



Transform
your content
into effective
communication strategies.

Center of Excellence for Learning Resources and Communication

A centralized team of designers and developers

TriMetrix's Center of Excellence for Learning Resources and Communication (LRC) brings the expertise, skills, and creative know-how to help our clients effectively reach their audiences.

We work with your project's subject matter experts to make your content and messaging come alive for your audiences through print and digital content and innovative learning solutions. Our team collaborates with clients to develop effective and efficient learning solutions grounded in adult learning theory. This approach magnifies the knowledge, skills, and application of learning for your audiences.

Click a hexagon
to learn more
about this
category.



Achieve your communication goals

As a leader in a mission-focused organization, you're tackling complex social challenges and the more-than-full workload to make that mission a reality. You don't have time to get a generic communications firm up to speed on why your work matters or who you're trying to reach. **You need a trusted partner who understands your work and provides depth and flexibility to meet your evolving needs.**

We bring together everything from communication and learning strategy to effective resources and delivery or whatever you need in between. And, we come to the work with a wealth of experience in health and human services fields.



Clients rely on us to:



Bring creative expertise and health and human services know-how.

Having worked in mission-focused organizations for years, we understand the opportunity and challenges unique to your sector.



Amplify their mission.

We'll work with you to shape a communication strategy that achieves your goals and speaks to your audiences.



Break down complex processes into absorbable chunks.

We'll work with you to create visuals and learning materials that enable your audiences to digest complex ideas.



Design with accessibility in mind from Day 1.

This process ensures you meet accessibility requirements so all audiences can access your content. It also streamlines the design process to maximize efficiency.



Let's get started.

Brad Kramer, Director

Center of Excellence for Learning Resources and Communication

bkramer@trimetrix-inc.com



Learning and Meeting Solutions

Develop a dynamic curriculum. Our team designs learning solutions grounded in adult learning theory to magnify your audience's knowledge and skills.

Our most requested services:



eLearning

Specialities:

- Storyboarding and scripting
- Voiceover capture and editing
- Learning interactions and gamification
- Multimedia and whiteboard animation
- Testing and piloting
- Publication for learning management systems (LMS), websites, or client's servers
- LMS selection, implementation, and maintenance
- Learning assessment



Webinars and Virtual Meetings

Specialities:

- Transitioning in-person trainings to virtual learning
- Webinar facilitation and engagement (Adobe Connect, GoToMeeting, GoToWebinar, Zoom, Microsoft Teams, etc.)
- Webinar administration (registration, hosting, reporting, technical support, recording)
- Presenter coaching
- Slide design, visualizations, infographics, and graphic design
- Virtual activity design and facilitation
- Breakout room facilitation



In-person Learning

Specialities:

- Slide design, visualizations, infographics, and graphic design
- Scripting
- Participant engagement (activity design and facilitation)
- Meeting facilitation
- Public speaking coaching
- Train-the-trainer instructional design
- Technology integration
- Learning assessment

Your eLearning resource team has been FANTASTIC! [We] had another meeting with them yesterday and it was the most helpful thing we've had in such a long time.

Melissa Ovard, Snowbird Consulting Group





PORTFOLIO PEEK

eLearning series for early childhood providers

Minnesota-based Think Small Institute wished to make training more accessible and engaging for an audience of early childhood providers and trainers.

TriMetrix worked with their subject matter experts (SMEs) to develop this series of mobile-friendly and interactive eLearning modules.

Highlights:

- 20 hours of eLearning content
- Designed within Articulate
- Collaborated with SMEs on outlines, scripts, vignettes, voiceovers, animated videos, illustrated characters, engaging interactions, and pre- and post-learning assessments



Let's get started. Click here:

PORTFOLIO PEEK

Monitoring process webinars and eLearning modules

On behalf of TriMetrix subsidiary WRMA and its client, the federal Office of Child Care, we develop and deliver live webinars and pre-recorded trainings for state administrators and their partner agencies engaged in CCDF. These trainings breakdown the complexities of a six-month + monitoring process into manageable chunks.

Highlights:

- Developed webinars, eLearning modules, tipsheets, and more for a variety of audiences involved in the monitoring process
- Created a "learning hub" from which learners access multiple trainings and resources on a simple-to-use platform



Providing management and technical consulting services to improve communities in measurable and sustainable ways.



Marketing and Communications Strategy

Achieve your outreach goals. Our team develops marketing and communication strategies by digging into clients' current strengths and areas for improvement to amplify your message.

Our most requested services:



Specialities:

- Goal development
- Mission and messaging development and alignment
- Identification of target audiences
- Focus group coordination and facilitation
- Integration of messaging, marketing, and digital outreach tools
- Email and social media campaign strategy and development
- Evaluation metrics



Specialities:

- Print, digital, and interactive graphic design
- Logo design/redesign
- Branding development
- Template development
- Web design
- Accessibility and 508 compliance

Learn more about our graphic and web design specialities on [Page 7](#).

