

Internship Orientation



Welcome to the VLC summer internship program. You were selected from among many applicants and we are genuinely glad to have you. We have a lot of work for you to do in the next 8-12 weeks - work that is important to our corporate strategy. We will do all we can to give you a work experience that will significantly enhance your future career. And if you are ambitious, you can earn quite a bit along the way.

This orientation is to help you get started on the right foot. First, a little about our Company and some names you should know.

As you might have guessed, VLC is a new company that uses very new technologies. In fact, what we do today was almost impossible or prohibitively expensive just a few years ago. You may have read about us in the news or perhaps seen the PBS television documentary "State of Creativity". As one of our Vice Presidents is fond of saying, "We are a capabilities company..."

VLC uses technology to accelerate learning that sticks!"

So, we serve people and organizations who need to learn and our specialty is learning that *needs to stick*. Not all learning needs to be "sticky" and as I am sure you know, most training and education does not stick very well. We use our capabilities to serve the corporate market because training employees is expensive and companies need their employees to remember and apply their training. We use our capabilities to help the academic market because some things students learn they need to apply later in their careers. We use our capabilities to help K-12 schools that are under pressure to produce measurable improvements.

We operate in an industry called *online training* or *online education*. You will need to get a good grasp of this industry. You will learn that we differentiate VLC capabilities from "e-Learning" and LMS delivery systems. So far, LMS e-learning seems to be an attempt to preserve the teacher/trainer-led model by trying to push content and classroom through a wire. Some users refer to this as "click and snore training." To emphasize the dramatic difference between what we do and LMS e-learning, we use the term **V-Learning** for our unique set of capabilities.

As a part of your work, you will be using, evaluating, marketing VLC products, so let me explain how our multi-sited "factory" works.

The V-Learning production process:

Client Needs First - What Matters Most?

We start by getting an in-depth understanding of the client's needs. What does the client want the learner to know, to remember, to apply? What is really important? Pull out any university text book and ask yourself, "How much of what is in this chapter is truly important? How much of this will I need to know two or three years from now?" We often work with experienced university professors, school teachers, and company executives to answer these questions. This work is done out of our Oklahoma City office and often involves VLC staff located in Georgia and South Carolina.

What Makes it Real?

Once we know what is truly important, we look for real-life applications. We ask, "Where will this show up on the job? Under what conditions?" We want the learning to take place in a context that will trigger memory when it is needed later. We also ask, "How do people get this wrong? How is this idea or tool misapplied?" At this point, we focus our attention on practitioners, people who are using the targeted knowledge and skills in the marketplace.

Putting it in Dramatic Context

Our next step in the creation of any product is to take all of this content and context to our New York City office where our Screen Writing is managed. VLC screen writers turn the content and context into an experience based on a realistic storyline. In the case of business skills, this storyline may take place in a company called Central Products or one of its international subsidiaries.

Technical Production

Once the screen writers have created the characters (usually modeled after real people), the work goes to our Director (also in New York) where VLC animators, voice-over actors, and our motion-capture studio create animated men and women with personalities, histories, accents, strengths and weaknesses. These people and places help to make the learning experience engaging, real and memorable. In other words, sticky.

Lab and Field Testing

Finally, all the animation is "rendered" (a technical term in our industry), it goes to Oklahoma City where computer programmers tie all the pieces together and our video and flash technicians put the finishing touches on the product. After alpha and beta testing, the product is delivered to the client.

We focus exceptional energy, talent and technology on producing an exceptional product. But that is not the end of things. For that product to have the impact we seek, it must be used. For it to be used, it must be adopted by schools and companies. For it to be adopted, they have to know about the opportunity. That means marketing and sales. It means we have to understand the various customers and we have to give them the opportunity to have and use the products.

