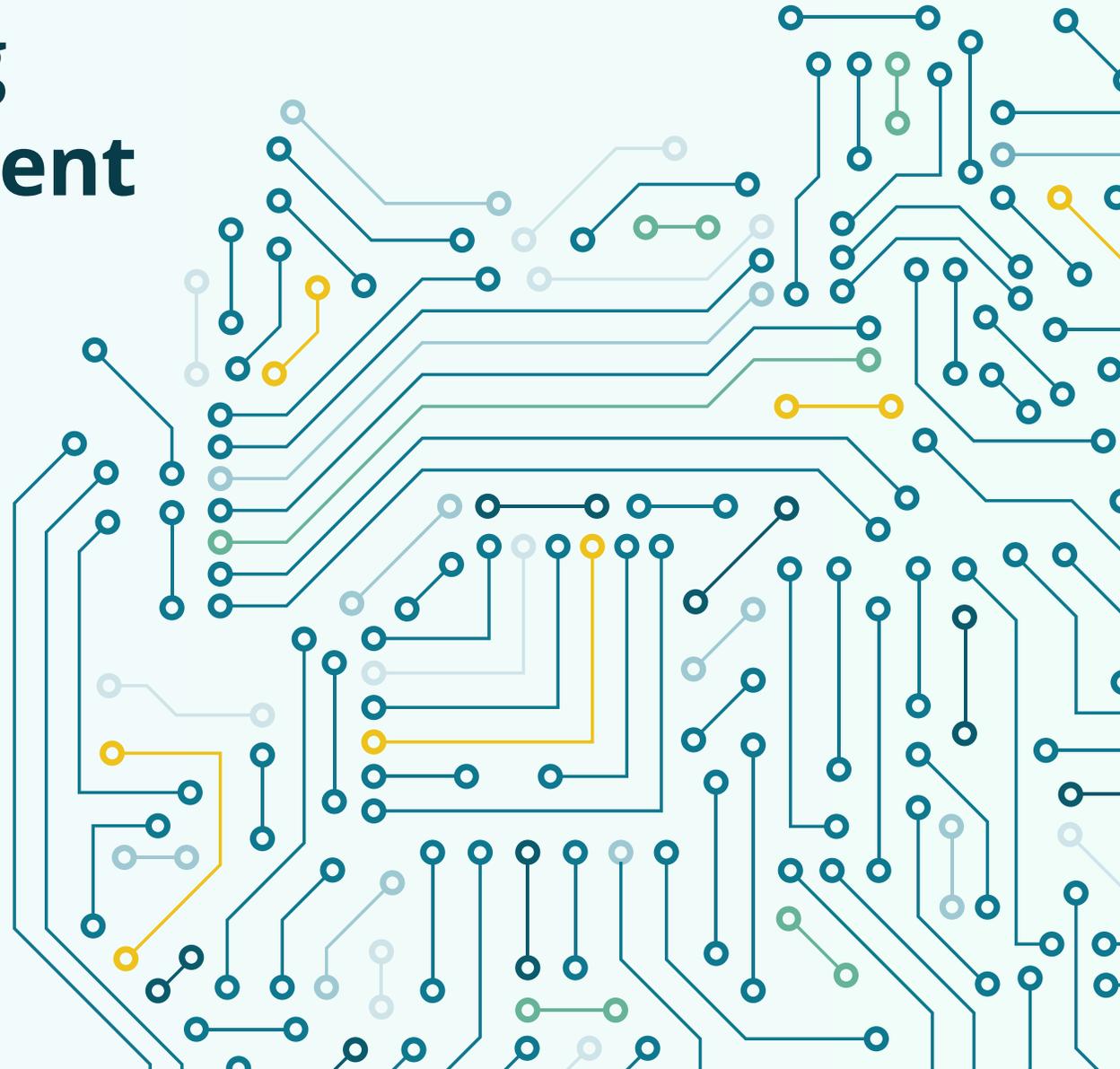


# How BenchPrep Digitally Transforms Your Learning Program Content



Digital transformation is the name of the learning program game, and if you can't keep up, you risk being left behind. At BenchPrep, we realize the process of transforming your learning program content for the digital world can be overwhelming, and we want to be your digital transformation guide. We have a team of learning content experts, our Learning Design and Strategy (LD&S) team, dedicated to assisting you in this process.