Learn more about our accessibility and Section 508 expertise on [Page 9](#).



Specialities:

- Email campaign design, list-building, and management
- Social media design, content generation, and management
- Press releases and public relations
- Content and editorial calendar development
- Audience engagement metrics



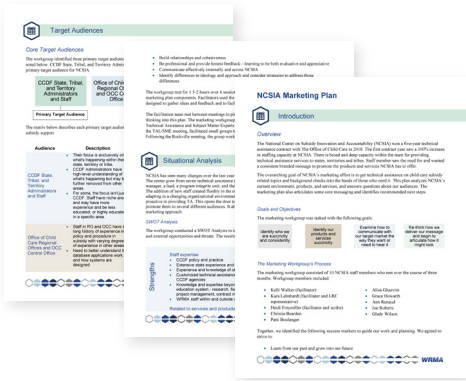
PORTFOLIO PEEK

NCSIA marketing strategic planning

On behalf of TriMetrix subsidiary WRMA and its client, the federal Office of Child Care, we developed a marketing plan providing the National Center on Subsidy Innovation and Accountability the tools to amplify its messaging, reach target audiences, and identify next steps for developing resources and collateral.

Highlights:

- Focus group design and facilitation
- Target audience identification
- Mission statement development
- Messaging development



Let's get started. Click here:

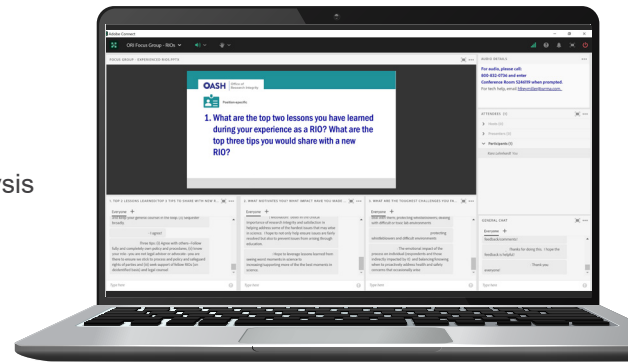
PORTFOLIO PEEK

ORI communications analysis and strategic planning

The federal Office of Research Integrity selected our team (via TriMetrix subsidiary WRMA) to help ORI adapt a user-centered approach integrating outreach, education, and community support to effectively reach its audiences. We are developing a strategic communication plan, creating eLearning courses, and providing website redesign mockups as part of the project.

Highlights:

- Website and materials analysis
- Focus group design and facilitation
- Communications strategic planning
- Messaging development
- Learning resources development
- Web design



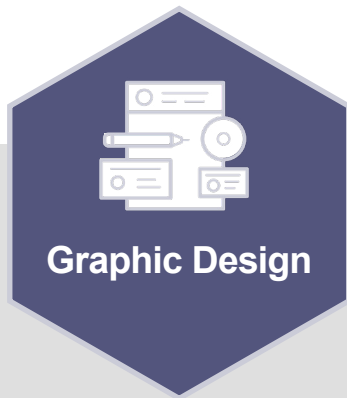
Providing management and technical consulting services to improve communities in measurable and sustainable ways.



Graphic and Web Design

Transform your content. Our design team partners with you to create dynamic designs and engaging websites, magnifying your team's reach and impact.

Our most requested services:



Graphic Design

Specialities:

- Publication layout
- Infographics, charts, graphs, and research posters
- PowerPoint presentation slides
- Website, social media, and email graphics
- eLearning graphics
- Flyers, brochures, and other printed marketing materials
- Data and annual report layouts
- Large format graphics



Web Development and Design

Specialities:

- Project management
- Design, development, and maintenance
- Marketing integration strategies (e.g., social media, email, search engine optimization)
- Competitor analysis
- Brand audit
- Sitemap and wireframe construction
- Audience profile development
- Messaging creation
- Training for ongoing client maintenance
- Piloting and user testing



Accessibility

Specialities:

- Considerations up front to reduce required 508 remediation later
- Template development with 508 compliance considerations built in
- Color contrast testing and correction
- WCAG compliance testing
- Web accessibility auditing
- Generating accessible descriptions for buttons and their various states (mouse over, clicked, etc.)

Learn more about our accessibility and Section 508 expertise on [Page 9](#).

I just wanted to state, for the record, how wonderful you have made this slide deck look! Y'all really outdid yourselves this time. It's always such a pleasure to work with the Learning and Resource Center.

