

Case Study

Scaling Course Redevelopment for a Leading Online University

Magic
EdTech

The Client

The client is a prominent online university known for delivering accessible, high-quality education to a diverse student body across multiple disciplines through a dynamic digital learning environment.

The Challenge

To uphold academic standards and stay aligned with evolving pedagogical and industry trends, the university aimed to revise and enhance a large number of courses across its programs. This required a flexible, scalable team of skilled professionals (including copyeditors, Brightspace/D2L course builders, and senior instructional designers) who could support ongoing course redevelopment with consistency and expertise.

Critical Success Parameters

- ✓ Staff a contingent workforce with the right mix of expertise to meet the university's evolving course development needs.
- ✓ Review and refine existing course content for clarity, consistency, and alignment with institutional style guides, learning objectives, and best writing practices.
- ✓ Elevate instructional design to enhance learner engagement and learning outcomes.
- ✓ Apply best practices in online pedagogy, accessibility, and universal design.
- ✓ Ensure all updates met internal quality benchmarks and adhered to accreditation standards.
- ✓ Rapidly source, vet, and manage a team of specialized professionals capable of delivering at scale and speed.

Our Approach

Magic EdTech assembled a dedicated team by tapping into our network of higher ed experts in content, D2L, and instructional design. We:

- ✓ Onboarded skilled copyeditors, D2L course builders, and instructional designers.
- ✓ Participated in client-led training to align with instructional and editorial standards.
- ✓ Set up structured workflows with defined deliverables and quality checks.
- ✓ Enabled direct collaboration between client teams and our experts for ongoing feedback and refinement.



Key Result Highlights

42 courses copyedited in **3** months.

21 courses built in D2L/Brightspace in **2** months.

7 copyeditors, **7** course builders, and **2** instructional designers staffed.