That is where you come in. You are taking this internship course for good reasons. Those same reasons may be valid for many others you know. Why not tell them about it and have them join you? You don't have to be a salesman. In fact, we would rather you not be a salesman. We would rather you be yourself. We need a lot more people like you. So, VLC will pay you \$100.00 for each qualified intern you get enrolled even before you start the first week of your course. It's easy. Just email your name and the names and emails of those you have recruited to intern@vlglobal.com

Now, I would like to introduce you to some people whose names you may hear or with whom you may communicate in the weeks ahead. Yep, we are real people!

VLC Outside Directors

Doug Day. Former major franchise owner and operator.

Bob Pourchot. Former owner and President of \$100 m manufacturing company.

Dave Gillogly. Former CEO of \$1.8 b personnel services company.

Some Oklahoma City Staff

John Cragin, Ph.D. - CEO

Ken Hively - VP Operations

Steve Kubicek - VP Marketing

Adam Westerman - Customer Service Manager

Trish Zylstra - International Business Manager

Daniel Sanders - Video Production

Michael Bensch - Programming

Elizabeth Hunter - Office Manager

Some New York City Staff

Steven Day - Director

Chris Day - Screen Writing

Others

John Ingram, Ph.D. - Mentoring

Becky Colman - University Relations

SUPERVISION AND COMMUNICATIONS

This internship is designed to allow you to work at your own pace and place, on your own schedule. We are taking advantage of technologies that allow you to keep your summer job and activities. So, if you are doing your job and emailing your "deliverables" you may not hear from the Company often. We are tracking your progress and performance via our Dashboards, so if we see that you are idle for too long or doing poor work, you should not be surprised to get a little "encouragement" from one of the people on the list above. We may give some interns the chance to develop their leadership skills by supervising a group of interns, so you may hear from them. Of course you can email any questions to intern@vlglobal.com and get a reply within 24 hours. There are dozens of students in this internship program, so please don't call any of our offices or the university unless you have a genuine emergency that cannot be handled by email. You will work at your own speed. You may work a little faster or a little slower, but the guidelines that follow should help you complete your work. You should create a schedule that works with your summer plans.

Getting Started - Week 1, 2

Week 1
4-6 hrs

QUICKLY GET UP TO SPEED. LEARN THE COMPANY AND INDUSTRY.

You won't be of much use to us (or any future employer) if you don't know the company, the products, the industry and competitors. Therefore, before you do anything else we need you to do some "homework." If you don't spend the time and energy here, the rest of your work will be pretty useless, so start on the right foot.

Become thoroughly familiar with the VLC website - www.vlcglobal.com

-Begin with the Demo on the home page. Take your time. Take notes.

View PBS documentary at -http://video.oeta.tv/creativity/SOC_102_Web.flv

- Open, advance to 13:27, take notes

Or <http://creativity.oeta.tv/index.php> select 102, advance mid way

Complete the Orientation - <http://www.vlcglobal.com/CreateUser.aspx>

-Register for and complete the Orientation. Take notes.

Use the Web to get a basic grasp of the industry. Including but not limited to:

Sloan Foundation Report -

http://www.sloanconsortium.org/publications/survey/pdf/staying_the_course.pdf

Apollo and University of Phoenix - <http://www.phoenix.edu/>

Kaplan - <http://talent.kaplan.edu/intro.aspx>

Capella - <http://www.capella.edu/>

e-college - <http://www.ecollege.com/index.learn>

Angel LMS - <http://www.angellearning.com/>

Blackboard LMS - <http://www.blackboard.com/>

Moodle LMS - <http://moodle.org/>

Desire 2 Learn LMS - <http://www.desire2learn.com/>

Learning House LMS - <http://www.learninghouse.com/>

SCORM - <http://www.scorm.com/scorm-explained/>

SkillSoft - <http://www.skillssoft.com/>

Aventa - <http://www.aventalearning.com/>

Enspire - <http://www.enspire.com/>

By the time you finish this "homework" you should be very glad you chose to do this internship. So, make a list of others you could tell about your internship and give them a call. If they decide you have discovered something great and enroll in the internship, we will send you a check even as we welcome them in your name. Don't worry about enrollment dates. If they qualify, we can probably get some in as late as June 20.

