



Item Manager Reference Guide

Purpose

This Reference Guide gives important information and instructions to VA LMS Item Managers, including guidance on selected key item entry fields. It is not intended to address every field. With this guide, VA LMS Item Managers will be able to:

- Pre-plan for item entry
- Use best practices, guidelines, and standards to write effective titles, descriptions, and comments
- Access the VA LMS to create and edit items, scheduled offerings, and other objects
- Increase the learner's ability to search and successfully locate items.

For More Information

Refer to VA LMS Online Help and VA LMS Item Manager training materials or contact Steve Brizendine.

Conditions for Optimum Performance

1. Pre-plan each item entry.
2. Enter items into the VA LMS ONLY when training is ready and available to learners.
3. Post announcements ONLY when the item and associated content is entered in the VA LMS.
4. Never copy/paste directly from Microsoft Word into the VA LMS.
Tip: Use Word to compose, spell/grammar check, copy/paste into Windows Notepad, then copy/paste into the VA LMS.
5. Avoid the use of special characters and formatting in titles, descriptions, and comments fields (Specifically avoid: <, >, bullets, tables, bold, underline, etc.).
Tip: Use asterisks or dashes as bullets to set off content for easier user readability.

Strong Practices for Writing Item Titles and Descriptions

1. **Avoid duplicate titles.** Search the VA LMS for both active and inactive items to avoid duplication. Consider how your item might affect existing titles.
2. **Use short, descriptive program titles that provide users with an idea of the program content.** If the program is for a specific audience or program, consider adding this to the end of the title.
e.g.: Microsoft Project for Engineers
3. **Titles should not start with a number.**
4. **Group products with similar titles by placing qualifying words at the end of the title** (i.e., Basic, Intermediate, Advanced).
e.g.: Safety Training for Supervisors - Basic
5. **Avoid acronyms and abbreviations in the title.** If necessary, spell out acronyms and abbreviations.
e.g.: Post Traumatic Stress Disorder (PTSD)
6. **Enter multi-part programs individually.**
 - Each part/session must be entered into the VA LMS as a separate entry.
 - Each description must indicate that it is part of the multipart series and whether all parts must be viewed for credit.
Tip: Use the "Special Instructions" field to add pertinent information.
 - The program title should indicate what part it is in the series.
e.g.: Tele-radiology, part 1 of 3
7. **Titles entered into VA LMS must include the EXACT title of the actual program or product.** If there are multiple components to a program, use the same title for all of the parts (e.g., CD-ROMs, brochures, memos, etc.).
e.g.: Safety Training for Supervisors – DVD

Field Status Legend

System Required=**R** (*=VA LMS Required Field)
 VA Required (Business Process Mandatory)=**BPM**
 Optional=**O**
 Not In Use=**NA**

About Catalogs

Item Managers must understand all the implications of placing items in catalogs. The purpose for catalogs in the VA LMS is to make Items available to groups of users. Carefully consider the appropriateness of placing required or mandatory items in a catalog. Mandatory or required items should be assigned by an administrator to an employee's learning plan.

Definitions for catalog use based on user role:

- Standard user, select DVA Standard Catalog which is designed for VA Employee or Staff with full access to the VA LMS
- External user, select External Catalog which is designed for Federal, non-Federal, Business Partner staff who access the VA LMS through the Internet to access specific items in the VA LMS
- Internal user, select Internal Catalog which is designed for residents, contractors, VSOs who access the VA LMS through the VA Network, but only require access to limited course offerings.

How to Use this Guide

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Field Name	Status	Purpose	Guideline	Value Definition	Size
Items: Add New Learning Item					
* Item Type	R	Categories of training activities.	If the content is VA-produced or VA owns the content, select VA. <i>Notes:</i> <ul style="list-style-type: none"> This is important for reporting purposes VA-owned content includes custom content produced for VA by a vendor NFED refers to COTS content presented by VA under agreement with a vendor. 	Select from list: DOD=Department of Defense IHS=Indian Health Services NFED=Non Federal OFED=Other Federal VA=Dept. of Veterans Affairs	
Auto Generate ID	BPM	When the Auto Generate check box is selected, the item ID is generated by the system.	Always check this box.		
* Item ID	R	The unique ID of the item.	Never populated by the administrator.	System default	
* Revision Date	R	The effective date of the revision.	Never changed by the administrator unless the item is being ported over from another LMS where it has an existing revision date.	Leave as defaulted unless being ported over from another LMS.	
Revision Number	O (based on Revision Date)	The current revision number of the item. <i>Note:</i> An item can have multiple revisions.	Never changed by the administrator unless the item is being ported over from another LMS where it has an existing revision date.	Leave blank unless being ported over from another LMS.	

