

WebCT Campus Edition 6 for Dummies
updated book pitch by David W. Boles

WebCT Campus Edition 6 for Dummies is a book that will help instructors or business administrators set up WebCT for teaching, evaluation and content management.

FAST FACTS

Here are a few worldwide installation facts about the current version of WebCT:

- ❖ 2,250 Institutional installs
- ❖ 148,000 Faculty WebCT Administrators
- ❖ 6,000,000 Students Using the WebCT portal

Those numbers will only get bigger with the release of WebCT Campus Edition 6 on July 18, 2005. This book will be tightly integrated with the next dot release of the software slated for late 1Q 2006 and, like all .0 releases, the dot update coming in 1Q 2006 will be the real-world tested version that everyone will actually install and use.

WebCT Campus Edition 6 grows more robust as the software moves from a flat file database to a relational database. A relational database - either Oracle or Microsoft SQL Server – is now required to run the portal because WebCT has moved away from the Apache web server to the BEA WebLogic application server. The combination of those changes makes WebCT more reliable.

THE HOOK

Thousands of colleges and companies are jumping on the online communication bandwagon because it stretches their ability to reach non-traditional students and customers and employees beyond the limits of a traditional physical central core.

There is Big Money to be made in online communication and WebCT 6 is the web portal that makes that reach possible. WebCT creates a proprietary community and enhances communication at the collegiate and business and community levels the same way AOL creates a similar online group experience for amateur audiences.

WHO NEEDS THIS BOOK?

This book will show how to teach using WebCT and this book will help instructors and administrators design and implement module choices for online communication. WebCT has installations across 70 countries and every day there are new users who are required by their instructors or their department administrators to immediately get up to speed and this book will help them get handy.

TRENDS ANALYSIS

1,170 public and private institution administrators were interviewed last spring about their plans for online communication. The results were reported in the November 26, 2004 edition of *The Chronicle of Higher Education*:

- ❖ 1.9 million students were enrolled in online courses in the fall of 2003, 19 percent more than the previous year.
- ❖ By the fall of 2004 online enrollment grew an additional 24 percent, to 2.6 million.
- ❖ The online enrollment growth rate among private, for-profit colleges will be more than 40 percent by fall 2005, almost double the rate among public or private nonprofit colleges.

WebCT isn't just for colleges and universities. Companies and communities can also use WebCT to learn and to communicate and this book will be an invaluable tool for fixing their success.

WEBCT ON BOARD

I have been in contact with Isabella Hinds, Director of Content Alliances, at WebCT and she pledged her support for the book. She will set up technical contacts and will also provide the WebCT software for screenshooting. She expressed an interest to my agent Matt Wagner for exploring branding opportunities and book coupons.

I will create a *WebCT Campus Edition 6 for Dummies* portal using WebCT 6 so readers of the book can find me and also try out WebCT 6. That portal will also be a great site for end-user support and cross-promotion for the book.

COMPETITIVE REVIEW

There are no other books on the market for WebCT Campus Edition 6. There are older books on the market in used to out-of-print status that concern older versions of WebCT. Isabella Hinds she told me no other author has contacted her concerning a WebCT book.

THE AUTHOR

For the past four years I have used WebCT versions 3 and 4 to teach Literature, Writing, Theatre, Public Health and Speech at Rutgers University-Newark, New Jersey Institute of Technology and the University of Medicine and Dentistry of New Jersey. Unlike many of my colleagues I have discovered secrets to successful teaching via WebCT. You must change your attitude and thinking when you take learning online and I will share those pinnacles and pitfalls with my readers.

In the Fall I will have the responsibility to get all Education Department courses “web-enabled” for Rutgers University-Newark and I want to write the book – this book – to lead over 100 faculty members and their 300 classes into online success. My insider contacts at WebCT will give you a unique book that no other author can begin to promise.

I will also sell the book on my website portal: <http://BolesBooks.com> where I will create an ongoing updates page and further information on the book. I will also promote the book to readers of my *Urban Semiotic* blog at <http://UrbanSemiotic.com/us/> and through its widely

syndicated RSS feeds as well as in my magazine, *Go Inside* where 2.5 million readers are served a month at <http://GoInside.com>.

My Curriculum Vitae and Teaching Credits are included in this pitch package.

THE WRAP

Using an online communication portal like WebCT gives everyone an extended stake beyond conventional in-person meetings as the whole idea of learning becomes eternal and continued. Once instructors, students, administrators and groups grasp how to take advantage of online communication via *WebCT Campus Edition 6 for Dummies* they will know the moments for understanding and sharing are never-ending and evergreen.