

2005-2006
CORPORATE PARTNER
Application for COMMUNITY Participation in MERLOT
Multimedia Educational Resource for Learning and Online Teaching

The fundamental principle guiding the Multimedia Education Resource for Learning and Online Teaching (MERLOT) is that all partners share a common set of needs and problems that can be addressed most effectively through collaboration. MERLOT's mission is to improve the effectiveness of teaching and learning by expanding the quantity and quality of peer-reviewed online learning materials that can be easily incorporated into faculty designed courses.

A major function of MERLOT is to help coordinate and leverage the investments each partner is making in academic technology, so that all partners receive greater benefit than they would without this collaborative effort. By joining MERLOT each partner is making a commitment to support both MERLOT and its own staff and constituents' involvement in MERLOT activities.

Overview of Corporate-Community Partnership

Developing collaborations that advance the success of education, bring value and cost savings to the education community, and provide acceptable profit to corporations are some of MERLOT's goals within its framework for Corporate-Community Partnership. Your corporation and MERLOT have shared values, mission, goals, and constituencies, which are requirements for a community partnership to produce valued outcomes for your corporation and MERLOT.

Our Shared Mission:

- To improve the efficacy of teaching and learning by expanding the quantity and increasing the quality of online learning materials and services that can be easily incorporated into educational programs.

Our Shared Values:

- The diverse members of the educational community must guide the development of online resources and services that will enable the success of education.
- Collaboration is required for successfully transforming learning, education, and training.
- Technology, appropriately developed and applied, can provide innovative means for the education community to improve teaching and learning.

Our Shared Constituencies:

- Our constituencies encompass teaching faculty, students, and technology staff who support the teaching and learning process in higher education.

By becoming a Corporate-Community Partner, your organization can:

- 1) Participate in the use of MERLOT technologies and receive customized services.
- 2) Participate in the discussions within MERLOT's leadership as it shapes the direction of MERLOT.

- 3) Participate in MERLOT's initiatives (see Appendix A-D for details) that advance MERLOT's and Partner's missions, including:
 - a) The MERLOT Peer Review Initiative.
 - b) The Digital Library Collections Development and Taxonomy Initiative
 - c) The Enabling Technologies Initiative
 - d) The Professional Development Initiative

Publishing and technology companies are two types of corporations that MERLOT is actively pursuing because they are already critical members of the broader academic community and together, we can leverage our individual efforts. Technology companies develop the tools that faculty, staff, administrators and students use to fulfill their teaching, learning, research, and administrative responsibilities. Publishers and academic institutions both:

- 1) Employ and support faculty across disciplines in the creation of scholarly works for teaching, learning, research, and university service.
- 2) Value high quality scholarly works for supporting effective teaching and learning.
- 3) Share the mission to distribute scholarly works to the wider higher education community and enable effective and efficient teaching and learning in higher education.
- 4) Work together to provide students academic content (e.g. books, articles, and auxiliary materials and tools) they use in courses.

The Application for Participation provides a framework for defining responsibilities for a productive collaboration. The application can be modified to represent the unique plans for collaboration.

In becoming a corporate member of MERLOT's community, MERLOT is committed to providing you significant value by aggregating the interests and attention of the higher education community and marketing to a diverse and independent customer base. MERLOT provides leaders of higher education reliable, high quality, and academically acceptable means to enable a wide range of programs, from the individual faculty member to larger academic programs to support the successful integration of technology into teaching and learning. We want you to benefit from our leadership.

