



Integrated e-Learning

David Wilson
Managing Director

www.elearnity.com



Agenda

- ▶ Introductions
- ▶ Integrated Learning Models & Dynamics
- ▶ e-Learning Technology Framework & Delivery
- ▶ Integrated Examples
- ▶ Approach & Requirements
- ▶ Q&A

- ▶ Leading UK independent e-Learning consultancy
 - Formed in 1996
 - Experience in many corporate and academic e-Learning projects
- ▶ Developed market leading e-Learning methodologies & frameworks
- ▶ In-depth expertise in “Best of Breed” e-Learning Tools
 - Centra, LearningSpace, LMSs, Media tools etc.
- ▶ Customers
 - PWC, IBM, Deutsche Bank, Pfizer, Gartner Group, Assorted Corps & Business Schools, ...

- ▶ Programmatic Learning Design
 - Based on clear design principles
 - Identified by methodology & frameworks
 - Component-level integrated delivery

- ▶ Integrated Programme Components
 - Classroom training
 - Online instructor supported asynchronous
 - Online instructor delivered synchronous
 - Self-paced/off-line

- ▶ “high value integrated learning” combines
 - learner collaboration and interaction
 - on-line support & instruction
- ▶ Need to understand dynamics of learning process
 - Structure
 - Content
 - Participation
 - Facilitation/Instruction

Learning Dynamics Matrix

	STRUCTURE	CONTENT	PARTICIPATION	FACILITATION
1	Fixed	Fixed	Solo	None
2	Flexible	Flexible	Supportive	Directed
3	Dynamic	Dynamic	Collaborative	Facilitated
Information Transfer	1	1	1-2	1-2
Basic Skill Acquisition	1	1-2	2	2
Advanced Skill Development	2	2-3	3	3
Adaptive Expertise Development	3	3	3	3

Takeover Announcement

Field Sales Devt

Senior Management

Program

Scenario	Learning Model	e-Learning Outcomes
Company Takeover Announcement training for existing employees	Information Transfer Corporate message and reasoning. FAQs.	Intranet-delivered interactive presentation, explanation and FAQs. Optional Forum.
Field Sales Training Expanding knowledge to cover new products and selling models	Advanced Skill Development Detailed selling techniques based upon new products and legislation	Heavily facilitated and interactive participation with mix of supporting content and subject expertise.
Strategic Management Development Increasing competitiveness and improving performance	Adaptive Expert Development Evolving strategy and plan with peer-level review and support From key industry experts	Coached collaborative sessions with structure and content dynamically generated by participants.