The LD&S team analyzes, interprets, structures, and re-tools your content until it is optimized for online learning. This allows you to get the most out of your program by making full use of the LD&S team's expertise to improve learner engagement and knowledge retention. Our team incorporates Learning Design, Learning Strategy, and Learning Science principles to make the most effective course for you.



# Optimizing Content

Our team will assess your current content while taking into consideration your learning program goals. Perhaps your learning program is focused on the depth of learning content, taking your learners through a journey leading them to mastery of a particular subject. Or perhaps your learning program is focused more on the breadth of learning content, and your goal is to have each learner complete multiple courses. In either scenario, our team is able to keep your goals in mind as they evaluate your content and provide recommendations for how to best ingest it into our platform.

BenchPrep's LD&S team evaluates your existing content and provides recommendations for digital integrations that will deliver the most impactful learning experience for your organization. We also work collaboratively with you to create a project scope and timeline for course builds after determining the best implementation strategy for your video, audio, and/or text content.

## From Textbooks to Digital Delivery

Do you remember a particular textbook that completely rocked your socks off? How about a PowerPoint presentation that blew you away? These types of content aren't typically considered to be the most engaging. And with the changing needs of today's modern professional learner, it's critical that your content meet their needs and expectations.

Our LD&S team are experts when it comes to content and can work with your team to figure out the best way to ingest it into our eLearning system. They'll take your textbooks, PowerPoints, videos, and PDFs and provide content optimization and recommended course design. If you have existing digital content, our team will translate those materials into our learning environment.

Our modern learning platform incorporates features and capabilities designed to enhance the learning experience which ultimately drives learner success and ROI back to your organization.