MERLOT Corporate-Community Partnership Application

1.0 Partner Obligations

1. Each new Partner must identify its goals for participation in MERLOT, including an explanation of how MERLOT fits within its corporate business plans or initiatives. The Partner must also develop a plan for fulfilling its commitments to MERLOT. Such goals and plans are to be included in the letter of application. (See Section 4.0 for a sample letter of Partner's application.)
2. Corporate Partner will designate a MERLOT Project Manager to coordinate its MERLOT activities, to serve on the *Project Directors Council*, and to serve as the primary communication link between MERLOT and Partner. Based on prior experience, a 10% workload reallocation for the year is appropriate for Project Managers' activities.
 - a. The Project Manager will work with the MERLOT Administrative Team in planning and implementing MERLOT activities.
 - b. The Project Manager is required to attend the two (2) Project Directors' Council Meeting per year (See Attachment A for schedule).
3. As do our Institutional Partners, Corporate Partners are expected to provide contributions that will advance the purpose and goals of MERLOT as well as the purpose and goals of the Partner. The contributions take two forms:
 - a. Partner Fees which support the development and management of MERLOT operations.
 - i. Community Partner Fee: \$25,000 per year
 - ii. Sustaining Partner Fee: \$50,000 per year
 - iii. Project Partner Fee: Negotiated case-by-case
 - b. In-kind or additional financial support for MERLOT's strategic initiatives (see Appendix B-E for 4 initiative options). The collaborative activities will be articulated in a statement of work and work plan. There are estimated values of in-kind support for each of the partner fee levels. The estimated values are comparable to those required under the System and Sustaining Partner agreements for higher education institutions
 - i. Community Partner In-Kind: estimated \$75,000 per year
 - ii. Sustaining Partner In-Kind: estimated \$250,000 per year minimum.
 - iii. Partner In-Kind: Must be negotiated with the MERLOT Executive Director.
 - c. Each Partner will bear the costs, including salaries and related travel and expenses, of its personnel engaged in MERLOT activities.
4. Each Partner will make its best effort to ensure that their in-kind contributions do not infringe any copyright, violate any property or other rights, or contain any libelous or otherwise unlawful content.

2.0 Partner-Only Benefits for Participation in MERLOT

Corporate Partners will be provided access to MERLOT's Reserve Services and Resources. The materials within MERLOT's Reserve will be available on a password protected website.

2.1 LEADERSHIP

1. *Membership on the MERLOT Project Directors' Council.* The MERLOT Project Directors' Council is composed of the Project Directors from the System Partners within MERLOT consortium of higher education institution. The Project Directors' Council engages in strategic and operational planning for MERLOT and the implementation of MERLOT within their institutions. Corporate partners can participate in the strategic and operational planning of MERLOT through its membership in the Project Directors' Council.
 - a. Two (2) meetings of the Project Directors' Council will be designed and facilitated by the MERLOT Administrative Team. The two (2) meetings will occur in April and August. The April

meeting will focus on the planning and evaluation of new or renewed MERLOT initiatives. Partners can also participate in a closed Project Directors and Corporate Partners' Reception at the MERLOT International Conference (MIC). Additional meetings focused on the Corporate Partners' participation can be scheduled at the MIC as well. Materials, facilities, and facilitation for workshop will be provided by MERLOT.

- b. Monthly conference calls of the Project Directors' Council will be facilitated by the MERLOT Administrative Team. The calls will be designed to address one major issue, identification of other issues for MERLOT and discussion of how Partners are using MERLOT in their institutions.
 - c. Periodic asynchronous discussion of MERLOT activities, policies, and plans.
 - d. Pursuant to bylaws requirements for a 501c3 organization such as MERLOT, no member of a corporate organization may participate in the election of the MERLOT Board of Directors.
2. *Leadership within MERLOT Initiatives:* Partners and MERLOT will implement a number of initiatives (see below) that leverage the expertise and resources of the MERLOT consortium. Partners will work with the MERLOT Administrative Team and other MERLOT partners to develop and implement project plans.
- a. The MERLOT Peer Review Initiative.
 - b. The Digital Library Collections Development and Taxonomy Initiative
 - c. The Enabling Technologies Initiative
 - d. The Professional Development Initiative
 - e. Other initiatives that the Project Directors' Council deems worthy to pursue, with the condition that there are sufficient resources and personnel to implement the initiatives.
3. *Sustaining Partners will have the opportunity to have a representative on MERLOT's Advisory Board.* The Advisory Board is a board of nationally recognized academic technology leaders who provide strategic guidance to the MERLOT Executive Director. Major responsibilities of the Advisory Board are guiding the transition of MERLOT to an independent 501c3 organization and related issues of sustainability.