▶ Integrated Programme Structure needs to be

- Described
- Accessed
- Managed
- Tracked

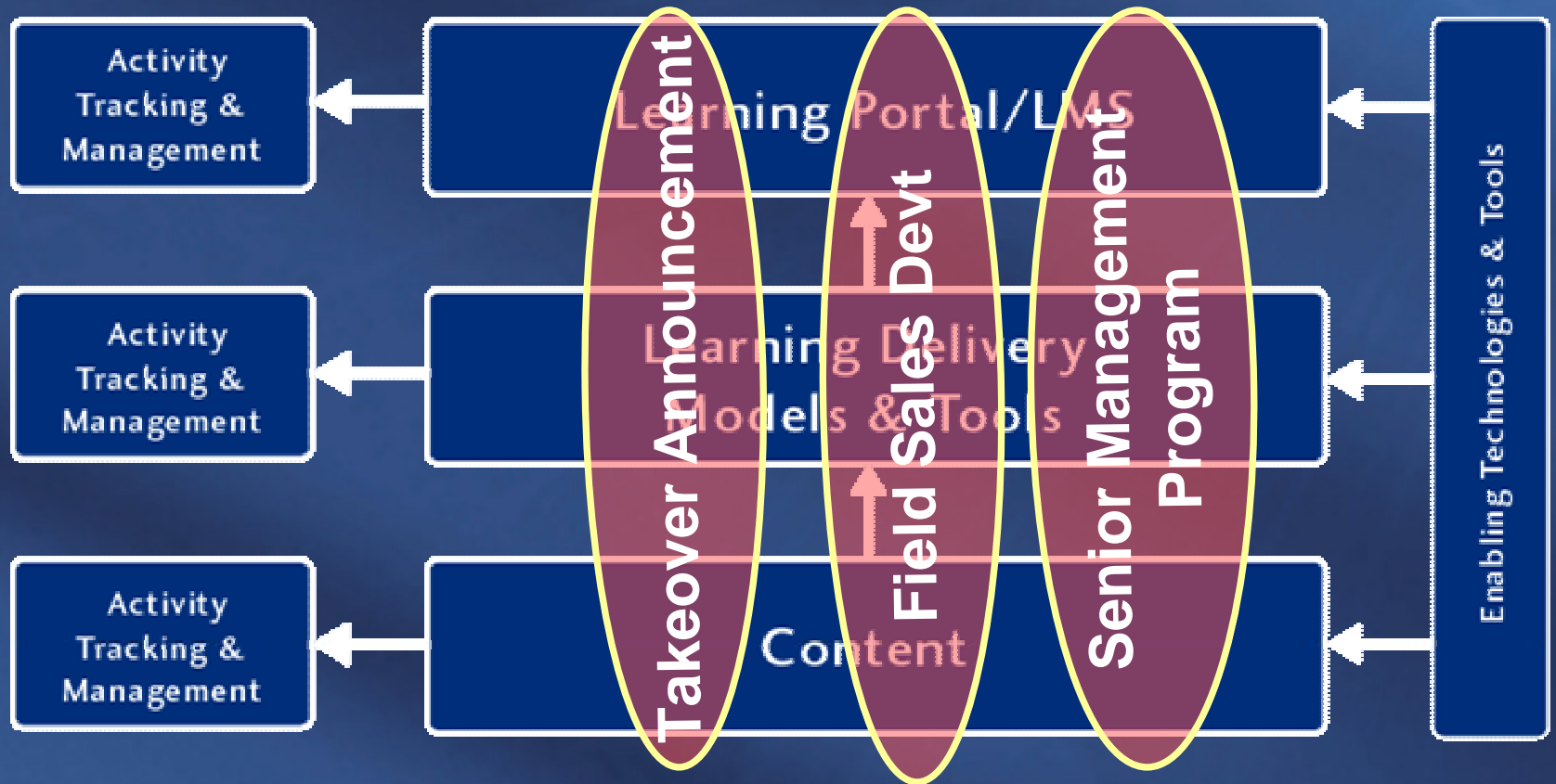


Portal/LMS

- Architected
- Delivered
- Assessed

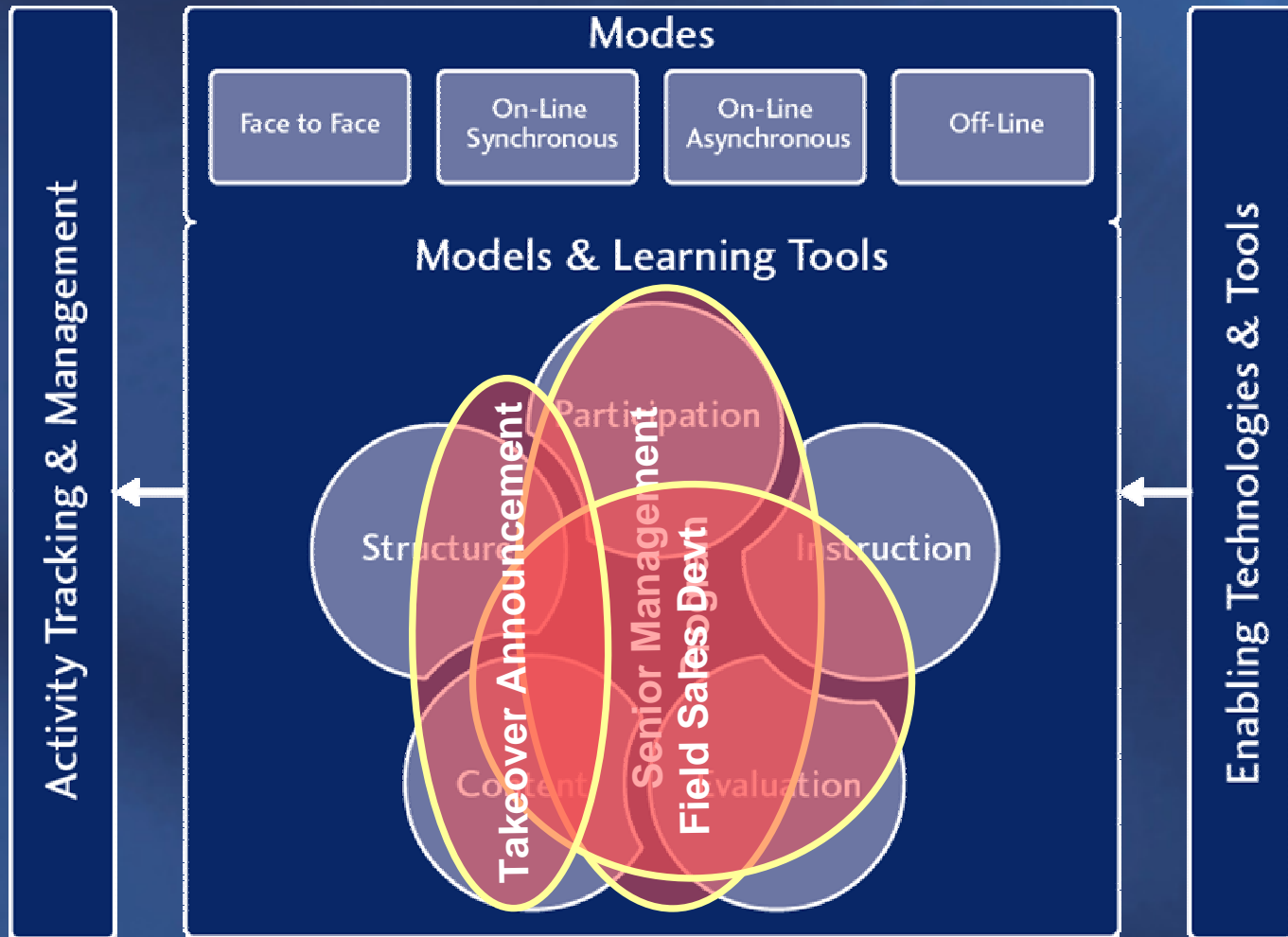


Learning Delivery



- ▶ Portals/Learning Management must support
 - Multi-Component Learning Programs
 - Integrated Program Descriptions
 - Fixed / Flexible
 - Multi-type components
 - FTF / Sync / Async / Self-paced
 - Flexible structures
 - This time / no time / any time
- ▶ Each programme may be unique in structure and description

- ▶ Integrated Business Processes - Single point
 - Enrollment
 - User Access
 - User management
 - Finance & Reporting
- ▶ For
 - Whole Programs, and
 - Individual Components/Courses/Events
 - Regardless of type or delivery mode



- ▶ Integrated & flexible learning delivery modes
 - Face to Face/ Live / Async / Self-paced / Playbacks
 - Tightly coupled
- ▶ Shared/Reusable Resources
 - Content Objects
 - Instructional tools
 - Assessment/Evaluation
- ▶ Transparent processes
 - User Creation & Enrollment
 - Access
 - Tracking & Reporting



Technical Integration

▶ Simplest

- URL links
- Separate administration
- OK (?) for small/stable community

▶ More Useful

- Dynamic x-platform enrollment & access
- User level tracking & reporting
- Manual event creation in Portal/LMS/LDE

- ▶ Dynamic 2-way integration
 - event creation
 - user creation & enrollment
 - event & playback access
 - tracking & reporting
- ▶ LDE registration completely transparent
 - single logon
 - users
 - training admin

- ▶ Integrated model is the way to go
- ▶ Each program may be unique in structure
- ▶ Need coherent place for
 - Program description
 - Access & management
- ▶ Need integrated processes
 - learner management
 - event management



Thank You

- ▶ For more information, please contact us at:
 - www.elearnity.com
 - info@elearnity.com
 - +44(0) 207 917 1870

- ▶ White Paper on integrated e-Learning
 - www.elearnity.com/whitepaper

- ▶ Questions?