

Media Selection and Analysis Tool

March 27, 2008



Outline

- Overview of Tools
- Applying the Tools
- Ideas for sharing

Tool Overview

- *Media Selection Matrix* -- Help identify the best delivery method(s) for a course based on a set of 16 screening questions.
- *Cost Analysis Spreadsheet* -- Provide an estimate of the costs associated with different delivery methods (both quick and detailed estimate).

Applying the Tools

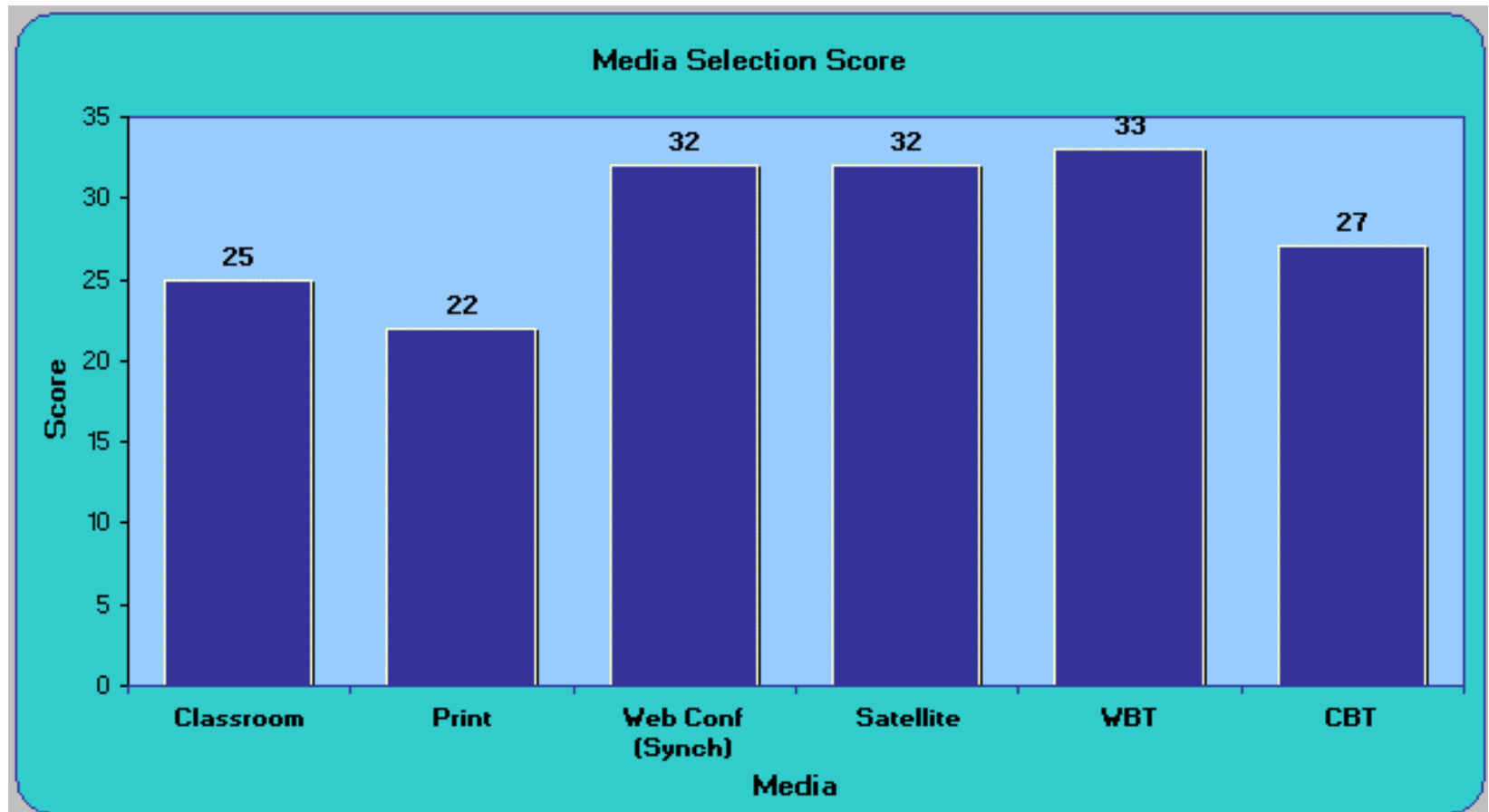
Three courses selected:

- APTI 415: Control of Gaseous Emissions
- APTI 452: Principles and Practices of Air Pollution Control
- New Course: Regulation of Air Toxics from Reciprocating Internal Combustion Engines

Media Selection Matrix

- Produces a bar chart with a score for each delivery method based on the answers to 16 questions
- Example questions
 - Content must reach broad audience?
 - Audience is distributed in various regional locations?
 - Complexity of material requires high degree of interactivity with student?