2.2 Collaboration

1. *MERLOT Administrative Team consultation to support the integration of MERLOT within Partner's academic technology initiatives.* Consultation by MERLOT will be provided through Partner's designee. This consultation will be a cost-sharing arrangement to cover travel of the Administrative Team member and will be based on invitation, availability of staff, and the scope of regional meeting.
2. *Opportunities to acquire grants* that support both the Partner and MERLOT. Upon request, MERLOT will support, as appropriate and as possible, Partners' grant proposals. MERLOT's supporting grant activities will be reviewed by the Administrative team and be communicated to the Project Directors' Council for feedback.

2.3 Evaluation

1. *Participation in the evaluation of MERLOT programs.* Partners will have opportunities to participate in the planning and implementation of various evaluation activities. Partners will be provided with regularly scheduled evaluation reports, in accordance with the Measures Of Success Program (an evaluation program of MERLOT's performance).
2. *Usability testing and quality assurance* of MERLOT's products and services will be provided by the California State University, Long Beach Center for Usability in Design and Assessment (CUDA). CUDA services, such as doing usability testing or training of usability testing, can be available for Partners at a "Partner discounted" rate (scope of work will determine cost and availability).
3. *Participation in the evaluation and design of the MERLOT websites.* Partners will have opportunities to provide feedback on design requirements for MERLOT's websites. These opportunities will enable Partners to shape MERLOT in ways that can serve their needs.

2.4 MERLOT Reserve Products

A select set of resources will be available only to MERLOT Partners. Access to these resources will be password protected and will be available within the MERLOT Reserve.

1. *Access to the MERLOT Reserve* which contain materials in a number of areas including faculty development, assessment and evaluation, MERLOT's sustainability plans, partnership agreements, grants, presentation materials, and other project information.
2. *A royalty free license to the use of the "MERLOT" name and logo* on Partner's websites with links to the MERLOT website per guidelines available on the MERLOT Reserve.
3. *MERLOT Marketing Materials* will be made available to aid Partner promotion of MERLOT. Partners will cover the cost of shipping additional marketing materials above a baseline allocation.

2.5 TRAINING

1. *Training on using MERLOT to advance local strategic academic technology initiatives.* A "train-the-trainer" workshop (*MERLOT Boot Camp*) for up to four (4) representatives of the Partner. The workshop is designed to help the Partner fully implement MERLOT within their initiatives. (See Appendix A for schedule.)
2. *Training for Academic Technology Staff* at the California State University-Community of Academic Technology Staff (CSU-CATS) conference in Spring 2004. Two (2) at-cost registrations per Partner will be available. Materials, facilities, and facilitation for workshop will be provided by the CSU CATS program. (See Attachment A for schedule.)
3. *Training on and orientation to MERLOT* with regularly scheduled teleconferences and asynchronous communications among the Partner participants and MERLOT staff. Materials, facilities, and facilitation will be provided by MERLOT.
4. *Four (4) free registrations to the MERLOT International Conference and one (1) standard tabletop display at no cost.* The MERLOT International Conference provides a professional forum for presentations, recognition for the scholarship of teaching with technology, collaborations in academic technology activities, and training/information for more effective academic technology. Materials, facilities, and facilitation for workshop will be provided by MERLOT. (See Attachment A for schedule.)

2.6 Managing the Partnership

1. MERLOT and Corporate Partner will develop a plan for our collaborative initiatives within 2 months of Participant Application letter accepted by MERLOT (see Appendix F for draft work plan). The plan should define short-term milestones (approximately 6 months) and longer-term milestones for delivering collaborative products and services.

