

Poynter.

INTEROFFICE MEMO

September 12, 2003

TO: Knight Foundation
FROM: Howard I. Finberg
SUBJECT: Revised project milestones

What follows are our proposed milestones for News University/Poynter e-learning project. Please let me know if you have any questions.



Project Milestones

For News University / Poynter e-Learning

2003

- 2nd Quarter: Beta launch of NewsU portal site; version 0.6
- 3rd Quarter: Start development of NewsU e-learning course management software to replace interim solution
- 4th Quarter: Launch of test program with other journalism organizations using eCollege e-learning software on NewsU.

2004

- 1st Quarter: Launch of NewsU portal site; version 1.0; public announcement of site and direction [perhaps at ASNE]
- 2nd Quarter: Collaboration meeting at Poynter with other organizations, such as API, The Maynard Institute etc., to discuss technology goals
- 3rd Quarter: Launch 2nd wave of e-learning courses and programs with approximately 15-25 courses
- 3rd Quarter [early]: Submit master plan for project

2005

- 1st Quarter: Launch of NewsU e-learning course management software
- 2nd Quarter: Marketing efforts launched with minimum of 30 to 50 courses across a variety of subject areas
- 3rd Quarter: Technology available for partner sites to launch co-branded e-learning areas on News University

2006

- 1st Quarter: Survey and report on initial results; analysis of traffic to site and learning by students; publish evaluation report; explore independent funding for evaluation
- 2nd Quarter: Launch discussions regarding bi-lingual site
- 3rd Quarter: Re-launch of site design; new marketing push

2007

- 1st Quarter: Launch of bi-lingual course design
- 2nd Quarter: Launch partnership with international journalism training institute for global approach