

# An Effective Process for Moving Courses and Programs Online



Your Trusted Content Solutions Partner

Presenters:

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# Objectives

In this presentation, you will learn how to:

- Define the high-level steps in deploying an e-Learning program
- Apply the ADDIE model to real-world e-Learning programs
- Describe some of the challenges educators face throughout an e-Learning project

# Building an Innovative e-Learning Institution

*“A successful 21st century [college] or university is a **student-centered** institution, unconstrained by **time and place**, that operates simultaneously in a **local and global context**, constantly **measuring and communicating its progress**, and continually renewing its **commitment to students, community and the economic competitiveness of the country.**”*

Reference: Blackboard White Paper. (2007). *A View from the Top: Building a 21<sup>st</sup> Century Campus.*

# What is e-Learning?

- When we use the term ***e-Learning***, this means:

Web-Based Training



Computer-Based Training



Blended Learning



# Assessing Content Capabilities

## Learning Content Maturity Model



**Slide Reference:**

Howard, Chris (2007). *The Learning Content Maturity Model: Developing a Framework for Integrated Training and Learning Management*. Bersin & Associates: CA.

# ADEPT™ – Our 5 Step Process

ADEPT™ (Applied Dynamic E-Learning Processes and Tools)

- Documented set of tools and templates
- Used to accurately and efficiently design, develop, and implement WBT
- Based on the industry standard ADDIE model for instructional design

Analysis

Design

Development

Implementation

Evaluation



## Our Example

- UNC Chapel Hill Kenan - Flagler Business School: Business Basics Program
  - 6 web-based modules offered to junior and senior non-business majors wanting to work in the business world
  - The Business Basics Program will be a certificate program for students to complete over a 3 month period
  - Wanted high quality content, low administration

# Question

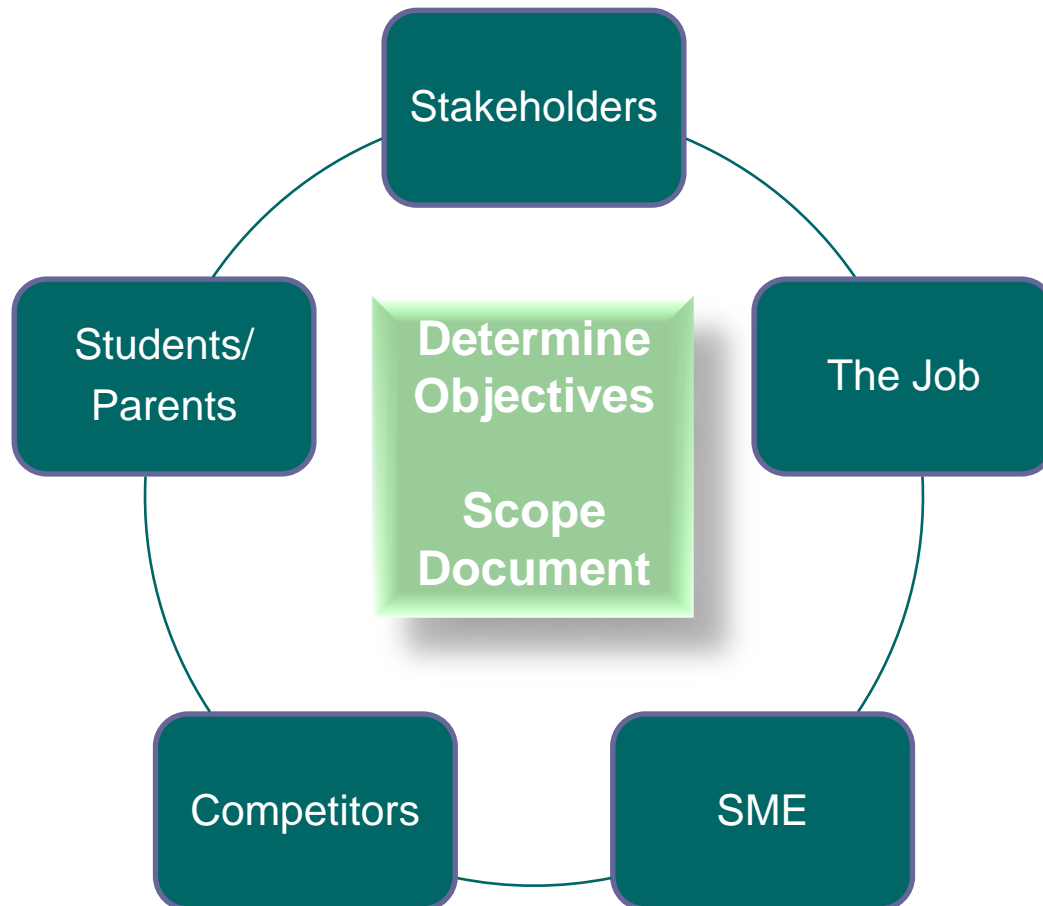
Why is analysis particularly important to an e-Learning project?