3.0 Participation Fees

Community Partner Fee: The fee for Corporate-Community Partner participation in MERLOT is **\$25,000** for a one-year period. The Annual Participation Fee will be established by MERLOT for each succeeding year.

Community plus Peer Review Support Fee Option: If Corporate-Community Partners chooses to participate in MERLOT's Peer Review process, they can provide MERLOT the funds to pay for the services provided by their selected Editors and Associate Editors. The Community plus Peer Review Support Fee is **\$57,000**.

\$25,000 for Community Partner Fee

\$7,000 for Editor Stipend

\$3,000 for Editor Travel (3 trips)

\$16,000 for 4 Associate Editor Stipends, \$4,000 each

\$4,800 for 4 Associate Editor Travel, \$1,200 each (1 trip to MERLOT International Conference)

\$1,200 for MERLOT Administration

\$57,000 for Total Community plus Peer Review Support Fee

Sustaining Partner Fee: The fee for Corporate-Sustaining Partner participation in MERLOT is **\$50,000** for a one-year period. The Annual Participation Fee will be established by MERLOT for each succeeding year. Sustaining Partners participating in the Peer Review initiative can provide MERLOT funds to pay for the services provided by their selected Editors and Associate Editors as indicated above).

Partners must pay the established fee to maintain their participation in MERLOT and take advantage of its activities, services, and products. If a Partner fails to pay its Annual Participation Fee when due, it may be removed from participation in MERLOT activities and other benefits of MERLOT participation. There is no prorated reimbursement of membership fee upon termination of participation in MERLOT during a membership year.

4.0 Sample Letter to apply for participation in MERLOT as a Corporate-Community Partner

[DATE]

Gerard L Hanley, Ph.D.
MERLOT Executive Director
MERLOT/ITS, 3rd Floor
California State University, Office of the Chancellor
401 Golden Shore
Long Beach, CA 90802

Dear Dr. Hanley:

[NAME OF YOUR CORPORATION] wishes to apply as a MERLOT Corporate-Community Partner for the membership year beginning July 1, 2005 and ending June 30, 2006. With this letter, we accept the conditions of the 2005-2006 Corporate-Community Partner Application for Participation in MERLOT (see attached). Our goals for participating in MERLOT are:

- [LIST GOALS]

We agree to provide the following in-kind contributions to the MERLOT project during the 2005-2006 membership period:

- [LIST IN-KIND CONTRIBUTIONS AND ESTIMATED FINANCIAL VALUE]

We have identified [NAME OF PROJECT MANAGER, Title, Mailing Address, Telephone Number, Email Address] as our Project Manager.

[NAME OF CORPORATION] agrees to pay \$_____ as the MERLOT participation fee in addition to the above in-kind contributions.

SIGNATURE

DATE

NAME OF APPLICANT ORGANIZATION
ORGANIZATIONAL PRINCIPAL REPRESENTATIVE
TITLE OF ORGANIZATIONAL PRINCIPAL REPRESENTATIVE
MAILING ADDRESS
TEL: NUMBER
FAX: NUMBER
EMAIL: ADDRESS

