## Contents

In	troduction, Elaina M. Norlin and Tiffini A. Travis	v
Pa	rt One: E-Learning in the 21st Century	
1	Who Are E-Learners? Rosemary McGill	3
2	What Is E-Learning? Tiffini Travis	19
3	E-Learning Tools: Current and Emerging Technologies Stephanie Sterling Brasley	37
4	Business Planning 101: Starting a New Business Venture Elaina Norlin	49
Рa	rt Two: Case Studies	
5	The Importance of Planning and Vision in an E-Learning Environment Christina Goff	69
6	Building and Managing Personnel: Implementing an E-Learning Development Cycle Stella Lee	87
7	Marketing Specialist Technology Information Services: EEVL's Experience of Promoting OneStep Industry News and OneStep Jobs Roderick MacLeod	111

iv Contents

8	Structuring Interdepartmental Collaborations in E-Learning Design, Delivery, and Support Rose Roberto and Sue Abbott	133
9	A New Approach to E-Learning: The Learner-Centric E-Learning (LCeL) Group Gregory Fleet, Daniel Downes, and Laura Johnson	169
10	Maintaining Quality Education while Reducing Costs Jeffrey Trzeciak	189
Index		209
About the Editors and Contributors		219