HOMEBUILDERS ASSOCIATION VANCOUVER
Member-Produced Online Course Requirements (Pre-Recorded and Live)

Policy and Guidelines for Member-Produced eLearn Content

The Homebuilders Association Vancouver (HAVANA) has an online eLearning platform to provide members with convenient and on-demand access to industry-relevant courses.

There are two options for content placement on HAVAN's eLearn site: 1) As an on-demand and paid-for online course or 2) a free resource available on a separate page on the site. Based on the provided course/information proposal, the E&T Committee will decide which option is best suited to deliver the content. HAVAN will advise the member on this decision to ensure agreement before posting the content.

With all HAVAN in-class and online courses, content is primarily volunteer-developed, and learners (in-person and online) must pay a fee to access the courses. Members supplying online course are solely responsible for any costs associated with developing and recording the content. At this time, there is no provision for revenue-sharing with content providers. In exchange for content, HAVAN will submit the course for CPD approval via BC Housing and will host the course on the HAVAN eLearn website. In some cases, HAVAN may need to edit the course format (eg. divide into chapters/add quiz questions) so that it meets the BC Housing standards for CPD approval – HAVAN will advise before any changes are made.

HAVAN ensures that each course includes the member company name, logo and contact information within the course's online description, to ensure appropriate acknowledgement is given to the organization that provides content. HAVAN will also utilize its extensive marketing opportunities to promote the content and the provider to members and other industry groups. HAVAN does not claim to own or be the author of the provided course content -- eLearn is an opportunity for your content to reach a larger audience and position your company as a subject-matter expert.

To maintain the integrity of GVHBA's continuing educational programming, organizations or businesses interested in providing online courses/pre-recorded webinar must meet the criteria outlined in this document.

TYPES OF ELIGIBLE CONTENT
- Online courses
- Pre-recorded webinars
- Instructional videos
- PowerPoint voice-overs

CONTENT CRITERIA FOR ONLINE COURSES/PRE-RECORDED WEBINARS:
- Content must be relevant/tailored to the residential construction industry.
- Content must be education-based – sales-oriented sessions are not acceptable.
- Proposals and/or access to the actual online content must be submitted to the HAVAN Education and Training Committee for review and approval.
- Negative references to competitor products/services are not permitted.
- Online courses will be made available publicly – there can be no restrictions on who is permitted to view the content.
- References to your company (i.e. in the course introduction) and/or physical demonstrations of your brand (i.e. logoed jackets) are acceptable as long as the main content of the video is educationally focused and not about your own products, processes, brand or achievements. We want your business to be recognizable in the videos, but not the focus.
- All of the content in your video submissions must reflect the standards legislated by the Government of British Columbia in the BC Building and Fire Codes. All products, visuals and recommendations should reflect, at the very least, the minimum requirements set out in those codes.
- Online courses will be renewed on an annual basis in November to ensure the content is still current and is not affected by regulatory changes or recommended best practices. HAVAN will contact each member company that has supplied online content for confirmation.

PRODUCTION STANDARDS
- Although it is becoming easier for everyone to produce video content via smartphone technology, we encourage members to ensure content produced is of a quality which reflects your brand and the standard consumers have come to trust with the HAVAN brand. A list of marketing members can be found via the HAVAN directory, should you require assistance in producing your video content.
- Videos should be shot in high resolution and in an aspect ratio of 16:9.
- Sound must be clear and free from hiss and camera noise.
- The camera should be kept as steady as possible and avoid excessive zooming, flashy transitions and effects.
- Choose your music and additional video carefully to avoid copyrighted content.
- File formats must end in one of the following extensions:
3g2, 3gp, 3gpp, 3gpp2, asf, asx, avi, dv, f4p, f4v, flv, mjpeg, mjpg, mkv, mov, movie, mp2, mp3g, mp4, mpe, mpeg, mpg, mpg4, ogg, ogv, ogx, qt, rm, viv, vivo, webm, wm, wmv, wmx, wvx, m4v, mp2, mp3, mpga, ogg, wav

- Video file sizes under 500 MB (we recommend breaking up longer videos into 15-20-minute sections/chapters. If you need assistance, please contact us)
- Downloadable supporting documents/handouts are welcomed, in pdf format.
- To be eligible for CPD points, content should be a minimum of 30 minutes long.
- Videos can be sent to HAVAN via Dropbox, USB or other portal (for more information, contact Vanessa Swanson, Manager of Online Education and Marketing: vanessa@havan.ca).

SUBMISSION OF PROPOSALS

Companies interested in partnering with HAVAN must submit a proposal, in writing, to the Education and Training Committee, detailing:

- The session's topic
- Summary and learning objectives
- Target audience
- Session format (online course, pre-recorded webinar, instructional video,)
- Duration of session
- Speaker(s): name, title and brief bio
- Background of company/organization
- Contact information for student follow-up
- If available, a copy of the online content to be submitted with the proposal
- If available, a list of past clients as references

A content proposal form is available on the following page of this document.

All proposals will be discussed and approved/require changes/declined by the Education and Training Committee. If the Committee requires additional information from the provider, then the proposal will be tabled until the information is submitted. A provider may be invited to attend a Committee meeting if the Committee agrees the proposal requires further clarity.

HAVAN will notify the provider whether the proposal is approved or declined, either via email or phone. In cases where the provider was contacted by a Committee member (or the member has a personal contact with the provider), the member may wish to inform the provider about the Committee's decision.

If not approved, the provider may submit another proposal in the future, at which time will undergo another review by the Committee.

FOR MORE INFORMATION

If you have additional questions about production, content, or submissions, contact Vanessa Swanson, Manager of Online Education and Marketing (vanessa@havan.ca; 778-373-9785).

HAVAN eLearn Member Content Proposal Form

Submitter Name: **Company Name:** **Submitter E-mail:** **Submitter Phone:**

Type of Content:

    Online course

    Pre-recorded webinar

    Instructional video

    PowerPoint voice-over

    Other (please specify) _____

Content Proposal:
(Reminder that content must be relevant/tailored to the residential construction industry and be information-based)

Session topic:

Summary and learning objectives:

Target audience:

Duration of session: *(minimum 30 minutes for CPD approval)*

<div style="border: 1px solid black; padding: 10px;">

Speaker(s) info:
Name:
Title:
Brief bio:

</div>

<div style="border: 1px solid black; padding: 10px;">

Company/organization description/overview:

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Contact information for student/viewer follow-up (information/links will be published on the eLearn website, with your course content):
Name:
Title:
Phone:
E-mail:
Website:

</div>

Copy of Content
If the content is already available for viewing, include a link or a copy of the online content to HAVAN along with this submission form for review (vanessa@havan.ca). Questions? Contact Vanessa Swanson, Manager of Online Education and Marketing, 778-373-9785.

Past client references
HAVAN may request references from clients who have taken your online course. If you would like to include references, please list them below.

<div style="border: 1px solid black; padding: 10px;">

Reference #1:
Name:
Company:
Contact Info:

Reference #2:
Name:
Company:
Contact Info:

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