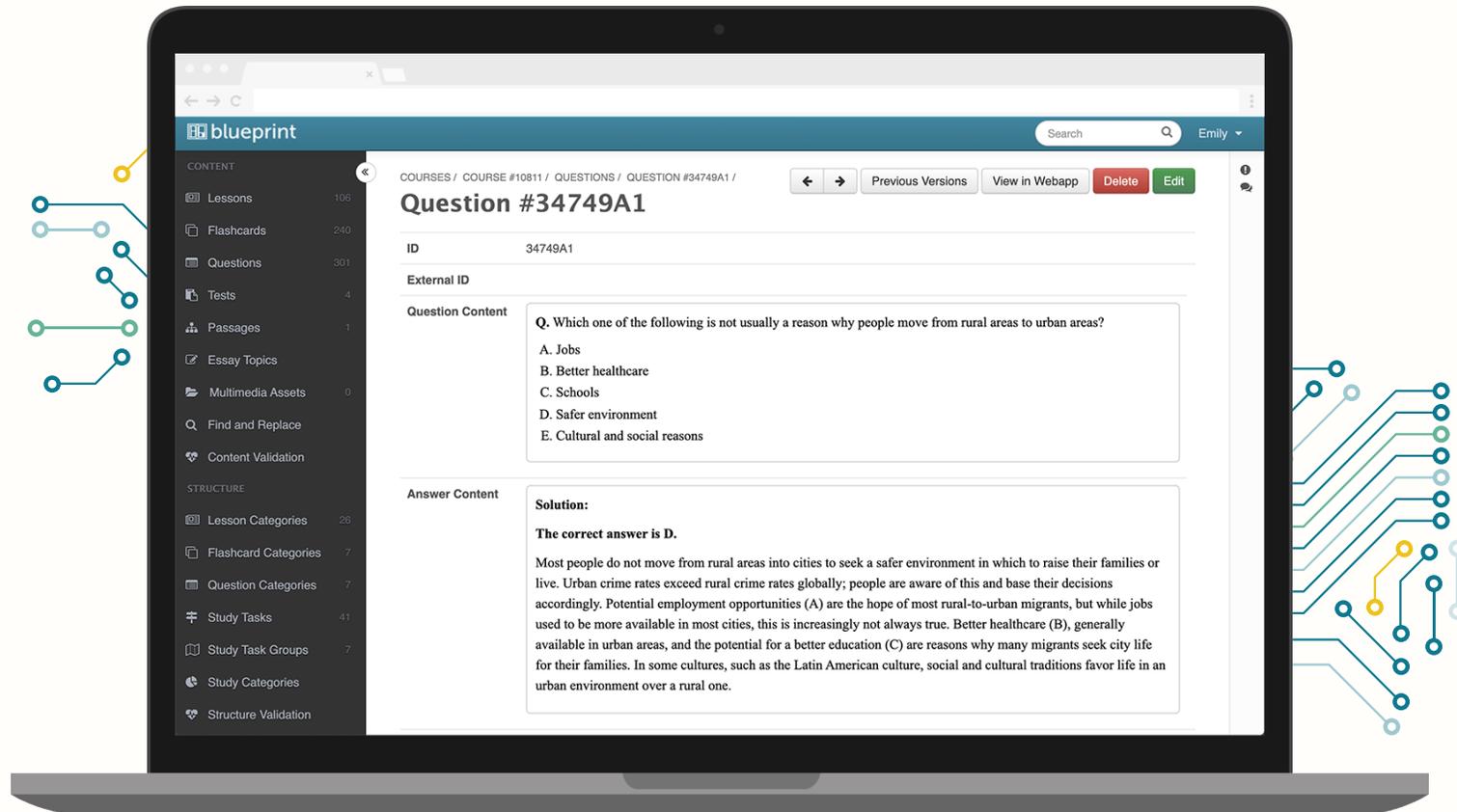
- ✓ Flashcards
- ✓ Gamification
- ✓ Microlearning
- ✓ Simulations
- ✓ Self-paced, ILT, and VILT
- ✓ Study plans
- ✓ Social collaboration tools
- ✓ Omni-channel support
- ✓ Assessments with numerous question types and settings

**BenchPrep structures and personalizes your learning experiences to account for a modern learner's limited focus and availability. Built on a foundation of learning science best practices, BenchPrep makes learning efficient and engaging as learners pursue knowledge mastery.**



# Reduce administrative overhead with integrated content management

Blueprint™, BenchPrep's native learning content management system, provides robust content production and analytics capabilities. Content managers receive valuable data on content effectiveness and can use that information to improve learner outcomes. Blueprint also enables content replication and reuse, immediate updates, and extensive distribution capabilities, reducing administrative headaches and allowing content managers to focus on creating effective content.



# What Happens with My Content?

BenchPrep's LD&S team outlines your content structure in a Course Design Overview that shows the category breakdowns and optimal learning pathways. We work closely in partnership with your team to identify specific needs and tailored solutions, develop the visual design of each course, and ingest content in almost any format.

Our HTML and CSS styling makes courses consistent and stylistically pleasing, while the course build and content ingestion process includes QA validation and user acceptance testing to ensure no detail is missed.

In order to ingest your learning program content into our digital learning platform, there are certain parameters our team needs to keep in mind: the finality and format of your content.

## Finality

Typically, our LD&S team will work with your team to discuss your go-to-market strategy and how you manage your content. Our goal is to get your product up and launched as quickly as possible, therefore we do not recommend sending over partially-complete content because it typically results in revisions that slow down your launch. To launch your product as quickly as possible, we must get your learning program content to a "final" state before we ingest the content into our platform.