Your Deliverables

Email a one page summary of what you understand about the industry and how VLC differs from other players in the industry. This is primarily for your benefit not ours.

We know the industry, we just want to be sure that you do.

- Send to intern@vlcglobal.com

- Include Title, Your Name, Student ID, School, Date

Email a list of any of those you have inspired to join you.

- Include your name, ID, School, Date, their names and email addresses.

Week 2
8-12 hrs

BEGIN TO THINK, ACT, FEEL, BECOME LIKE A CUSTOMER

Have you ever had someone tell you about something they consider great only to find out that they have never used it themselves? For you to have a real grasp of V-Learning products and technology, you need to take one of the courses yourself. This is an important part of everything you do in this internship. You are smart - as a way to get familiar with our products, you are taking a course that helps your resume and gives you academic credit. Three birds with one stone. It is hard to do better than that.

Complete the first two modules of **YOUR ASSIGNED PRODUCT**

- Log on to the university site, select your assigned course and begin
- Your performance is important, you ARE being graded
- You will complete this entire course, so start well
- Take notes - how does it feel? How long to get in rhythm?

Your Deliverable

Email a one page report on your assigned VLC product to intern@vlglobal.com

- Include Course Title, Modules 1,2, your name, ID, school, date
- Keep it simple. This is just a "customer" reaction. How did it feel?

Broaden Your Product Knowledge - Week 3, 4, 5

Week 3
10-12 hrs

ADD GAMING TO YOUR INDUSTRY EXPERIENCE

It should not surprise you to learn that VLC technologies can be applied to learners of different ages and situations. We have a variety of products on the shelf and do custom work. Gaming and simulation are technologies that we use in several ways. We don't want you to spend a lot of time on gaming, but we do want to introduce one of our products called Pillars. This is a game that is played by teams of students and business people in competitions all over the world. We are going to have you look at our SOLO version. Now, don't get addicted!

Complete the next one or two modules of **YOUR ASSIGNED PRODUCT**

- Take notes. What are you learning from the course? About the method?

Download and Play at least one game of Pillars Solo

www.dunatos.biz click on "Downloads" and get "Free Copy"

Your Deliverables - Now that you know something about the industry and have more experience with V-Learning and Pillars, we want some "gut" reactions from you as a "customer."

Email a one page report comparing V-Learning to classroom lecture training.

- Include Course Title, Module(s), your name, ID, school, date

Email a separate one page preliminary evaluation of Pillars Solo

- Include title, your name, ID, school, date

Week 4
10-12 hrs

MORE ON GAMING AND SIMULATION TECHNOLOGIES

Let's finish your work on gaming and simulation with a look at the business simulation that is most widely used in universities in the United States. We use this simulation as part of our V-Learning course called Strategy. You won't actually participate in the simulation (though you can get a practice version if you take the initiative), but that is OK. We just want you to be knowledgeable and make some comparisons between Capstone and Pillars.

Complete the next one or two modules of **YOUR ASSIGNED PRODUCT**

- Take notes. Consider efficiency, cost, effectiveness, convenience.
- Remember, your internship supervisor AND university are tracking your progress and performance in real time via our Web Dashboard.

Read what Capstone Simulations has to say at <http://www.capsim.com/>

Read the material to faculty at <http://www.dunatos.biz/faculty.jsp>

Introduce a friend(s) to Pillars Solo, your internship, and the VLC website.

Your Deliverable

Email a one page report describing your friend's reaction.

Include a Title, your name, student ID, and date.

Week 5
10-12 hrs

ENGAGING HS STUDENTS AND COLLEGE FRESHMEN WITH V-LEARNING

Most companies serve different market segments and that is the case with VLC. We serve companies, universities and even K-12 markets. They are quite different and you are going to help us think about K-12 and college freshmen. We have a product called Game of Life Finances that was created to meet state mandates for a course in personal finance for all graduating HS students. We want you to get familiar with some sources in the K-12 market, but that won't take long. Once you have that perspective, we want you to consider both your assigned course and the Game of Life Finances for the HS and college undergraduate markets.