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Field Name	Status	Purpose	Guideline	Value Definition	Size
* Description	R	A description of the item that appears to users in the catalog. Contains specific course info written for users. <i>Note:</i> For VHA, this field may be scrutinized during a JCAHO visit.	Refer to guidance for writing descriptions. <i>Notes:</i> <ul style="list-style-type: none"> Carefully consider qualities of a good description (i.e., what is important information to the user about content, purpose of item). Use the Comments field for specific administrative information (e.g., See special instructions below, assignment information for mandatory training, other guidance, etc.). Write goals and objectives in the Description field or reference their location in the item as an attached document (e.g., "See the related documents section for goals and objectives"). Whenever appropriate, indicate how the user will interface with the content (i.e., what the user expect to find, where, and how). If you want users to be able to search by audience, then you must include it here. 	Open text field	2000
* Title	R	The title of the item that appears to users.	Refer to guidance for writing titles.	Open text field	100
* Domain ID	R	The domain to which the item belongs.	The domain level at which the item is managed. <i>Exception:</i> If you are managing multiple domains, Catalog ID and Domain ID may be different domains.	Select from list: Available values determined by administrative role in LMS.	
* Learning Hours	R	Specifies the number of hours recorded for completion of this item.	The Actual hours the user participates in the learning experience minus lunch, travel, and breaks.	Numeric only field	
* Credit Hours	R	Specifies the number of credit hours recorded for completion of this item.	The number of credit hours awarded per the accrediting body. <i>Notes:</i> <ul style="list-style-type: none"> This functionality will change drastically when the accreditation module is available. Must be zero value if you <u>personally</u> do not have proper authority to grant credit hours. 	Numeric only field	
Training Non Duty Hours	O	Specifies the number hours the user is involved in the learning activity outside of normal business hours.	Leave blank.	Numeric only field	

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Field Name	Status	Purpose	Guideline	Value Definition	Size
Items: Summary tab					
Source ID	BPM	The source of this item. An indicator of the launch platform and/or owner of the item.	Select the name of the launch platform from which the item is launched. <i>Notes:</i> <ul style="list-style-type: none"> If the item is local, select Local LMS Change Control Board (CCB) can add values to this list as needed. Email the Help Desk with CCB in the subject line for CCB items. 	Select from list	
Method ID	BPM	The Delivery Method ID that the item is associated with. Delivery methods describe how the item is delivered to the user (examples: online, classroom, book, CD-ROM, video).	Use as appropriate.	Select from list	
Assignment Type ID	BPM	The assignment type of the item.	Set to Required in most case. <i>Important:</i> <ul style="list-style-type: none"> The implications of this setting are far-reaching and complex, therefore it is recommended that administrators set to "Required" for all items. <i>Notes:</i> <ul style="list-style-type: none"> At the time of the assignment of the item, the administrator can override this setting. If "Required" is not selected, you cannot run compliance/deficiency reports on the item. 	Select from list	
Approval Process ID	Mandatory, if Approval Required box is checked	The approval process assigned to the item.	Determined by local business process.	Select from list: Local domain managers can add processes to this list.	
Approval Required	Mandatory, if an Approval Process ID is selected	This check box, when selected, indicates that approval is required for the item.	Determined by local business process.		

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Field Name	Status	Purpose	Guideline	Value Definition	Size
Safety Related	BPM	This check box, when selected, indicates that the item has been specially-designated as being related to Performance Measure on patient safety (VHA only).	VHA specific. Check the box if it applies toward the Performance Measure on patient safety training.		
Auto Fill Registration	<input type="radio"/>	Selecting this check box indicates that the system automatically replaces users who withdraw from the selected scheduled offering by users on the wait list.	Use as appropriate.		
Registration Threshold Days	<input type="radio"/>	The number of days that the user is not allowed to register again in another scheduled offering for the selected item. <i>Example:</i> A user would not be allowed to register for a "CPR" scheduled offering on two consecutive Mondays if this value was set to greater than 7 days.	Use as appropriate.	Numeric only field	
Comments	<input type="radio"/>	Comments about the item for other administrators.	Use as appropriate.	Open text field	

