

# Instructional Design Services

EXPERT DESIGNERS • FLEXIBLE & CREATIVE • PROVEN, RELIABLE RESULTS

## Bring courses to market faster and cost-effectively— *without sacrificing quality* with experienced and creative instructional designers

Whether you need a specific service or want a complete program, our expert instructional designers and curriculum developers serve as an extension of your team, laser focused on ensuring your success and helping your learners master their course objectives.

### Services Offered

- ✔ Course template / shell creation
- ✔ Program → Course → Assignment outcomes mapping
- ✔ Quality Matters™ consultation
- ✔ Instructional design and/or SMEs
- ✔ Courses loaded in your LMS
- ✔ Project manager oversight on every project we work on
- ✔ Search Engine Optimization of course names and descriptions
- ✔ Market research, including focus groups and competitive analysis

### What people are saying about The Babb Group

“ The Babb Group’s services increased faculty engagement and student satisfaction, helping faculty become more supportive and involved with our learners.

- Chelsea Hansen, PhD  
Provost, Allied American University

“ The Babb Group is a flexible, responsive, and creative partner who shares their deep expertise in student success, social engagement, and lead generation to help us achieve our ambitious goals in distinctive and innovative ways.

- Kelly A. Flores, EdD  
Dean, School of Applied Leadership  
City University of Seattle

“ The Babb Group provides our institution with amazing customer support. They are responsive, caring professionals who exceed expectations without fail.

- Randy Plunkett  
Dean, EC-Council University

**Engage. Inspire. Educate.**

*Proven solutions for the modern classroom*

866.500.9101 | [TheBabbGroup.com](http://TheBabbGroup.com)

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# Why The Babb Group?

We are a passionate, experienced group of education experts dedicated to bringing academic institutions services to improve student experience, arm faculty with meaningful training, recruit qualified, exceptional educators for the classroom, create and design cutting edge, purposeful courses and bring new students to colleges. Between our team's combined hundreds of years experience in academia and the reach of our 1.5 million+ engaged online audience, we leverage our expansive relationships to keep ahead of trends and provide our partners the resources they need to remain competitive. We are clever, creative, responsive, and driven to help you and your students succeed.

## WE'RE NOT YOUR GRANDMA'S ACADEMIC SERVICE PROVIDER

### We deliver on time. Period.

Our professional project manager makes sure of it. We save you time, money, resources and lower your administrative costs. Whether you want us to work on entire programs or a one-off course when you need an extra hand, we have a solution to fit your requirements. We have never missed a deadline and never plan to.

### We complement your existing team.

Our experts serve as a seamless extension of your team to improve program quality, accelerate productivity, and maximize learner retention. With our expertise in every LMS out there today and a flexible development method, you don't have to fit into our model - we fit into yours. We are experienced in Competency Based Education (CBE) as well!

### You own developmental efforts & keep the intellectual property.

We are not an OPM! We do not take a percentage of your revenue. What we develop is for your college or university! We are an extension of your team and our services are designed to be a value-add, not a recurring revenue model that only benefits us.

## The Babb Group's Most Popular Academic Services



Curriculum & Instructional Design



Career Services for Students



Student Lead Generation



Faculty Recruitment



Faculty Development & Training



Program Development

### AT A GLANCE

100%

100% contract renewal rate among college partners



Our vast network of experienced educators spans tens of thousands



Our amplified social reach is over 1.5 million

“The Babb Group has a “get it done” attitude to problem solving and results at a great value.

- Andi Koritari,  
Director of Online Operations, National Louis University

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