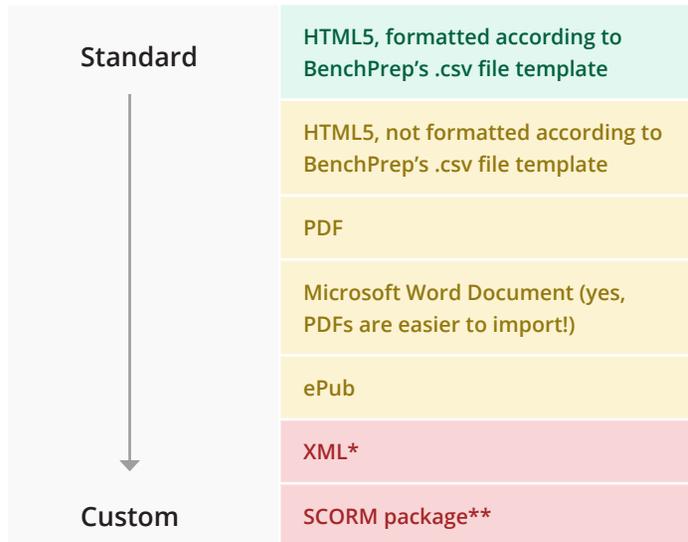
## What is "final content"?

- Final content is completely exhaustive, with no items missing.
- Final content encompasses content copy, coding, and structural elements (e.g., tags/text elements used for categorization/connections and styling purposes).
- Final content includes all mapping and outline files.
- Final content has been proofread and approved for spelling, grammar, syntax, etc.

## Format

It's important to keep in mind that not all file formats are created equally. While our LD&S team is proud to work with a variety of formats to support your needs, the file format we receive can impact your project's complexity and timeline.

Below is a list of supported formats, from "Standard" to "Custom". As you proceed down the list, ingestion complexity increases and, therefore, the project timeline will typically lengthen.



### A note on SCORM packages

While SCORM is a standard in education, SCORM packages are not dynamic enough to leverage BenchPrep's superior learner experience capabilities. With BenchPrep, your content goes above and beyond what you can get out of SCORM in terms of engagement, analytics, and more.

Our LD&S team will work to extract and convert content where possible. To expedite the implementation process, you might consider converting your SCORM packages in-house to a more standard BenchPrep format as indicated in the image above.

## File Formats

Accepted File Formats:	
Code Delivery	<ul style="list-style-type: none"> <li>HTML5 is best</li> <li>XML</li> </ul>
Images	.jpg, .jpeg, .gif, .png, .svg
Multimedia Files: Audio and Video	.mp4, .ogv, .mov, .wmv, .m4v, .mkv, .avi, .mpg, .mpeg, .mp3, .wma, .m4a, .wav, .oga  We can embed YouTube and Vimeo links.  To optimize viewing and reduce buffering for an end user, each video should be no longer than 20 minutes in length.
Downloadable Supplementary Material	.xlr, .xls, .xlsx, .csv, .pdf, .doc, .docx, .key, .ppt, .pptx, .zip

Unaccepted File Formats:	
<ul style="list-style-type: none"> <li>Adobe Captivate</li> <li>Any proprietary LMS formats (unfortunately, we can't work with content scraped from another LMS)</li> </ul>	

# What Can BenchPrep's LD&S Team Do?

## Standard



As part of your standard implementation, our LD&S Team will:

- Transfer instructional design mapping into our platform including all topic area/category content.
- Recommend your course design based on instructional design, structure, and content file information you provide.
- Leverage your code tags, text references, and mapping information to optimize your content for online learning.

## Premium



With extra time and possible added cost, our LD&S Team can:

- Translate your course material into HTML5.
- Link between content items and exam outlines using content provided.
- Declutter your code to optimize it for online learning (e.g. removing or translating deprecated tags/attributes/values).
- Add tags and/or classes to your content to make full use of responsive HTML5/CSS.
- Ingest your final content files into the BenchPrep platform, rendered as HTML5.
- Create custom, fixed-form tests from your questions (as instructed by your test content and mapping files).