Complete the next one or two modules of **YOUR ASSIGNED PRODUCT**

- Take notes. Could high school students handle this course?

Examine the following websites

<http://education.jlab.org/indexpages/elementgames.php>

<http://www.funbrain.com/>

<http://www.4tnoxrox.com/>

Read this Article <http://www.thejournal.com/articles/24199>

Get to know this resource <http://www.thejournal.com/>

Experiment with this game <http://lf.vlcglobal.com/>

Your Deliverable

Email a one page report describing how you think HS seniors and college freshmen would react to (1) your assigned course, (2) the Game of Life Finances. How would you explain these to faculty and administrators? How would you expect them to respond?

From Product Understanding to Market Research - Week 6, 7, 8

Week 6
10-12 hrs

BEGIN THINKING ABOUT THE MARKETS

Complete the next one or two modules of **YOUR ASSIGNED PRODUCT**

- Take notes. How could organization employees benefit from V-Learning?

View "What Companies Say" Take notes.

<http://www.youtube.com/watch?v=vTy8as9zIWM&feature=related>

Review <http://www.vlcglobal.com/corporate/CorporateUniversity.aspx>

Thoroughly explore <http://www.vlcglobal.com/central>

Your Deliverable - based on your on-going product review and research...

Email a one page report describing how you would approach an organization manager with an explanation of how V-Learning could help achieve their goals. What kinds of organizations would benefit most? Could school districts that want to provide Management, Human Resource, Accounting training or MBAs to current and aspiring administrators use this technology? Could large corporations use this to replace their expensive tuition reimbursement benefits? What about unions? What needs would V-Learning meet? What do you think about the idea of a branded corporate online university? Make a list of organizations YOU could approach.

Week 7
10-12 hrs

MARKET RESEARCH FOR THE INTERNSHIP

By now, you have developed considerable expertise in our products and you know something about the competition and the industry. Now we want to put that knowledge to work for the Company by having you do some valuable market research.

You have probably recognize that you are nearing the end of your opportunity to get others involved in this internship – at least for this summer. But now you know more about it and can probably make a better case for the internship. So, if you want to take advantage of the opportunity, you can still earn \$100 per intern for those who enroll in the fall semester. Here is an idea that could earn you several thousand dollars this fall. If your school does not yet offer this Internship as a course, you can introduce the idea to your department or dean and ask them to contact us. It is VERY quick and easy to adopt this internship as a course. You know the advantages from personal experience. If your school has the internship as a course every semester, it is much easier for you to inspire new interns to enroll.

Naturally, we also hope that the sales/recruiting experience will significantly strengthen your resume, your job marketability, and your interviewing skills.

Complete the next one or two modules of **YOUR ASSIGNED PRODUCT**

Internship Interviews. Talk face-to-face or by phone/Skype with at least five college students about your internship. Describe it. Explain its value to you (college credits, work at your pace and place, does not upset your other work or activities, marketable experience, chance to earn, etc). Ask them what they think about the idea. Ask them if they have questions. Ask if they would consider such an internship to strengthen their own resume. Keep good notes of their responses. Your goal is to gain the insight needed to formulate a sales presentation later.

Internship Email Surveys. Design a short survey based on your interview results. Send the survey along with the digital Internship Poster to at least 10 college students.

Encourage School Administrators. Call or email your professors or department heads and tell them about your experience. If your school offers this internship for credit, encourage them to offer it in the fall semester. If the school does not offer it for credit, encourage them to learn how they can easily do so.

Email survey, HS students, teacher, administrators. Send an email to at least 10 students and 5 faculty or administrators. Same introduction as above. Just one question.

A new online course has been designed that meets all Department of Education requirements for Personal Finance training but can be delivered at 30% of the cost of an in-class course. And is FAR more engaging for the students. Would you look at www.lf.vlcglobal.com and tell me if you would be interested in knowing more?

Your Deliverable

Email a report of your findings from your interviews and surveys.

- Title, your name, ID, school, date
- Names of those you interviewed
- Summarize what you learned and how that might affect the sales approach the company uses in the future.