Mike McKenzie, National Center on Subsidy Innovation and Accountability



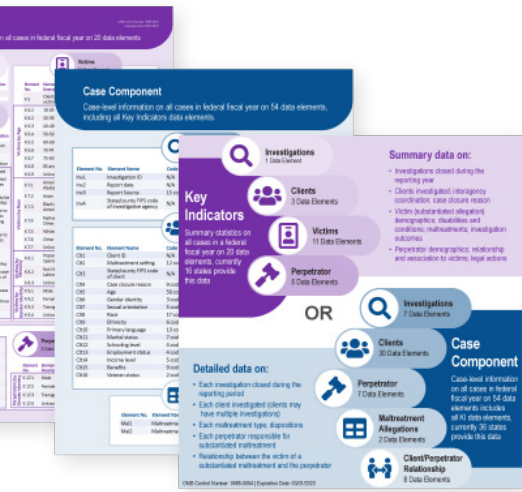
PORTFOLIO PEEK

Infographic series

On behalf of TriMetrix subsidiary WRMA and its client the Administration for Community Living (ACL), we developed this series of infographics to inform stakeholders about the data collection process for the National Adult Maltreatment Reporting System. The infographics were posted to ACL's website and distributed to all stakeholders before, during, and after 12 national listening sessions.

Highlights:

- Started as a hand-drawn idea from adult protective service subject matter experts
- Distilled a complex system into a set of manageable and accessible resources
- Series of five documents
- Section 508 compliant



Let's get started. Click here:

PORTFOLIO PEEK

Interactive tool for internal controls self-assessment

We modernized the National Center on Subsidy Innovation and Accountability's (NCSIA) self-assessment tool on behalf of TriMetrix's subsidiary WRMA. This tool assists grantees in assessing how well their policies and procedures meet the Child Care and Development Fund's (CCDF) regulatory requirements.

Highlights:

- User-friendly, interactive format
- Can be completed digitally or printed and completed as a hard copy
- Transformed from a Word document
- Section 508 compliant



Providing management and technical consulting services to improve communities in measurable and sustainable ways.



Copy Editing and Accessibility

Professionally polish your work. Our team brings copy editing and Section 508 expertise to refine content according to style guidelines while ensuring accessibility.

Our most requested services:



Copy Editing

Specialities:

- AP Style expertise
- Government Publishing Office (GPO) expertise
- APA and Chicago Manual of Style expertise
- Style guidelines development
- Plain language/readability
- Writing for varied audiences
- Grammar and mechanics
- Voice/tense consistency
- Fact checking to ensure accuracy



Section 508 Compliance

Specialities:

- Testing Word and PowerPoint source files
- Testing PDFs against various 508 standards (WCAG, HHS, PDF/UA)
- Correcting compliance issues in PDF, Word, and PowerPoint files
- Alt text writing for graphics and images
- Color contrast testing and correction
- Testing and validating interactive PDFs, such as fillable PDFs



Advanced Accessibility

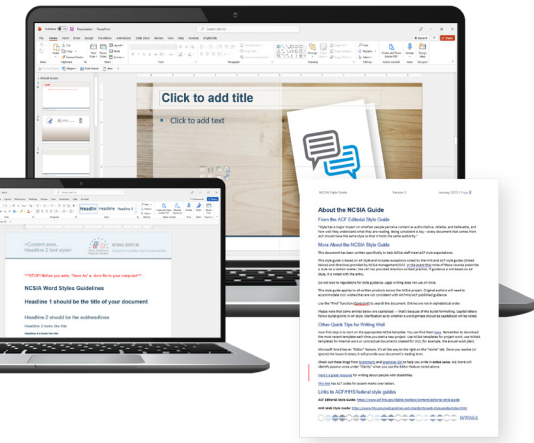
Specialities:

- Screen reader testing on documents, websites, and applications to ensure usability
- Building in attributes (ARIA) to increase understanding of content for individuals with disabilities
- Generating accessible descriptions for buttons and their various states (mouse over, clicked, etc.)
- Enabling buttons and icons to be accessed by keyboards for screen reader usability
- Custom JavaScript code to personalize the user experience

Thank you for your fast turnaround on this for 508. ... I'm learning a lot these days about document production, webinars, etc. You all have been patient and great teachers!

Julie Ingersoll, National Center on Subsidy Innovation and Accountability





PORTFOLIO PEEK

Style guide

LRC's copy editors developed a style guide and templates for the National Center on Subsidy Innovation and Accountability (NCSIA) based on the Department of Health and Human Services (HHS) and the Administration on Children and Families (ACF) style guides and OCC preferences.

Highlights:

- Updated on an ongoing basis
- Regularly shared with subject matter experts
- Includes links to resources that support inclusion in written products



Let's get started. Click here:

PORTFOLIO PEEK

CCDF Fraud Toolkit Self-Assessment Online Modules

On behalf of TriMetrix subsidiary WRMA and its client, the federal Office of Child Care, we created this interactive series of self-assessment tools for state Child Care and Development Fund (CCDF) Lead Agencies. The modules support states in increasing program integrity and accountability and decreasing fraud within their child care programs. To be 508 compliant, the modules required thorough testing and custom coding.

Highlights:

- Provided plain language review and suggestions throughout
- Copy edited for AP Style
- Completed screen reader testing and 508 remediation
- Developed custom code to ensure 508 compliance



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