Bar chart for APTI 415



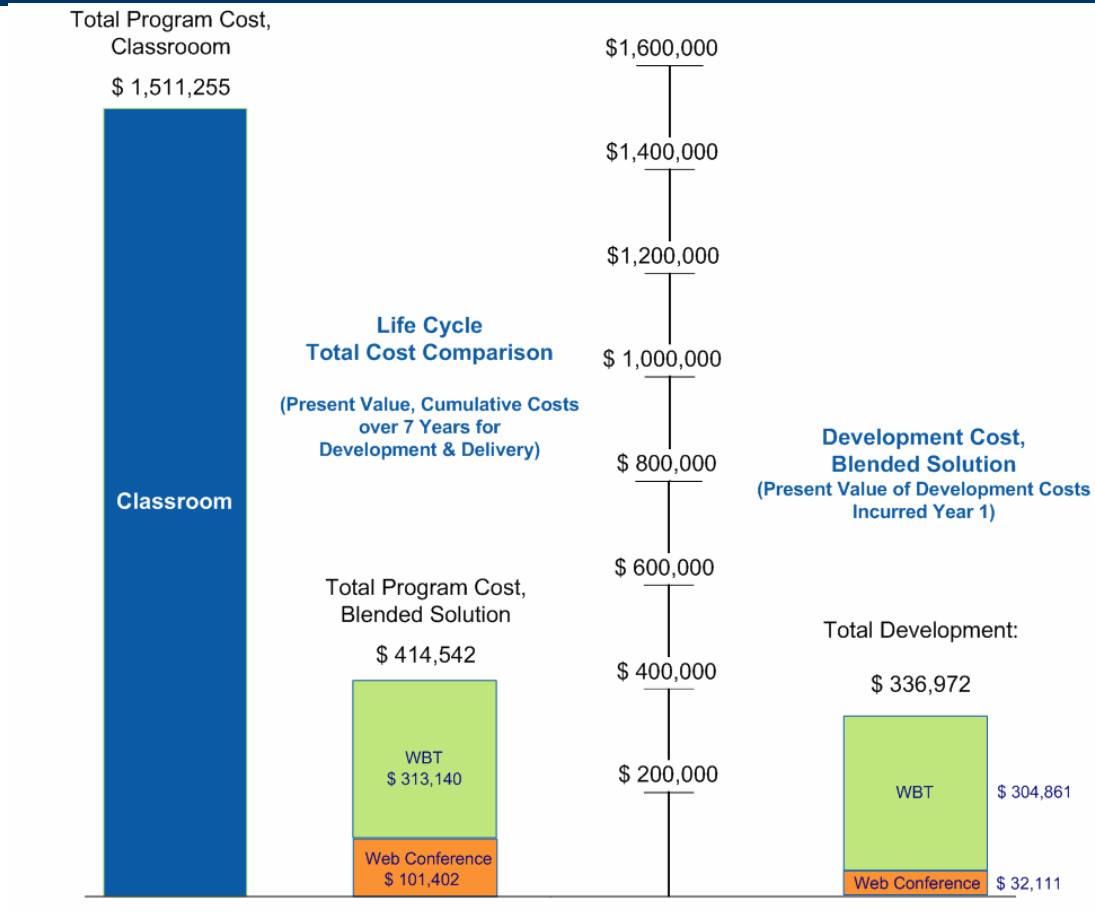
Cost Analysis Spreadsheet

- Assumes a 7 year life cycle for the course
- Contains a tab for each delivery method (to input detailed data)
- Allows both a quick (little input required) or detailed (ability to adjust/input all cost variables).

Quick Estimate

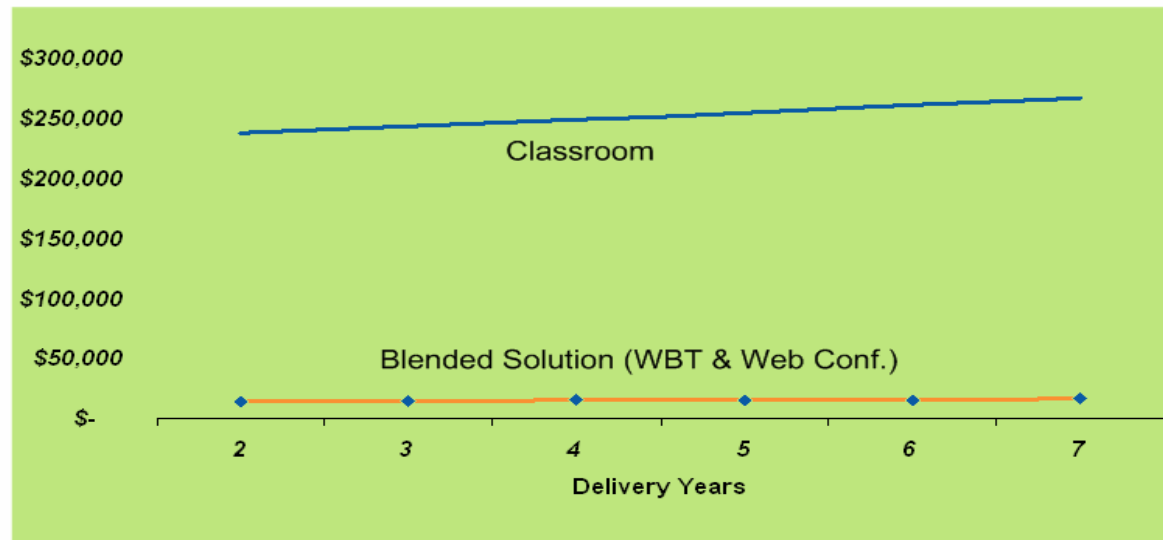
- Quick Estimate
 - Only input required is classroom hours and expected # of students for each delivery method
 - Uses generic set of assumptions to populate the data fields in the spreadsheet.

Detailed Estimate for APTI 415



Delivery Method Cost

Annual Delivery Costs
(Infated Dollars
for each Delivery Year)



Ideas for sharing

- Post on NACAA website with contact?