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Field Name	Status	Purpose	Guideline	Value Definition	Size
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Items: Design Data tab

Audience	BPM	This field should contain a short description of the intended target group of users for this item.	Use as appropriate.	Open text field	100
Default Initial Assignments: Initial Number	O	The values in this field indicates how long, in days, weeks, months, quarters, and years that the users must complete this item once it has been assigned to the user. <i>Example:</i> If you want the user to complete this item within 30 days of it being assigned or placed on the user's learning plan, select Days from the Initial Period drop-down list and type 30 in the Initial Number text box.	If the Assignment Type field is set to Required, then leaving this blank will result in the user seeing no required by date on his/her Learning Plan. <i>Note:</i> <ul style="list-style-type: none"> The combination of a required assignment and this field left blank will cause the assignment to fall to the bottom of the assignment list on the user's learning plan <u>permanently</u>. 	Numeric only field	
Reviser	BPM	The email address of the Item Manager who actually manages this item in the LMS.	Item Manager email address. <i>Note:</i> If the primary POC and Item Manager are the same person, enter the Item Manager's email address in this field.	Open text field	
Contact's Email	BPM	The email of the contact person associated with the design of the selected item (EES Project Manager).	Primary POC email address. <i>Note:</i> If the primary POC and Item Manager are the same person, enter the primary POC's email address in this field.	Open text field	
Item Goals	O	A text field that can be used to describe the goals of the item to the user.	Under construction.	Open text field	2000

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Items: Delivery Data tab

Minimum Registration	O	This value is used when users request the scheduling of an item when no scheduled offerings are listed. Sets the minimum number of scheduling requests before a notification is sent to the Contact's Email address.	Use as appropriate.	Numeric only field	
Self Registration	Mandatory if an Approval Process was selected earlier.	If the Assignment Type and Approval Process ID fields are populated, this field must be checked for the user to begin the approval process.	Use as appropriate.		

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Items: Custom Fields tab

Responsible Organization (4)	BPM	When the Domain ID is too broad to indicate ownership within the domain. This field is used to indicate the owner's subgroup and is used for reporting purposes by administrators.	Use as appropriate.	Select from list	
Default Training Code / Training Type Code (1124)	BPM	Used to indicate the type of training which has been completed by the employee.	EHRI field mandated by OPM.	Select from list	
Training Accreditation Indicator (1102)	BPM	Used to indicate accreditation by universities, not accrediting bodies such as AMA.	EHRI field mandated by OPM.	Select from list	
Training Credit Type (1131)	BPM	Used to indicate the type of accreditation credit for the accredited university in the Training Accreditation Indicator field.	EHRI field mandated by OPM.	Select from list	
Training Credit Designation Type (1127)	BPM	Used to indicate the designation type for the accredited university in the Training Accreditation Indicator field.	EHRI field mandated by OPM.	System default	
Training Purpose Type / Default Training Purpose (1122)	BPM	Used to indicate the purpose of the training for the accredited university in the Training Accreditation Indicator field.	EHRI field mandated by OPM.	System default	
Training Delivery Type (1129)	BPM	Used to indicate the method of delivery for the accredited university in the Training Accreditation Indicator field.	EHRI field mandated by OPM.	Select from list	
Training Source Type (1120)	BPM	Used to indicate the type of organization for the accredited university in the Training Accreditation Indicator field.	EHRI field mandated by OPM.	Default value mapped by Item Type	

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Items: Online Settings tab

* Object Label	R	When adding a content object to the Online Settings tab, this field is mandatory. The text entered here appears on the user interface as the hyperlink upon which the user clicks to launch the object.	<p>This text is presented to the user and is the actual hyperlink that launches the online content.</p> <p><i>Note:</i></p> <ul style="list-style-type: none"> See VA Directives 1605 and 6102 and Section 508 for further metadata, privacy, and 508 compliance and guidance on the use of hyperlinks. 	<p>Open text field</p> <p>Exceptions: Do not use the following characters: < or ></p>	
Online Completion Status	R only if the item has online components	Populate this field to enable online settings for this item.	Unless the item is accredited by some accrediting body, select "complete for credit". If accredited, select the appropriate completion status.		