# Why is analysis particularly important to an e-Learning project?

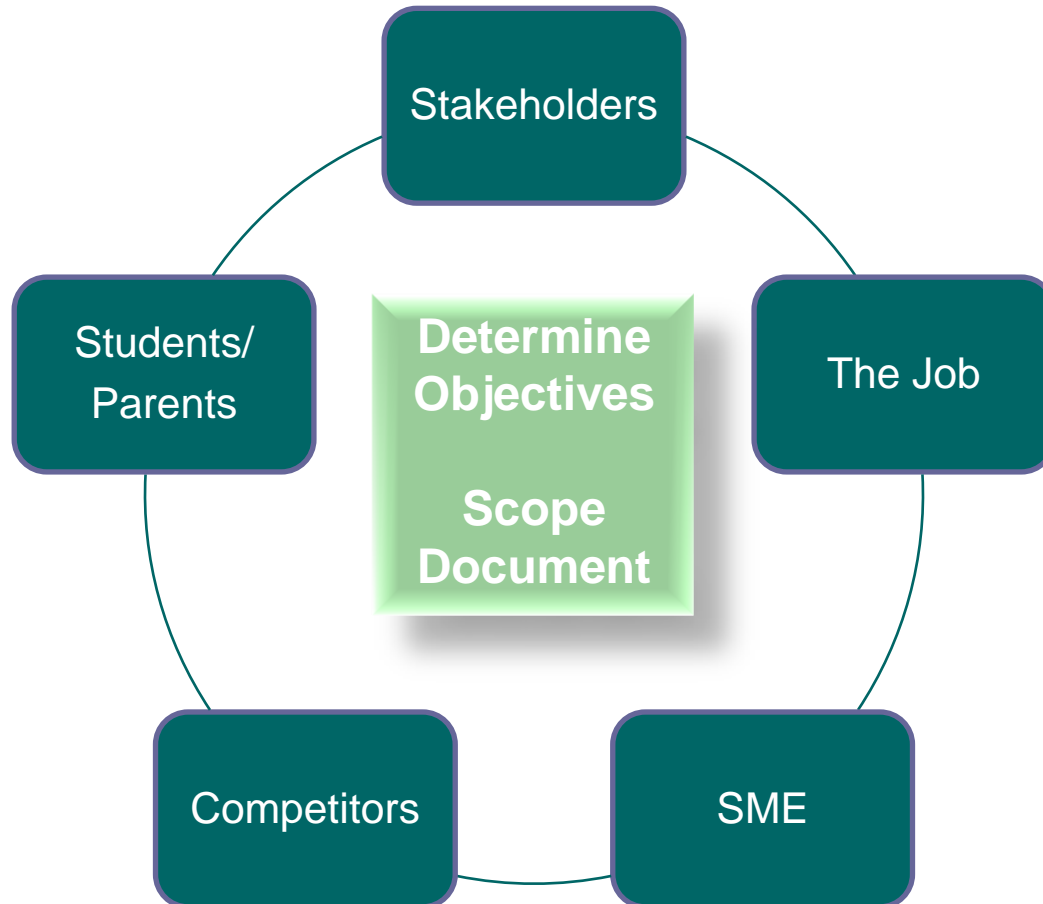
- The analysis phase sets the stage for the whole project
  - If all of the needs are captured in the analysis phase, the remaining phases are smooth-sailing

