

eText LAUNCH CHECKLIST GUIDE

Table of Contents

1.	Which Integration Scenarios are required?	3
2.	Does there need to be an iPad version?	4
3.	Is the eText associated with a premium course?	4
3a.	Is a custom "No Access" or "Online Purchase" page needed?	5
4.	From what platform will users be accessing the eText?	6
5.	What is the requested instock date?	7
6.	How should custom hotspots appear?	7
7.	Will there be a custom hotspot spreadsheet?	7
8.	Will there be custom baskets?	7
9.	Will custom icons be used?	8
9a.	Do the custom icons already exist or do they need to be created?	8
10.	Will there be additional custom spreadsheets?	8
11.	Who will be responsible for populating custom spreadsheet(s)?	8
12.	Will the index be linked?	9
13.	Will there be access code card(s) associated with the eText?	9
13a.	If so, will the standard media design program be used?	9
14.	Is SMS already set up for this title?	9
15.	Who should be listed as additional contacts on the File Conversion Request Form?	10

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| Overview

BACKGROUND

The goal of the eText Launch is to gather essential information about how the eText will be linked to its associated courses/websites, when the eText needs to go live, and what types of custom hotspots (i.e., media links) are desired.

PURPOSE

The eText Launch Checklist Guide provides additional background information to aid in the completion of the eText Launch Checklist. It also directs the Project Manager to the contact who is likely to provide the necessary information.

RESULTS

Information gleaned from the eText Launch is recorded on the eText Launch Checklist.

1. Which Integration Scenarios are required?

The required scenarios are based on how the eText will be used, and multiple scenarios can apply to a single title. The Editorial and Media teams will typically determine which scenarios should be chosen. Below is a list of the current scenarios and their basic functions.

- **Scenario 1:** (Simple URL Linking/Stand-Alone) The most basic eText format for titles that will be displayed on the Web and do not require an associated product such as a MyLab or Mastering course.
- **Scenario 2:** (Advanced URL Linking) Deprecated
- **Scenario 3:** (Integration API) Incorporates a web services API to enable a more robust mechanism to communicate course information and course membership from the host LMS platform to the eText.
- **Scenario 4:** (Disaggregated) Used when only certain sections of the book are provided to the user. For example, in remediation only one particular section of a chapter may be linked for review.
- **Scenario 5:** (Self-Study) Users have access to all of the personalization features but are working in a self-study context with the ability to create private notes, highlights and bookmarks.
- **Scenario 6:** (Disaggregated with Private Personalization) Users are restricted to a certain page range and a student/instructor connection does not exist. Ability to create private notes, highlights and bookmarks.
- **Scenario 8:** (Standalone eText – No Parent LMS Platform) Users can access an eText or a bookshelf of eText directly through an eText login screen. Ability to create private notes, highlights and bookmarks.
- **Scenario 9:** (Stand-Alone eText Integration via TPI) Course aware eCollege to Pearson eText Integration via TPI-Course created in eCollege.
- **Scenario 10:** (Disaggregated eText Integration via TPI) Non-course aware eCollege to Pearson eText Integration via TPI. Ability to create private notes, highlights and bookmarks.
- **Scenario 11:** (Disaggregated Access) Course aware LMS to eText Integration via LTI
- **Scenario 12:** (Simple URL Linking/Stand-Alone) Concurrent Use Limited (with Shared Notes & Highlights)
- **Scenario 14:** (iPad/Android)

Likely Team Contact

Editorial

Note

This list is updated by Content Management Services (CMS) regularly.

More Info

For a full explanation of Integration Scenarios, refer to the [eText Integration Scenarios](#) document on Neo (for Pearson staff access only).

2. Does there need to be an iPad version?

By default, any eText is created with both a Flash view (for viewing on PCs) and an iPad view (for viewing on iPad). However, the iPad view only works with certain types of courses, such as Mastering and MyLab. Depending on how the eText will be accessed, an iPad view may not be necessary.

Likely Team Contact

Editorial

3. Is the eText associated with a premium course?

Often, Pearson eTexts are associated with either a MyLab or a Mastering course; sometimes they are also associated with Blackboard or other distance learning (DL) courses. It is rare that they are sold stand-alone without any other product associations. Product associations matter because of Pearson's Subscription Management System (SMS), which allows our users to have single sign-on (SSO) to our products. In other words, if a user logs into a MyLab, when they follow a link from their course to the eText, they don't have to log in again.

Likely Team Contact

Editorial

3a. Is a custom “No Access” or “Online Purchase” page needed?

A customized online purchase page (OLP) is used when a user in a MyLab course follows a link to the eText, but eText was not included in their MyLab purchase. Essentially, they can't access the full eText because they haven't bought it. The page that appears is a no-access page that is often customized for that particular book, and users can often purchase the eText directly from the no-access page.

Likely Team Contact

Editorial/Media
Production

Need eText access?

Click the button below to purchase access to the following: **LeMone, *Medical-Surgical Nursing: Critical Thinking in Patient Care*, Fifth Edition.**

[Buy eText](#)


- An eText is a digital version of a textbook, whose content is associated with this website.
- After you purchase access to the eText, you will be able to open it directly from the website.
- Your eText access will last until your subscription to the website expires.