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Scheduled Offerings: Add New Scheduled Offering

* Item Type	R	Categories of training activities.	Must be populated with the Item Type originally assigned to the item in question.		
* Item ID	R	The unique ID of the item.	Must be populated with the Item ID originally assigned to the item in question.		
* Domain	R	The domain assigned to the scheduled offering.	Domain of the owner of the scheduled offering. It would not be uncommon for a scheduled offering and the item upon which it is based to be in different domains.		
* Start Date	R	The date the first segment of the selected scheduled offering begins.	Use as appropriate.		
* Start Time	R	The time the first segment of the selected scheduled offering begins.	Use as appropriate.		
* Time Zone	R	The time zone associated with the start time above.	Set to the time zone where the training occurs.		

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Scheduled Offerings: Summary tab

Facility	BPM	Indicates the physical location where the scheduled training will occur. <i>Note:</i> This is the building, not the actual room - see Location for the actual room.	The actual building. <i>Notes:</i> <ul style="list-style-type: none"> EES and others may input city and state here Data comes from the Facilities table Administrators can populate these values within their domains. 	Select from list: Local administrators can add facilities to this list.	
Approval Process ID	Mandatory, if Approval Required box is checked	The approval process assigned to the item.	Determined by local business process.	Select from list: Local domain managers can add approval processes to this list.	
Approval Required	Mandatory, if Approval Process ID is selected	This check box, when selected, indicates that approval is required for the item.	Determined by local business process.		
Contact Name	BPM	The contact person associated with the scheduled offering.	Contact name for scheduled offering questions. <i>Note:</i> <ul style="list-style-type: none"> May be different from the contact listed in item from which the scheduled offering was created. 	Open text field	
Contact Email	BPM	The email address of the person named in the Contact Name field.	Contact email for scheduled offering questions. <i>Note:</i> <ul style="list-style-type: none"> May be different from the contact listed in item from which the scheduled offering was created. This email address does NOT receive the automatic notifications regarding registrations for the Scheduled Offering. 	Open text field	
Contact Phone	BPM	The phone number of the person named in the Contact Name field.	Contact phone number for scheduled offering questions. <i>Note:</i> <ul style="list-style-type: none"> May be different from the contact listed in item from which the scheduled offering was created. 	Open text field	

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Field Name	Status	Purpose	Guideline	Value Definition	Size
Auto Fill Registration	<input type="radio"/>	This checkbox, when selected, indicates that the system automatically replaces users who withdraw from the selected scheduled offering with users on the wait list.	Determined by local business process.		
Comments	<input type="radio"/>	Comments about the scheduled offering that describe the scheduled offering to other administrators.	Use as appropriate.	Open text field	
Registration Cutoff Date	<input type="radio"/>	The last date when enrollments to this offering are allowed. <i>Note:</i> Users are warned, but not prevented, from making enrollments after this date.	Determined by local business process.	Date field	
Registration Cutoff Time	<input type="radio"/>	The latest time that enrollment to this offering should be allowed. <i>Note:</i> Users are warned, but not prevented, from making enrollments after this time.	Determined by local business process.	Time field	
Minimum Registration	<input type="radio"/>	The minimum registration needed in order to conduct the segment.	Determined by local business process.	Numeric only field	
Maximum Registration	<input type="radio"/>	The maximum registration capacity of this offering.	Determined by local business process.	Numeric only field	
Self Registration	Mandatory if an Approval Process was selected earlier	If the Assignment Type and Approval Process ID fields are populated this field must be checked for the user to begin the approval process.	Use as appropriate.		

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Field Name	Status	Purpose	Guideline	Value Definition	Size
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Scheduled Offerings: Contacts tab

User/ Instructor Name	O	Contacts are users or instructors who receive notification about the scheduled offering.	Allows the administrator to add additional contact information.	Select from list: User ID or Instructor ID selected from the table.	
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VA Learning Management System (LMS) Item Manager Reference Guide: Item Entry Guidelines

Field Name	Status	Purpose	Guideline	Value Definition	Size
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Curricula: Add New Curricula

* Curriculum ID	R	The unique ID of the curriculum.	<p>Must follow the mandatory format:</p> <p>XXX-### where XXX is the 3 or 4 digit facility identifier (for example V11, 371, VACO), ### (001, 002, 003, etc.) is the next number in a local series of these ID numbers.</p> <p><i>Examples:</i></p> <ul style="list-style-type: none"> • V11-001 • 317-012 <p><i>Note:</i> Perform a search to find the next number in your domain's sequence.</p>	See guidelines	
* Domain	R	The domain to which the curriculum belongs.	<p>Domain of the owner of the curriculum.</p> <p><i>Exception:</i></p> <ul style="list-style-type: none"> • If you are managing multiple domains, Catalog ID and Domain ID may be different. 	Select from list: Available values determined by administrative role in LMS.	