# Analysis: Putting the Puzzle Together



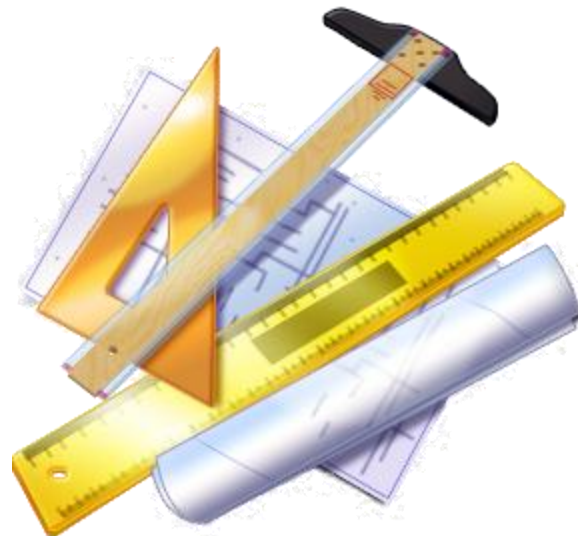
# Analysis:

## UNC – CH Kenan – Flagler Business Basics



# Design Question

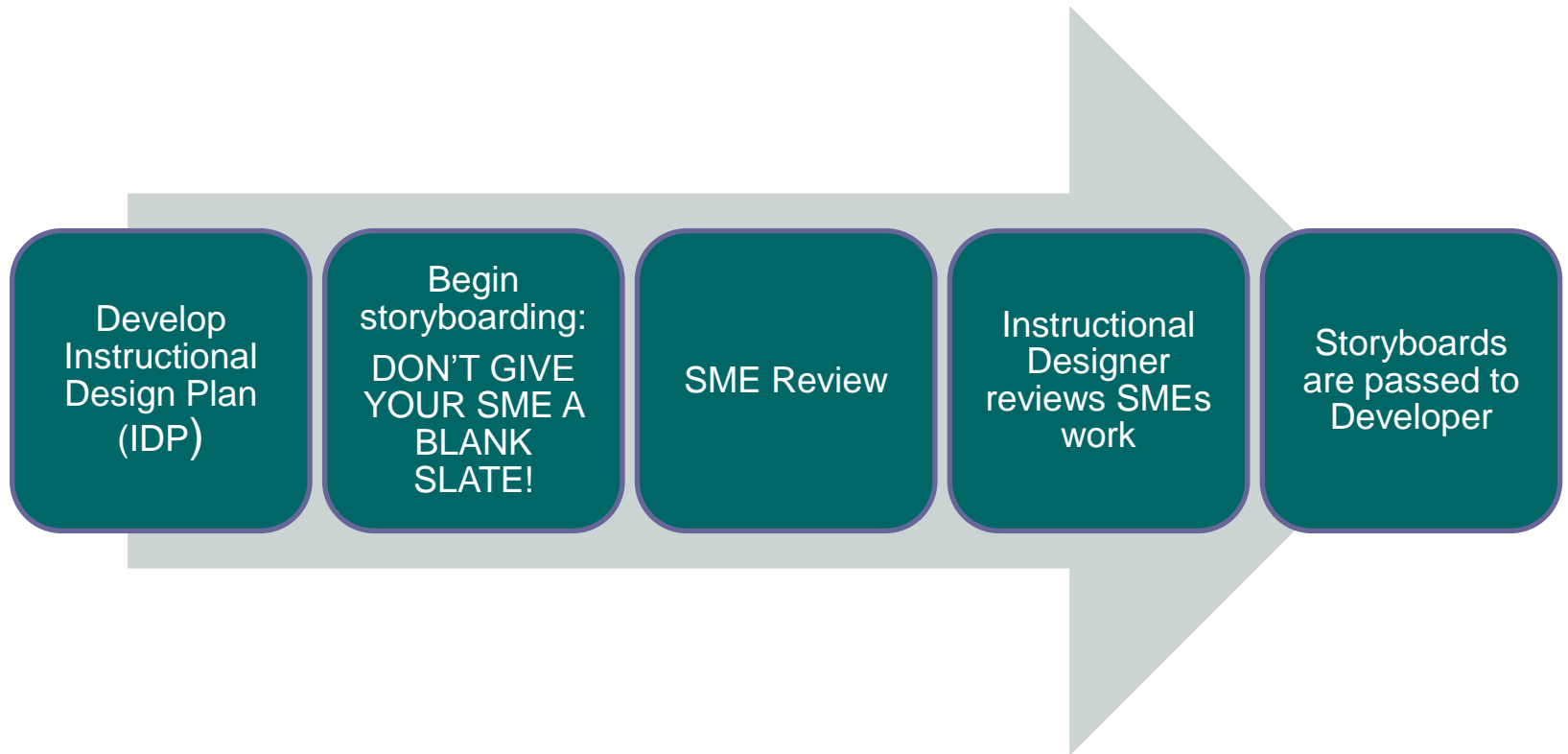
- In your opinion, what is the most difficult part in designing content?