Week 8
8-12 hrs

MARKET RESEARCH FOR OTHER V-LEARNING COURSES

We want to turn your attention to another product line represented by your assigned product, and the university market segment. VLC uses V-Learning technology to produce graduate and undergraduate courses to supplement a school's LMS elearning offerings. We have courses that make up a full Executive MBA, or MMA, and International MBA or MMA. These courses can also be offered at the undergraduate level. The cost savings to the university are significant and the quality is much higher than the traditional LMS elearning models. We can also create engaging courses for other majors such as education, history, literature, education, communications, science, nursing. Your job is to help us explore the level of interest at your school and others.

Complete the next one or two modules of **YOUR ASSIGNED PRODUCT**

If you are not there already, you should be nearing the end of this task and about ready to take the final exam for the course. One of your final tasks will be to evaluate your specific assigned product, so you may want to begin to pull your notes together.

Email Surveys to college students, professors, administrators. Create a list of at least 20 students, 5 faculty members and 2 administrators at any college/university(s) of your choice (they should have a business degree). Design a short and simple email inquiry.

Introduce yourself and explain you are in an internship program that involves new technology for online learning.

Explain your own response to the assigned course you are taking.

Ask them to take a minute to respond to four questions...

1. Have they seen the PBS documentary or read any of the news stories?
2. Have they yet had a chance to see the Demonstration on VLC website (www.vlcglobal.com)?
3. Have they had a chance to see the concurrent course offering high schools students earn college credits) called "The Game of Life Finances?" (www.lf.vlcglobal.com)
4. (students) Would you take a few minutes to look at the Demo at www.vlcglobal.com and perhaps get started on the Orientation at <http://www.vlcglobal.com/CreateUser.aspx> and tell me if you would be interested in taking at least one course using this technology?
4. (faculty, administrators) If these college and concurrent courses could capture significant new students and recapture revenues lost when existing students take courses online elsewhere, and could be implemented in less than 30 days at NO COST to the university, would you be interested in knowing more?

Your Deliverable

- Email a report your market research findings as before.
- Include your name, ID, School. The name, position, school, and email of each contact.

From Market Research to Sales Opportunities - Week 9, 10, 11

These three weeks are combined in these guidelines because by now you will have established your own schedule and the weekly tasks will have no real application. So, we are going to simply indicate here the final tasks that should be completed by the time you wrap up your internship.

Week 9-11 **SALES PRESENTATION DESIGN AND DELIVERY** 24-36 hrs

Complete **YOUR ASSIGNED PRODUCT**

- Finish any remaining assignments in the course
- Study for and take the final examination
- Your grade in the course will be part of your grade for the Internship
- * Don't forget to update your resume with a line showing the course as something you did to develop your professional capabilities

Your Final Deliverables

Email a Product Evaluation report for your assigned product.

- Title, your name, ID, school, date on a cover page
- This report should be concise and no more than three pages
- We are also interested in your ideas for improvements

Email a Power Point Presentation you have designed for selling the Internship OR the V-Learning courses, OR the Game of Life Finances (you choose)

- First slide: Title, your name, ID, school, date

Email your evaluation of this Internship experience.

- Title, your name, ID, school, date

Your Deliverable

Email a complete list of those to whom you have made sales presentations.

This ensures you are compensated \$100 for each sale that results from your work.

- Your name, your mailing address, your email, your phone
- For each contact on your list: Name, title (college student, HS student, teacher, professor, administrator), email, phone, school/company.

When you have completed all the tasks for this internship, VLC will submit a report to the university that will include a performance evaluation and a recommendation for a grade.

You may also now begin to use VLC as a work reference on any applications you make for future employment.

College Earning and Career Opportunities

Some interns, especially those who intend to pursue business careers, can further strengthen their resumes by continuing their relationship with VLC, introducing the internship and V-Learning products to students, schools, and corporations. If you have questions about how you can become a VLC representative or begin a career with VLC, we welcome your inquiry.