

## our client

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An adaptive learning company dedicated to the creation of personalized educational experiences that can be delivered to higher education students via their proprietary learning platform.

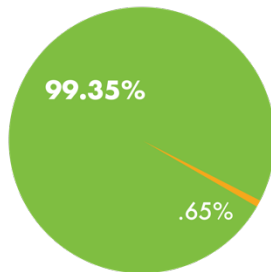
## the opportunity

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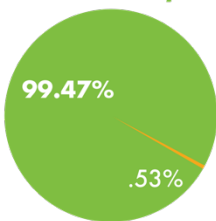
The client approached Second Avenue Learning as many of its courses required accuracy review, assessment creation, and content overhaul ahead of the upcoming Fall semester. With an aggressive deadline approaching for the launch of a new product, the client needed an experienced team with a deep understanding of adaptivity along with expertise in both course creation and assessment authoring. Second Avenue delivered!

## accuracy rates

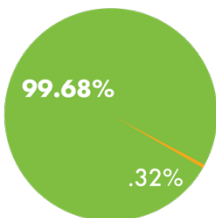
### overall



### chemistry



### business



## the solution

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After a review of both the existing content and the client's business objectives, Second Avenue worked with the client to perform the following tasks under an aggressive timeline:

- Create new courses
- Accuracy check new and existing content
- Identify content that needed remediation
- Curate open educational resources to support content
- Create data sets to support assessments
- Perform full editorial final pass on all content

Second Avenue constructed a team of subject matter experts across a variety of disciplines, including math, business, chemistry, and economics, to execute the client's vision for the development or remediation of **15 higher education courses**.

Second Avenue delivered over **55,000 content items in just a few short months, achieving a 99.4% overall accuracy rate**. The team hit aggressive deadlines despite having to adapt to an evolving authoring platform along the way.

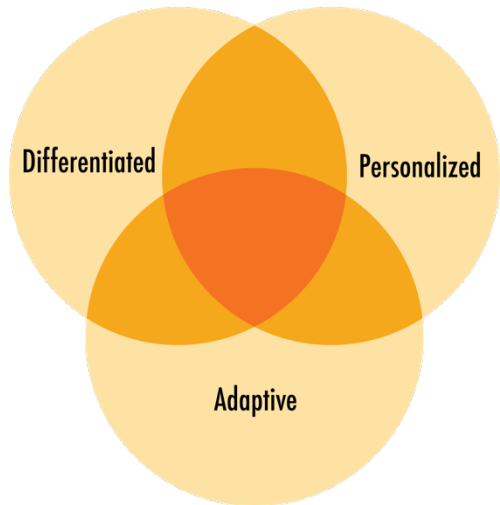
## our process

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Projects like this one require an integration of instructional design, assessment design, subject matter expertise, and project management. We leverage decades of combined expertise, best practices, and attention to detail to create learner-focused content and assessment. Some of the key steps include:

# case study

advise • create • transform • measure



- Precise mapping of content to well-defined learning objectives.
- Careful vetting and training of subject matter experts and assessment writers.
- Controlled, repeatable processes to ensure accurate real-time reporting of the status of each piece of content.
- Peer and senior review of all content by multiple subject matter experts and learning designers.
- Data-driven analysis to ensure quality.

In this project and all others, creating engaging and effective content is at the forefront of Second Avenue Learning's partnership model. Our in-house team of experts and our extensive network of subject matter experts allows us to create the highest quality content across a broad range of disciplines.