## In your opinion, what is the most difficult part of developing content?

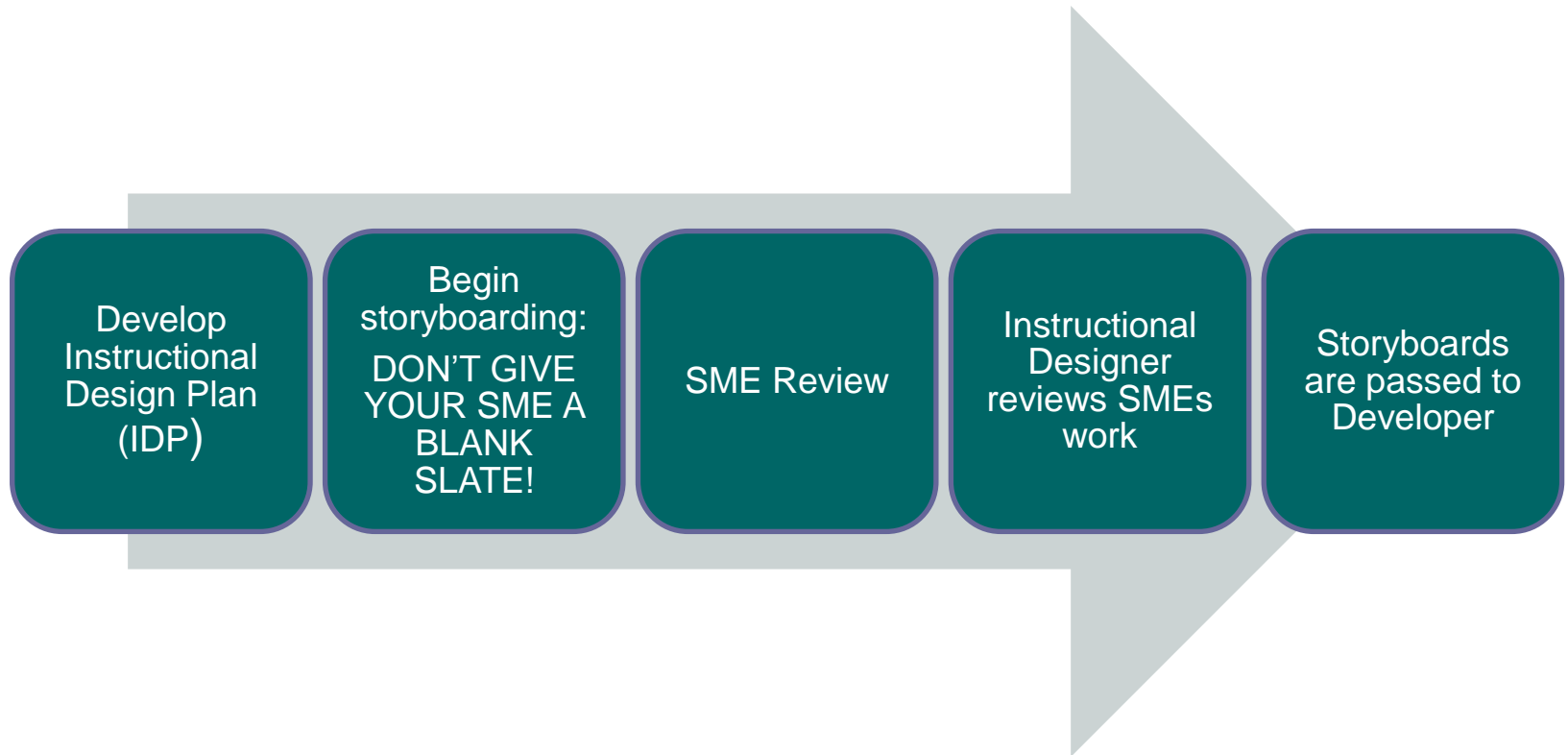
- Getting what you need from the SME

# Design: Good Design...Successful Product



# Design:

## UNC – CH Kenan – Flagler Business Basics



# Development Question

- Why is it critical that your ID understands the capabilities of your development tool?



