

MERLOT – SKILLSCOMMONS Peer Reviewer Report Form (V 17.3)

Name of Learning Material:	Information Technology Marketing and Recruitment Banners
SKILLSCOMMONS URL:	https://www.skillscommons.org/handle/taaccct/11874
Learning Material URL:	www.iwccit.com
Reviewer's Name:	Lisa M. Chambers
Date Review Completed:	06/23/2018
Review Time Required:	20 mins

Description

1. Overview: Describe overview, features and descriptions, uses, and applications. Include cost, if any for apps	Banners delivered to online users; social media users. Banners could be clicked which would lead to Information Technology ITC2 landing page. Created by Iowa Western Community College.
2. Type of material: Animation, assessment tool, assignment, case study, collection, development tool, drill and practice, e-portfolio, learning object repository, online course, open journal article, open textbook, presentation, reference material, simulation/game, social networking tool, quiz/test, tutorial, workshop and training material.	Recruitment and Outreach
3. Technical requirements: Browser, software or plug-in, Java, HTML, Flash, etc. You can test how it appears on Internet Explorer at http://ipinfo.info/netrenderer/ Note type of device if it is an app (iPad, Android, phone, etc.)	Browser
4. Identify major learning goals/ curriculum objectives: Purpose of site, goal for learner/user.	Marketing IT program at Iowa Western Community College
5. Recommended uses: In-class, homework, individual, team, lecture, etc.	Websites, social media, print publications
6. Target population: Level, course or subject matter, other user groups	Young women – ages 15-29
7. Prerequisite knowledge or skills needed: Course or subject matter, computer skills, other miscellaneous skills	NA
8. Application to industry recognized certification: Name of credential or certification.	NA

Evaluation and Observations: After reviewing the learning material, please indicate your agreement with the following statements by placing an “x” in the applicable column where 5=excellent or strongly agree and 1=poor or strongly disagree.

1. Quality of Content – The Learning Material...	Stro ngly Agre e	Agree	Nei the r Agr ee	Dis agr ee	Stro ngly Disa gre	N/A
...is clear and concise						
...provides a complete demonstration of the concept						
...demonstrates a core concept grounded in the discipline						
...is current and relevant						
...is supported by appropriate research						
...is self-contained (can be used without requiring an assignment or context)						
...provides accurate information						
...is flexible (can be used in several situations)						
...includes an adequate amount of material						
...has strong workplace relevance						
...integrates the concept well						
Overall , the quality of the content is very high						
Enter a numerical value that summarizes your attitudes above.						
Strengths (Describe the outstanding features of the quality of the learning material) Concerns (Describe any problems in terms of quality)						
2. Potential Effectiveness as a Teaching Tool/This Learning Material...						
...identifies learning objectives						
...identifies prerequisite knowledge						
...reinforces concepts progressively						
...builds on prior concepts						
...demonstrates relationships between concepts						
...is easy to integrate into curriculum assignments						
...is very efficient (could learn a lot in a short time)						
...can be used to measure student learning outcomes						
Overall , learning material is a very effective teaching tool						
Enter a numerical value that summarizes your attitudes above.						
Strengths (Describe the outstanding features of the quality of the learning material) Concerns (Describe any problems in terms of quality)						
3. Ease of Use – This Learning Material...						
...is easy to use						
...has very clear instructions						
...is engaging						
...is visually appealing						
...is interactive						
...is of high design quality						
...meets accessibility requirements if able to assess						

...if an app, can be used on multiple types of mobile devices and Platforms							
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...if an app, runs effectively without the internet							
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Overall , the usability of this learning material is very high							
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Please enter the numeric value that summarizes your attitudes above.							
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<p>Strengths: (Indicate the outstanding features of the usability of the learning material) Usability of materials is very high. Ethnic diversity represented. Diversity of age represented.</p> <p>Concerns: (List problems in terms of usability) No concerns</p>
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What is your overall numeric rating for this material? Review your 3 ratings above and determine your overall rating

<p>Optional Information:</p> <p>Other comments to be included in the review: (If an app, respects privacy of user, meets PG rating standards, how frequently app is updated)</p> <p>Comments to author only: (Any needed improvements or recommendations should be addressed here.)</p>
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