



Online Learning Program

An internationally renowned psychological research and learning institute was seeking to create an online learning and certification program for practitioners and health organizations, worldwide. Bridge View Media was retained to provide strategic planning, project management, development and implementation of the 18-month project.

On the content and learning side, our areas of responsibility included overseeing development of curriculum for both synchronous and asynchronous learning; coordination of creation methodologies with instructional designers; and serving as executive producer on all course creation and production for over 60 hours of video and presentation materials.

On the technology side, our areas of responsibility included selection of the proper content management and distribution technologies, as well as development of software to ensure proper communications with already existing technology.

Regarding back-end and administration, our responsibilities included overseeing the implementation of all operations including training, customer service, enrollment, payment, and reconciliation; development of a reporting system for certification and crediting; providing all operational protocols to transition to internal management; and development of engagement protocols to develop a database of contacts for future product offerings.