## Why is it critical that your ID understands the capabilities of your development tool?

- To ensure the ID maximizes the tool's capabilities

# Development

- Course is built using selected Web tool and tested on the training platform
- Instructional Designer reviews course
- SME reviews course

# Development

## UNC – CH Kenan – Flagler Business Basics

### Starting a Company

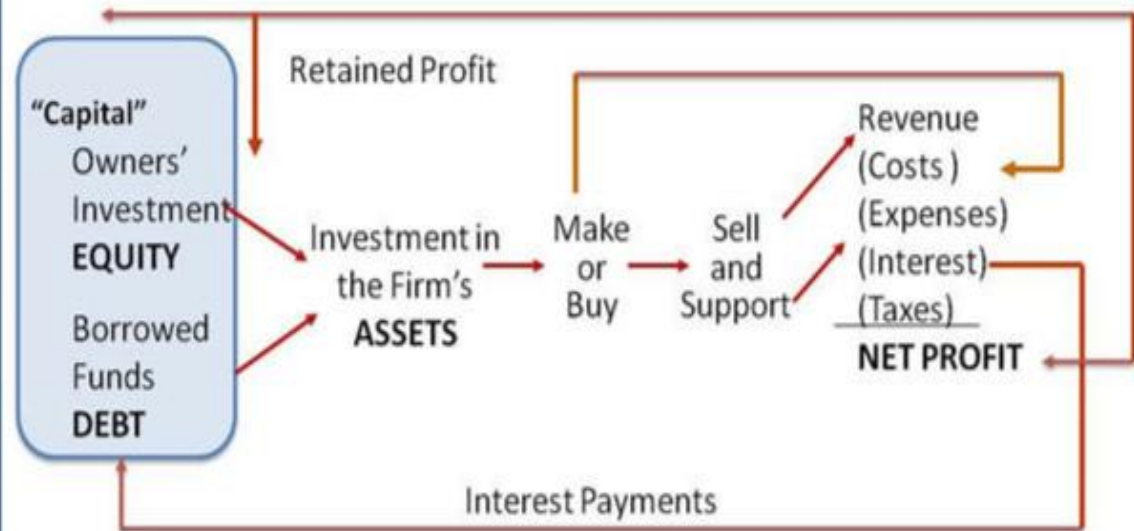
A "Big Idea" Making Money **Capital** Applying Capital Making Money

Capital is made up of money that is borrowed from lenders, which is called Debt, and money that is provided by the owners, which is called Equity. To start, a company uses this capital to invest in assets.

Debt is money a firm borrows from lending institutions such as banks or creditors, in the following ways:

- Creditors issue financial instruments, such as bonds and notes.
- Creditors that lend money to a company in bonds or notes are expected to receive a certain percentage of the value of the bond or note which they have bought, on a regular basis for a specified length of time.

Dividends paid to shareholders



# Development UNC – CH Kenan – Flagler Business Basics

## Starting a Company

A "Big Idea" Making Money Capital **Applying Capital** Making Money

Capital is used to **build** and **run** the company.

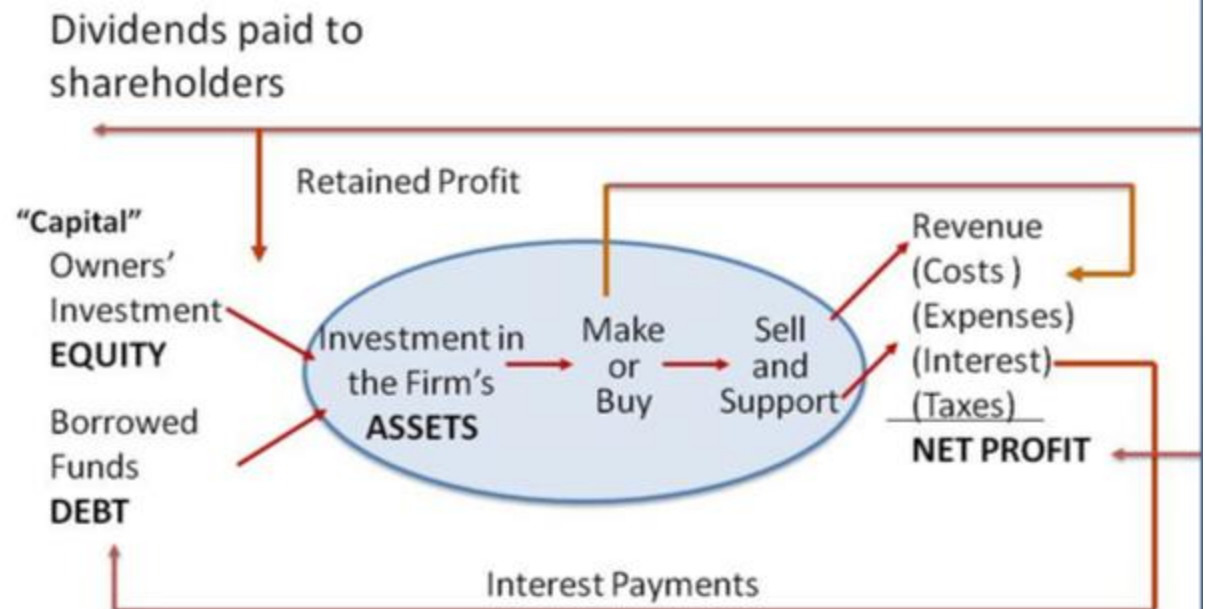
With the **funds** provided by capital, the company **invests in assets**, and also uses some of these funds to **help finance its operations**, which is referred to as, **working capital**.

