

JET Learning

Helping to launch and elevate online learning programs since 2010

Capability Statement



JET Learning designs and develops **clear, engaging, and accessible e-learning** solutions, including:

- Assessment of users' learning needs
- Storyboard and script writing
- Development, with thorough accessibility support
- User testing and iterative revisions as needed

Core Competencies



- Plain language explanations of complex concepts
- Scenarios that replicate users' real-life challenges
- Interactive software and interface simulations
- Clean, brand-aligned graphics
- Comprehensive accessibility support that exceeds current WCAG standards
- LMS design and administration

Past Performance

- **Prepare + Prosper (8 years):** developed and refined an e-learning suite used by 500 income tax preparation volunteers annually
- **Minnesota Dept of Human Services, Disability Services Division (6 years):** converted a set of in-person client and worker trainings into visually engaging, interactive e-learning modules, translated into Somali and Hmong and fully ADA-accessible

Differentiators



- Graduate degree in Adult Education
- Classroom teaching experience, both Adult Basic Education and higher education
- Graphic design training
- Accessibility: WCAG and 508 compliance
- Proficient with multiple tools: Articulate Storyline and Rise, Captivate, and Camtasia
- Resourceful solutions on tight budgets
- Accurate placement of translated content

NAICS Codes



- **611710:** Educational Support Services
- **611430:** Professional and Management Development Training
- **611420:** Computer Training
- **624310:** Vocational Rehabilitation Services

- **Literacy Minnesota (10 years)**
 - **Northstar Digital Literacy:** wrote storyboards and user guides, developed modules and instructional videos, and guided LMS design for a set of online assessments and learning content now used by millions internationally
 - **Minnesota Standard Adult Diploma pilot:** collaborated with developer and MDE staff to adapt a learning management system for portfolio use; designed training materials and delivered workshops for teachers statewide



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(SBE/WBE/ESBE)