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Curricula: Summary tab

Title	BPM	The title of the curriculum that appears to users in the catalog.	Refer to guidance on writing titles.	Open text field	
Description	BPM if the curriculum is place in the catalog, other wise optional.	A description of the curriculum.	Refer to guidance on writing descriptions. <i>Note:</i> The description gives the administrator an opportunity to provide information about the curriculum to user.	Open text field	
Curriculum Type	O	The type under which the curriculum falls. <i>Note:</i> This field is used for administrators only, not for users, to group curricula to facilitate easy searching by administrators.	Optional	Select from list	
Basis Date	NA	The use of this field under review. See LMS Online Help for additional information.	Not used at this time (06/07).	Date field	

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Requirements: Add New Requirements

* Requirement Type	R	<p>The purpose of this field is to select one of the three requirement types. Requirements are used in determining if assigned curricula are complete.</p> <p><i>Note:</i> Users are required to meet the defined conditions to be considered complete.</p>	<p>Select the condition related to the number of hours or items that the user must complete in order to successfully satisfy the requirement.</p>	Select from list	
* ID	R	<p>The unique ID of the requirement.</p>	<p>Must follow the mandatory format:</p> <p>XXX-### where XXX is the 3 or 4 digit facility identifier (for example V11, 371, VACO), ### (001, 002, 003, etc.) is the next number in a local series of these ID numbers.</p> <p><i>Examples:</i></p> <ul style="list-style-type: none"> • V11-001 • 317-012 <p><i>Note:</i> Perform a search to find the next number in your domain's sequence.</p>	See guidelines	
* Domain ID	R	<p>The domain assigned to the requirement.</p>	<p>Select the domain of the owner of the requirement.</p>	<p>Select from list: Available values determined by administrative role in LMS.</p>	
* Creation Date	R	<p>Defaults to the date that the requirement is created.</p>	<p>Never populated by the administrator--leave as defaulted.</p>	System default	

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Field Name	Status	Purpose	Guideline	Value Definition	Size
<p>* Hour Type</p>	<p>R</p> <p><i>Note:</i> Required only when the Requirement Type ID is set to either Hours of specific hour type or Hours of specific hour type from pool of items. See purpose.</p>	<p>From this drop-down list, administrators can select from the hour type as the requirement for the curriculum.</p>	<p>Set the number of hours in Required Hours field.</p>	<p>Select from list</p>	
<p>* Required Hours</p>	<p>R</p> <p><i>Note:</i> Required only when the Requirement Type ID is set to either Hours of specific hour type or Hours of specific hour type from pool of items.</p>	<p>The number of hours of the type specified in the Hour Type field.</p>		<p>Numeric only field</p>	

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Field Name	Status	Purpose	Guideline	Value Definition	Size
<p>* Required Number of Items</p>	<p>R</p> <p><i>Note:</i> Required only when the Requirement Type ID is set to Number of Item from Pool of Items. See purpose.</p>	<p>Indicates the number of those items.</p>	<p>Ensure that this number is less than the number of items in the pool.</p>	<p>Numeric only field</p>	

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Field Name	Status	Purpose	Guideline	Value Definition	Size
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Requirements: Summary tab

Description	BPM	A very short description of the selected requirement.	Refer to guidance on writing descriptions.	Open text field	
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Field Name	Status	Purpose	Guideline	Value Definition	Size
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Content: Documents: Add New Document

* Document ID	R	A unique ID of the document. <i>Examples:</i> Instructions to Travelers, Training Memorandum, etc.	Must follow the mandatory format: XXX-### where XXX is the 3 or 4 digit facility identifier (for example V11, 371, VACO), ### (001, 002, 003, etc.) is the next number in a local series of these ID numbers. <i>Examples:</i> <ul style="list-style-type: none"> • V11-001 • 317-012 <i>Note:</i> Perform a search to find the next number in your domain's sequence.	See guidelines	
* Domain	R	The domain to which the document belongs.	Domain of the owner of the document.	Select from list: Available values determined by administrative role in LMS.	