Don't I have eText access already?

Yes - If you have accessed the eText before and are trying to return to it now via a browser bookmark or favorite, this page will not lead you back to the eText. Instead, go to www.mynursinglab.com, log into your course and click on any of the eText links in the course.

Not Yet - If you are seeing this page, your subscription does NOT include eText access. This applies to students who either specifically purchased website access without the eText or whose initial registration for MyNursingLab did not entitle them to eText access. If you feel this is an error and you did purchase MyNursingLab with eText, please [contact Support](#) and have the access code you purchased and registered available.

Logging into this site confirms your acceptance of the [Subscription and End-User License](#).

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4. From what platform(s) will users be accessing the eText?

It's important to know which of the various Pearson platforms a customer is using to access the eText, so the correct deep linking can be provided. A deep link allows the user to go from a MyLab/Mastering course directly to a specific eText page, rather than just to the front cover.

Each platform has its own Platform ID code, as in the examples below.

Likely Team Contact

Media Production

Platform ID	Platform
1006	Mastering A&P API
1007	MyAnthropologyLab
1014	MyHVACLab
1030	XL
1055	MasteringGeology
1012	CourseCompass Econ
1026	Pegasus (Non-API)

5. What is the requested instock date?

This key piece of information will determine when eText production needs to begin. For Mastering titles, the instock date will need to coincide with a predetermined monthly “point release,” so the Pearson PM and Media contact should consult with the Mastering Media Producer to determine an appropriate go-live date.

Likely Team Contact

Editorial

6. How should custom hotspots appear?

The default hotspot is a peach highlight; custom options include: a custom color for the highlight, underline with a custom color, or completely transparent (no highlight).

Likely Team Contact

Editorial

7. Will there be a custom hotspot spreadsheet?

There are several types of custom spreadsheets that can be used; each of them specifies a different type of custom hotspot, but they all indicate where a specific link should be located in the eText, and what it should link to. The standard custom hotspot spreadsheet is used for links to Pearson media assets or external websites.

Likely Team Contact

Editorial

8. Will there be custom baskets?

A custom basket spreadsheet indicates any custom lists that should appear in the left Navigation pane (such as the Multimedia Resources basket example in the eText Interface Quick Reference Guide). The custom hotspot spreadsheet and custom basket spreadsheet are the two most common types of custom spreadsheets, but there can also be others. See question 10.

Likely Team Contact

Editorial

9. Will custom icons be used?

Pearson eTexts can, but are not required to, have icons associated with different types of custom hotspot links within the text. Several stock icons are available with all eTexts, or teams can create their own custom icons. The icons are restricted to particular dimensions and particular file types, and all source materials should be archived in case of future use or changes.

Likely Team Contact
Editorial

9a. Do the custom icons already exist or do they need to be created?

The Pearson Media contact, is responsible for creating custom icons. Icons must be designed according to specifications outlined in Pearson's [eText Art Asset Guidelines](#).

Likely Team Contact
Media Production

10. Will there be additional custom spreadsheets?

- Custom Glossary Spreadsheet – most often needed when there is audio included as a part of the glossary, or if no glossary XML is available
- Custom TOC Spreadsheet – most often necessary for books with no XML
- Pagination Chart – required when there are additional sections in an eText that are not listed in the Table of Contents (such as inserts)

Likely Team Contact
Media/Editorial

11. Who will be responsible for populating custom spreadsheet(s)?

Spreadsheets can be completed by the Full-Service Vendor (FSV), or Editorial/Media contact.

Likely Team Contact
Editorial

12. Will the index be linked?

Currently, even if there is XML created for a book's index, it cannot be ingested into the eText platform. Each index link must be created manually by the FSV, but this does not require a spreadsheet, as the linking locations are obvious.

Likely Team Contact

Editorial

13. Will there be access code card(s) associated with the eText?

If a title is being sold as a stand-alone or as the main feature of a product, it may be necessary to create an access code card (ACC) for it.

Likely Team Contact

Editorial

13a. If so, will the standard media design program be used?

This can be done using the Pearson [USHE Standard Media Design Program](#). From here, one of the online forms should be completed offering all the necessary details for the card. In some business units, production and manufacturing is more or less automated for access code cards that feature eText access. However, even if no extra production work is necessary, the Pearson PM should still be aware of which ACCs are required, and may be responsible for entering schedule dates in PCS to ensure they are manufactured in a timely manner.

Likely Team Contact

Media Production

14. Is SMS already set up for this title?

All Pearson Higher Ed digital products that are password-protected use the Subscription Management System (SMS). The SMS setup for a project may be handled differently in each business unit; in some groups, the Project Manager handles it, while in others, Media controls it. When promoting an eText to go live, one of the required pieces of information is the SMS Module ID and SMS Product ID. If multiple scenarios are used, each one will likely have its own SMS Module ID.

Likely Team Contact

Editorial.

15. Who should be listed as additional contacts on the File Conversion Request Form?

Likely Team Contact

Media/Editorial

Determine all team members who will need to be notified automatically of production progress.