## Not Included



Our LD&S Team is unable to:

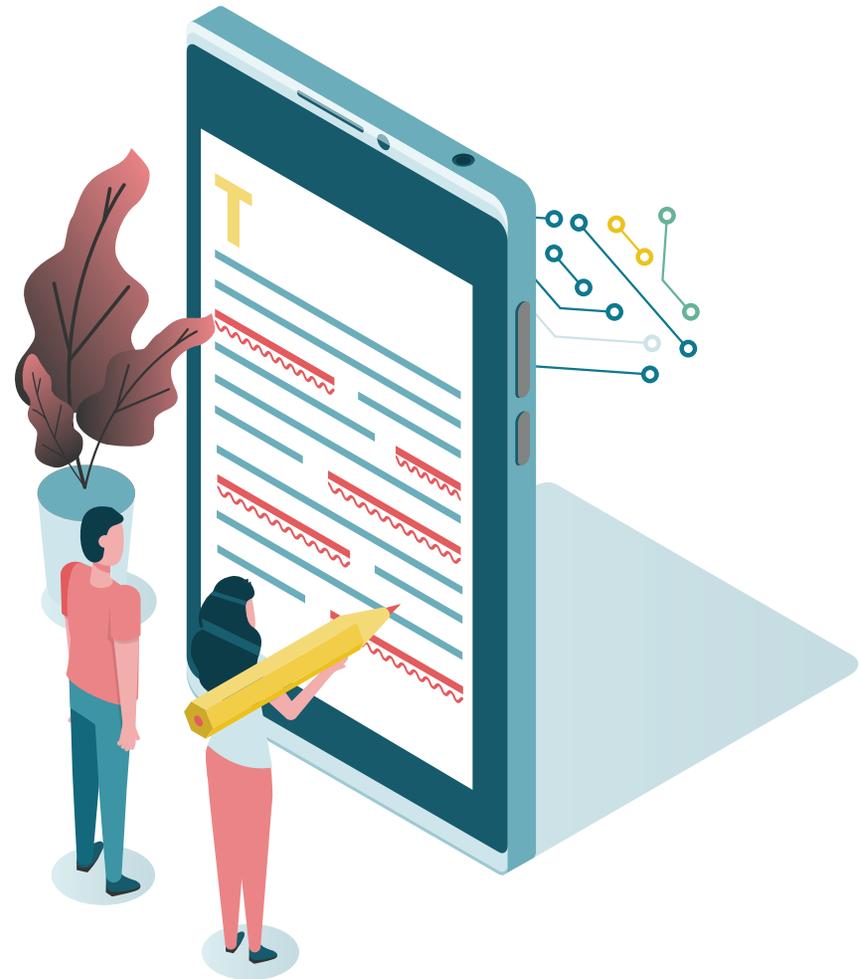
- Create content for you or deliver off-the-shelf content.
- Develop new content so existing content becomes WCAG compliant.
- Enhance your existing content (Proofread content for spelling, grammar, etc.)
- Translate content from one media type to another.

## What Happens with LD&S After You Launch?

Our LD&S team will continue to function as an extension of your team even after your implementation is finished. We provide training for power users and key stakeholders. When you have new content, we'll update your courses and if your learning program expands, we deliver new course builds through a seamless integration. We function as your learning science and content delivery subject matter experts, ensuring your learning program stays fresh and cutting-edge.

## You're Well on the Way to Digitally Transforming Your Content

BenchPrep's goal is to deliver a unique learning experience to your learners that separates you from the competition, and we know this starts with your learning content. Our team of learning experts are here to help. Please do not hesitate to reach out to our team with any questions you may have about the content process.



Visit us at [benchprep.com](https://www.benchprep.com) to learn how BenchPrep's award-winning platform can help you successfully build an online learning program