Appendix A

2005 – 2006 SCHEDULE OF ACTIVITIES

Date	Location	Event	Audience	Purpose
July 24-25, 2005	Nashville, Tennessee	Project Directors' Council Meeting	Project Directors	MERLOT Initiatives reviewed and participation confirmed; new initiatives developed.
July 24-25, 2005	Nashville, Tennessee	Editorial Board Meetings	Editorial Boards	Editorial Boards advance and improve their peer review and collections development processes.
July 25-28, 2005	Nashville, Tennessee	MERLOT International Conference	All faculty, staff, and administrators	A forum for faculty to demonstrate and learn about how MERLOT is being used by their peers.
July 25-28, 2005	Nashville, Tennessee	Faculty Developers' Train-the-Trainer Workshop	Partner personnel involved with faculty development	Train system or institutional personnel to plan and deliver MERLOT "workshops" within local instructional technology initiatives.
January 27-29, 2006	San Diego, CA	Midterm Planning Meeting	Project Directors' Council & Editors' Council	Midterm progress meeting of Partner Project Directors and Co-Editors in conjunction with EDUCAUSE NLII meeting.
March 2006	TBD	CSU-CATS Conference	Academic Technology Staff of Partner's institutions	A forum for academic technology staff to connect with their peers and share knowledge, expertise, and tools to make them more effective in their jobs.
April 2006	TBD	Project Directors Council Meeting	Project Directors' Council	Develop collaboration strategies, review MERLOT operations and expected outcomes, strategies for integrating MERLOT into local initiatives, and strategic planning for MERLOT.
May 2006	TBD	Editors' Council Workshop	Editors	Develop leadership and facilitation capabilities Co-Editors of Discipline Communities.

Appendix B

MERLOT's Peer Review Initiative

Advancing the peer review process is critical for the success of MERLOT, and faculty managing the scaling of the peer reviews is required to achieve this success. Sponsorship of faculty members to serve on Editorial Boards is a high priority. Partners who choose to sponsor faculty on Editorial Boards are asked to sponsor position(s) for a minimum of two years. Faculty sponsorship provided by the Partner includes:

- Providing workload time allocation or other compensation to each faculty for their work on the Editorial Boards. Based upon prior experience, active faculty Editorial Board member have spent four to six hours per week for the year on MERLOT activities.
- Providing travel expenses for faculty, staff, Editors and Editorial Board Members, and Project Managers to MERLOT events that requires the Partner's participation. Attachment A lists the events and personnel participating in the MERLOT events

The process of sponsoring faculty will be mediated through the MERLOT Administrative Team. Instead of corporations directly sponsoring and managing faculty, corporate partners will provide funds for mini-grants/fellowships to MERLOT and MERLOT will manage the selection, participation, and supervision of the faculty working within the peer review process. Corporate partners can define the discipline areas within which they wish to sponsor faculty and can recommend faculty. Also MERLOT's peer review process will maintain its integrity in the selection of materials to review and application of evaluation standards.

If Partners choose to participate in MERLOT's peer review initiative, they are required to support faculty participation in a number of councils, teams, and activities.

1. *Membership on the MERLOT Editors' Council:* Partners will have their appointed Editor participate in the strategic planning and decision making of MERLOT's peer review and collection management across the entire MERLOT project.
 - a. Two (2) meetings of the Editors' Council will be designed and facilitated by the MERLOT Administrative Team. These meetings will occur at the Midterm Planning Meeting and the Editors' Council Workshop. At meetings of the Editors' Council, Editors will receive status reports on the developments of MERLOT operations and plans. Materials, facilities, and facilitation for workshop will be provided by MERLOT.
 - b. Monthly conference calls of the Editors' Council will be facilitated by the MERLOT Administrative Team. The calls will be designed to address one major issue on each call, identification of other issues for MERLOT, and discussion of how MERLOT is being used in their disciplines.
 - c. Periodic asynchronous discussion of MERLOT activities, policies, and plans.
2. *Membership on the MERLOT Editorial Boards:* Partners have their appointed Peer Reviewers, Associate Editors and Editor participate in the strategic planning and decision making of MERLOT's peer review and collection management within their discipline.
 - a. One (1) meeting of the Editorial Board will be designed and facilitated by the MERLOT Administrative Team. This meeting will occur at the MERLOT International Conference. At the meeting, Editorial Boards will receive status reports on the developments of MERLOT operations and plans. Materials, facilities, and facilitation for workshop will be provided by MERLOT.
 - b. Periodic (bimonthly to monthly) conference calls of the Editorial Board will be facilitated by the Editor and will be designed to address issues of the Editorial Board.
 - c. Periodic asynchronous discussion of MERLOT activities, policies, and plans.

