TCC Publishing, Inc.

TOOLBOOK® CUSTOMER SUCCESS

▶ THE COMPANY

TCC Publishing has been a leader in consulting, training and courseware development for the past 14 years. The company also has written and published a variety of books on using the ToolBook® authoring system. Tom Hall, co-owner of TCC, has consulted with different industries, including military and education clients, to develop training materials. Recently Tom has worked with Cathy Hall, PhD, to develop course materials using the ToolBook authoring system for her Psychology classes at East Carolina University, Greenville, NC.

ToolBook®

ToolBook.

CASE STUDY

TCC Publishing, Inc.

THE CHALLENGE

Dr. Hall was facing the challenge of insuring that students had the prerequisite knowledge base in key areas at the beginning of the semester. Prior to enrolling in an upper level course, students were expected to have a basic understanding of statistics and experimental design. However, not all students met this expectation due to varied educational backgrounds. Over the years, Dr. Hall was allocating a week or more during a semester to review these areas thereby taking away from valuable class time. Thus, the need was to be able to refresh and evaluate students' knowledge in these areas at the beginning of the semester.

The challenge was to build a set of lessons that included steps in research design, statistical concepts, an introduction to SPSS (a statistical analysis program), and simulations in SPSS. The lessons also needed to be launched through the university's Blackboard environment for easy accessibility by the students.

THE SOLUTION

ToolBook authoring tools, as a solution for the development of this course, helped in providing students with an online review of basic information in the areas of statistics and experimental design. Here the students were presented

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- Tom Hall
  President of TCC Publishing.

with the course material and were then required to go through several simulation exercises. If the student made the wrong choice, he or she was then given information on what the correct choice was and why. Once the student had completed the review, he or she was then given the option of taking on an on-line exam or taking an exam over the material in class during the first test.

"The robustness of ToolBook and its ability to create highly interactive learning lessons keeps ToolBook at the top of the list in terms of tools to be used for developing e-learning content", said Tom Hall, President of TCC Publishing.

"I have found no other tool that allows me to develop software simulations that are as realistic as those developed in ToolBook and gives the learner the options of demonstration, practice, and assessment."

With the use of some of the key features like Actions editor, Simulation editor and incorporating JavaScript, ToolBook not only helped in the rapid development of training materials but also saved valuable time for the faculty and students.

CASE STUDY

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▶ THE RESULTS

"This has proven to be very valuable in freeing up class time that would have previously been used for basic review. It also allows students with different levels of expertise in these areas to go through the material at their own pace and level of comfort. Reports by students have been overwhelmingly positive", said Cathy Hall, PhD.

Using ToolBook to develop the tutorials and simulations for statistics and research design, the lecture time can be used more productively.

"As I develop not only content for clients, but tools for clients, with ToolBook I feel I have given clients a quick start to save their valuable time and money", states Tom. area.

For more information, please contact us at +1 650 934 9500, or toll-free at +1 866 768 6825.

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