

Sample Course Images

LIVING 4 LEARNING

A subsidiary of ENGL 210F

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WE ARE LIVING4LEARNING...

Your source for cutting-edge online learning

With Living4Learning, we make ideas live - there are no limits. We are more than simply a course management system. The world's top schools and organizations trust Living4Learning to help them realize their goals, and our support system extends across the entire life cycle of your inspirations. We are committed to product development, teaching and training, as well as site hosting, analytics, and ongoing customization. We live for learning.

- Dr. Jayne Whitefield, C.E.O. and founder

CEO WELCOME MESSAGE



Dr. Jayne Whitefield welcomes you to Living4Learning

[Listen Here...](#)

PRODUCTS AND SERVICES

Living4Learning is devoted to changing the way people learn through our innovative educational solutions. We provide online course and learning management systems to more than 400 institutions of higher education in 15 different countries.

[More Info](#)

Sample course module page

Focus: New Employee Orientation



Week 1 Message from CEO

Welcome to
Living4Learning.

We are excited to work with you and we can't wait to learn more about you! But you have the responsibility of getting to know us, too. Take the time to seriously orient yourself to the organization and to figure out what we do here, and why. Making sure you understand our policies and procedures from the start can save you from making unnecessary mistakes later that could affect your employee profile.

[To Do This Week](#)

[To Do \(Upcoming\)](#)

[Resources To Help Me](#)

To Do This Week:

- [Week 1 Skills and Objectives Checklist](#)
- Read and understand the [Course and Department Policies](#) and practices
- Submit the [Rights and Responsibilities Agreement](#) (quiz)
- [Welcome and Introduction from Dr. Jayne Whitefield](#), CEO and Founder, [Living4Learning](#) (Audio, 7:50)
- Submit the [New Employee Orientation](#) (NEO) exercise; **Note: it is very important that you listen to Dr. Whitefield's introduction before you attempt the NEO exercise. You must score at least 80% on the NEO exercise to gain access to the resources (i.e., Weeks 2-12) you'll need to complete your Living4Learning (L4L) internship successfully**
- Submit your [PD Skills Inventory](#) (quiz)
- Become familiar with [Living4Learning](#), Inc.
- Read Chapter 16 (to p.563) of your textbook

Sample Living4Learning job posting



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COMMUNICATIONS

Job Reference #: CPR6768

Do you have a natural affinity for words? Are you part storyteller, part diplomat, and part creative wizard? Are you innovative when it comes to finding new ways to reach out to people from all sorts of backgrounds and locations? If so, Living4Learning's Communications and PR department could be the place for you!

PRIMARY RESPONSIBILITIES:

- Create and manage strategic communications campaigns on various media platforms that reflect L4L's culture and enhance the company reputation
- Provide writing and communications support for a variety of internal and external communications
- Organize promotional events and press conferences
- Request information efficiently and make persuasive recommendations
- Provide support and information to other departments as needed

THE IDEAL CANDIDATE WILL:

- Work effectively in a dynamic team environment
- Communicate clearly and concisely, particularly in writing
- Adapt to the ever-changing needs of L4L
- Contribute meaningfully to group meetings, brainstorming sessions, and projects
- Manage multiple deadlines and deliver results

On the Communications & PR team, you'll help Living4Learning find its voice. Interested? Fill out our [Employment Application Form](#) quoting **Job Reference # CPR6768**, and submit a PDF copy to the "Employment Application" dropbox by the deadline specified in the Course Schedule. You will find the dropbox by clicking **Assessments** and then **Dropbox** on the course navigation bar in the ENGL 210F LEARN site.

Sample Living4Learning assignment scenario (Winter 2015)



From the desk of Dr. Jayne Whitefield, CEO

To: all Winter 2015 interns

Date: 9 January 2015

Re: Your project for this term: **New Client Proposal**

Welcome to Living4Learning! I trust you have been working through the orientation materials, completing your Professional Skills Inventory and other administrative work, and above all, making yourself familiar with the online LEARN environment that you will use to work through your internship semester at our company.

For the duration of this semester, you will be working to help us develop our client base. Specifically, Canadian Comprehensive University published an [RFP](#) (Request for Proposals) on **January 9** inviting proposals for replacing its current, custom-built Learning Management System. **Your major project will be to draft the proposal in response to this RFP.** You will write this proposal as a collaborative project, together with your departmental colleagues.

Your Regional Manager requires the individual contributions and a full, final copy of your proposal on the due dates posted in your schedule in order to review submissions and recommend the best one to Franco Botha, Living4Learning's Director of Customer Relations. Mr. Botha needs about a month to consider the proposals submitted from the regions and choose the one that he will submit to Canadian Comprehensive University on behalf of Living4Learning.

Remember that a good proposal not only demonstrates that we understand a potential client's needs and can implement our products to meet them, it must also help persuade the company to choose Living4Learning's LMS over our competitors' products.

You will obviously need to gather some information about Living4Learning's products, procedures, and capabilities in order to put the proposal together. See the "Assignment 1" page for a list of resource people and what kinds of materials and information you can ask them for. Your first task will be making those requests. See the an [CanCU RFP](#) for more information and specific guidelines for the proposal. Good luck, and I look forward to learning from Franco that we have landed CanCU as a new client thanks to one of your proposals.

Dr. Jayne Whitefield, Ph.D.