3. *Membership of Peer Reviewers in MERLOT's Discipline Communities:* Partners have their volunteer Peer Reviewers participate in the implementation of MERLOT's peer review and collection management within their discipline.
 - a. Peer Reviewers will receive training and mentoring on conducting peer reviews.
 - b. Peer Reviewers can be promoted to an Assistant and Associate Editor on a MERLOT Editorial Board after demonstrating quality performance.
 - c. Peer Reviewers will participate in periodic asynchronous discussion of MERLOT activities, policies, and plans.

Appendix C.

Collections Development and Taxonomy Initiative

A strategic priority of MERLOT is to provide the largest quantity of high quality online teaching-learning materials that faculty can easily incorporate into faculty designed courses. There are two related projects that will aid MERLOT in delivering on this priority:

1. MERLOT's Collection Taxonomy to define the complete categorization scheme for academic content in MERLOT.
2. MERLOT's Collection Development to expand the scope of academic content to include commercial publishers' materials.

MERLOT's Collection Taxonomy: The taxonomy of MERLOT's collection is incomplete and not optimally organized of the full range of academic content needed to support all academic programs in higher education. The goal of this initiative is to redesign MERLOT's Collection Taxonomy to enhance the searching, browsing, and submitting materials, assignments, and member comments into MERLOT. The collection taxonomy will also be redesigned to enable federated search and metadata sharing across commercial, non-profit, and institutional digital libraries. Librarians and publishers will collaborate with the MERLOT staff to develop recommendations for MERLOT's taxonomy.

MERLOT's Collection Development: Commercial publishers have a large quantity of high quality resources that some faculty currently use and more faculty might choose to use. Publishers can partner with MERLOT to develop and expand the MERLOT collection with appropriate commercial content.

There are two options for displaying commercial publishers' content within MERLOT:

1. Submit metadata records of titles (index, abstract, link to full title or sample)
2. Deploy federated searching.

The two options provide partners choices on how much control they want to have over their collection.

Submitting metadata records into MERLOT provides opportunities for adding the MERLOT community to add Member Comments, Assignments, Peer Reviews, Personal Collections metadata, and consequently adding value to the publisher's content. The recommended procedure for submitting items is:

- Faculty "user" submits record. Faculty user must be MERLOT individual member with a MERLOT member profile.
- "Author" is determined by publisher. Can be combination of faculty author and publisher.
- Description can be provided by publisher
- Can add assignments
- Opportunity for material to be peer reviewed.
- Use of MERLOT metadata (with MERLOT branding but no individual attribution) on commercial materials

The Federated Search option provides publishers complete control over the display of metadata of their materials and a direct link to the collection home page. The materials are clearly branded as originating from publisher's collection.

- MERLOT provides protocol for federated searching and tech support to enable functionality. MERLOT and publisher will develop relevance rubric for ordering display of items in hit list.

Display MERLOT materials with Publishers' materials

- Two (2) customized RSS feeds to publishers' website at no cost. Additional customized RSS feeds are available for fee.
- Protocol for linking and displaying to specific MERLOT records need to be negotiated. Links directly to learning materials need to be negotiated with authors; MERLOT can facilitate negotiations.

Revenue sharing opportunities

- Links to publisher fee-based sites allowed at no upfront cost and an affinity fee paid to MERLOT for materials purchased when customer links from MERLOT for publisher purchase.

