Date: May 19, 2014

Dear Participant,

Welcome to the UNICEF-Ohio University Learning Course on Communication for Development (C4D). This is the fourth year we have offered the course; so far, over 200 of your colleagues from country and regional offices and HQ have completed it. We have an experienced and enthusiastic team of facilitators to guide your learning, and an exceptional support staff. We hope the course will be a challenging and professionally enriching experience, helping you to apply C4D principles and practices in your work for UNICEF.

Course Structure
The course is divided into two parts:

1. Three online modules (Values, Principles and Concepts in C4D, Behaviour and Social Change Theory in C4D, and Research, Methods, and Practice in C4D). Participants who complete the three modules and the end-of-module tests will be awarded a certificate (at the pass, pass with merit or pass with distinction level).
2. A two-week workshop at the School of Public Health at the University of the Witwatersrand in Johannesburg, South Africa (September 21-October 3). Because of resource, staff and budget restrictions, a maximum of 60-65 participants will be invited to the workshop based on their overall performance in the course.

The course is delivered using two platforms:
1. The course website, with the content, readings, resources and discussion questions for the three modules, instructions on how to proceed through the course, and Admin Notes.
2. The discussion site, the interactive platform where you'll share knowledge and experiences with your colleagues around key issues in C4D. The discussions, led by the facilitators, will help you think about the challenges of applying C4D in your work with UNICEF. Your participation in discussions will count towards your overall marks for the course.

Groups and key contact person
For the e-learning part of the course we have divided participants into three groups to allow for greater interaction. You are a member of either Group 1, 2, or 3, as assigned in the welcome letter emailed to you. For any questions or concerns, please contact your group administrator:
Group 1 participants contact Heather Porter at unicefc4d.group1@gmail.com;
Group 2 participants contact Claudia Nieto Sanchez at unicefc4d.group2@gmail.com;
Group 3 participants contact Lily Acevedo Callejas at unicefc4d.group3@gmail.com.

Course Materials
A DVD-ROM of course materials has been sent to you via the UNICEF pouch. This DVD, which contains a digital copy of the course website that works exactly like the actual website, includes course readings, media and resources, and a reference list. If you do not receive your DVD, please contact Angela Salazar in UNICEF's Organisational Learning & Development Section (OLDS), asalazar@unicef.org. Please note that the DVD was created in late April when we were expecting 50-60 participants, divided into two groups. When UNICEF notified us last week that about 90 staff members had applied for the course, we added the third group. There may be new information on the website that is not on the DVD. For example, if you're a member of Group 3, you'll notice the DVD only refers to Groups 1 and 2. However, the learning materials remain the same and you'll find information and links for Group 3 on the online version of the course.

Accessing Course Materials and the Discussion Site Online

The course starts on May 19 with an orientation that you should be able to complete in a couple of hours. Module 1: Values, Principles, and Concepts in C4D starts on May 25 and runs for four weeks. The course website is up and running, so we suggest you go ahead and get online!

Step 1 – Log in

Go to www.commdev.ohio.edu/unicefc4d and enter the following information:

(sent to you by your group administrator; email subject line, "UNICEF-Ohio University Learning Course on Communication for Development (C4D)"

Step 2 – Begin working online

On the home page, click on "Orientation" to get a detailed introduction to the course. Also, please follow the links in the right-hand column to read about course learning objectives, facilitators, communication, tests, and grading. Read the "Getting Started" section to access the guidelines for online navigation.

Step 3 – Discussion Site Access

The discussion site is where you will post your personal profile, contribute to the discussions, and chat live with your facilitators. It works rather like a social network and uses the popular Ning platform. Here are the steps to register:

- Course technology director Andrew Carlson will send you an e-mail with the subject line, "Come Join me on UNICEF C4D."
- Accept the invitation by clicking on the link in the email, register yourself at www.unicefc4d.net and create your password.

Facebook Group

We have created a Facebook group at https://www.facebook.com/groups/unicefc4d2012/
Here you can interact with UNICEF colleagues who took the course in 2011 through 2013, and facilitators. The Facebook group can be used to get to know one another, to share concerns, ask questions, and get more information.

If you have any questions at any time, contact your group administrator:
Group 1 participants contact Heather Porter at unicefc4d.group1@gmail.com;
Group 2 participants contact Claudia Nieto Sanchez at unicefc4d.group2@gmail.com;
Group 3 participants contact Lily Acevedo Callejas at unicefc4d.group3@gmail.com.

We wish you the best for your work in the course and look forward to working with you in this learning journey.

Regards,

David H. Mould, Ph.D., Professor Emeritus, Media Arts and Studies

UNICEF-Ohio University C4D Learning Course Director