VA Learning Management System (LMS) Item Manager Reference Guide: Item Entry Guidelines

Field Name	Status	Purpose	Guideline	Value Definition	Size
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Content: Documents: Summary tab

Title	BPM	The title of the document that appears to users in the catalog.	Recommended format is to begin with the Document Type followed by a hyphen and then the title. Refer to guidance on writing titles. <i>Example:</i> <ul style="list-style-type: none"> • Brochure - VA Cyber Security Awareness 	Open text field	
Document Type	O	The type under which the document falls. <i>Note:</i> For administrator use only, not for users, to group documents to facilitate easy searching by administrators.	Optional	Select from list	
Location	BPM	The entire file path to the document (URL).		Open text field	

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Content Objects: Add New Content Object

* Content Object ID	R	The unique identifier of the content object.	<p>There are two suggested formats to follow:</p> <p>XXX-SSS-#####-NN where XXX is the 3 or 4 digit facility identifier (such as V11, 371, VACO), SSS is the Item Type of the associated Item (such as VA, DOD), ##### is the associated Item ID and NN is the series number for multiple Content Objects of the same Item (01, 02, etc.).</p> <p><i>Example:</i></p> <ul style="list-style-type: none"> DVA-VA-5398-02 <p>XXX-LIIILII, where XXX=3 or 4 digit facility identifier, LIIILII=the object's title with no spaces.</p> <p><i>Example:</i></p> <ul style="list-style-type: none"> IND-ContentObjectName 	See guidelines	
* Title	R	The title of the content object that title appears to administrators.	<p>Refer to guidance writing titles.</p> <p><i>Recommended Format:</i> Course Title - Attachment Title</p> <p><i>Example:</i> VA Cyber Security Awareness – Link to Course</p>	Open text field	
* Domain ID	R	The domain to which the content object belongs.	Domain of the owner of the content object.	Select from list: Available values determined by administrative role in LMS	
Content Object is Active	BPM	Indicates the Administrative status of the Content Object.	Checked if available to Administrators to include in Items.		
Content Object is Online	BPM	Indicates the online status of the actual content.	Checked if the content is online and available for use by the Users.		

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Field Name	Status	Purpose	Guideline	Value Definition	Size
Description	BPM	Brief description of the content object.	<p>Critical to enter useful, explanatory information, especially if the course does not communicate to the LMS directly or the user needs special instructions or configuration requirements.</p> <p><i>Examples:</i></p> <ul style="list-style-type: none"> • VPN required for access to this course • Required/optional • Exam information • Passing score information • Contact administrator to record completion 	Open text field	
Developer Tool	BPM	Lists the system on which the content resides.	Set to the Acronym of the hosting site - see Value Definitions.	<ul style="list-style-type: none"> • If launch URL points to http://jmesi.army.mil (Joint Medical Executive Skills Institute) = "JMESI" • If launch URL points to http://www.vcampus.com/valo (VA Learning Online) = "VALO" • If launch URL points to http://www.vcampus.com/comeo (VA Center for Acquisition and Materials Management Education Online) = "CAMEO" • If launch URL points to http://vaww.vehu.vistau.med.va.gov/vehu2004/ (VHA eHealth University 2004) = "VEHU2004" • If launch URL points to http://vaww.vehu.vistau.med.va.gov/vehu2005/ (VHA eHealth University 2005) = "VEHU2005" • If launch URL points to http://vaww.vehu.vistau.med.va.gov/vehu2006/ (VHA eHealth University 2006) = "VEHU2006" • If launch URL points to http://vaww.ees.aac.va.gov/ (EES Learning Online) = "LIBRIX" 	

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Field Name	Status	Purpose	Guideline	Value Definition	Size
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Content Object: Launch Method tab

Launch Method	BPM	Used by the system to ensure that the proper launch parameters are passed along with the URL to the Users workstation.	Set as appropriate for the Content Object.	Content Player – Skill Soft Document Type – Documents AICC – AICC compliant items Browser – HTML SCORM – SCORM items	
Filename	BPM	The URL of the opening page of the content-usually launch page.	Use as appropriate.		