Appendix D

MERLOT's Professional Development Initiative

Access to a high quality collection of online learning materials is insufficient for significant integration of technology in teaching and learning. Professional development of faculty, staff, and administrators is critical for the effective use of academic technologies and to produce the transformational outcomes desired by higher education. MERLOT's professional development initiative encompasses a variety of projects:

1. Deliver the MERLOT International Conference, which includes pre-conference workshops, hands-on lab experiences, demonstrations of exemplary practices, engaging dialog on academic technology issues, and guidance on faculty development.
2. Provide a faculty development (train-the-trainer) workshop track at the MERLOT International Conference that produces workshop plans for participants to implement in their home institutions.
3. Conduct regional workshops for Institutional Partners with their staff for their constituents
4. Deliver conference presentations on MERLOT at annual meetings of professional societies
5. Develop and conduct an online course on MERLOT
6. Develop MERLOT-Teaching and Technology collection and Editorial Board to build collection of online resources - which enables efficient and effective development of workshops, courses, and self-directed learning in using online teaching-learning resources.
7. Provide the MERLOT Reserve collection, which contains a variety of curriculum and resources for Institutions to implement their own MERLOT workshops.
8. Evaluate the effectiveness of the faculty development/professional development education.

Corporations can participate in a variety of these professional development projects, especially the MERLOT International Conference.

Appendix E

Enabling Technologies Initiative

Enabling technologies are tools within well-defined and persistent purposes of the user community. The majority of MERLOT's technologies are designed to produce immediate use and benefits. The readiness of the users and the educational imperatives of institutions are two critical factors in the selection of MERLOT's technology projects. Current enabling technology projects include:

- 1) The MERLOT metadata repository at www.merlot.org
- 2) Federated searching
- 3) RSS
- 4) Search Services
- 5) The MERLOT Tasting Room

In partnering with corporations on enabling technology projects, MERLOT's goal is to help guide the development of technologies that are immediately usable for higher education. MERLOT can organize projects that can enhance the value of technologies at any stage of product development including:

1. Develop use cases and requirements for technologies
2. Provide testing environments for evaluating the value and performance of utilities and prospective utilities
3. Provide a high-profile use of technology as exemplary practice and demonstration.
4. Provides services that aggregate the higher education market
5. Marketing technologies through MERLOT
6. Deliver training/professional development workshops.

Appendix F
DRAFT Workplan for MERLOT – Corporate Partner

Goals for MERLOT	Goals for Corporate Partner

ACTIVITIES -examples	Due Date	Lead Staff
“Letter of Application” submitted to MERLOT		
<p>Develop a plan that articulates MERLOT and Corporation’s goals, objectives and strategies.</p> <p>Stage 1: Collection Development:</p> <ol style="list-style-type: none"> 1. MERLOT will provide Thomson guidelines and training for cataloging materials in MERLOT 2. Thomson will catalog the materials of their choice in MERLOT 3. Thomson can add assignments and comments as appropriate to their materials 4. Thomson can create “personal collections” which become portfolios of selected, annotated, and organized content that can be recommended. 5. MERLOT add Thomson partnership to Tasting Room 6. Thomson will participate in the Project Directors’ Council at the MIC, network with MERLOT Institutional Partners and develop plans for stage 2 of collaboration with MERLOT and/or MERLOT’s Institutional Partners. 7. Thomson participation at the MIC – demonstrating Thomson products and services in Connections Room <p>Stage 2: There are a variety of possibilities for Stage 2 participation:</p> <ol style="list-style-type: none"> 1. Technology integration using RSS, Search Services, and/or Federated Search with will enable users from MERLOT to learn about Thomson resources easily and visa versa. <ol style="list-style-type: none"> a. Examine the possibility of adding MERLOT-Thomson “recommendations” into MERLOT’s Discipline Community Portals. 2. Support Peer Review of Materials by <ol style="list-style-type: none"> a. Inviting and supporting “Thomson” faculty to participate in MERLOT editorial boards b. Sponsoring Editors 3. Support the MERLOT Awards Program for existing or new awards 4. Develop “reference implementation” of online/hybrid courses using Thomson resources complemented by MERLOT resources 		
Issue joint press release announcing MERLOT & Corporate Partner initiative		
Finalize draft work plan for year		
Plan activity for Corporate participation at MERLOT Conference		
Develop and/or assist promotional plan regarding our objectives		
9 month review of progress		