**Assets** are **resources** that the company **invests in** to generate **future revenue and profit**.

Examples include:

- Property
- Equipment and inventory
- Accounts receivable (money that the customers owe to the company)

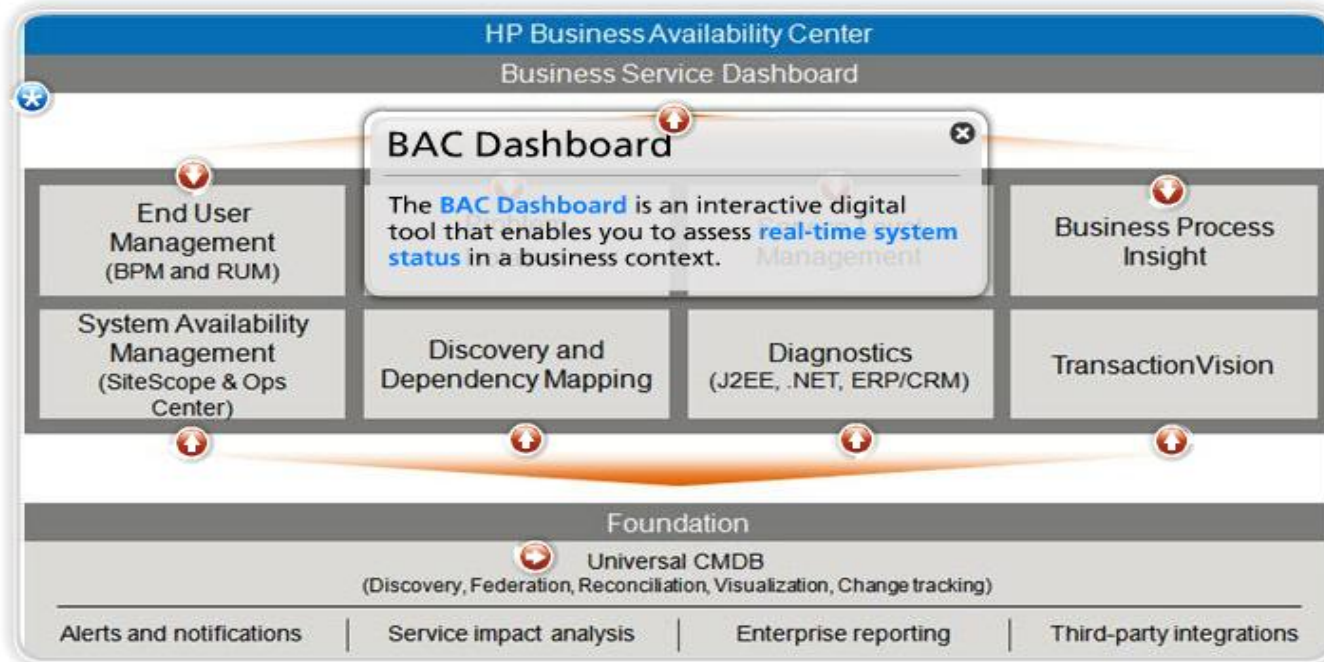
### Capital Used to Build and Run the Company



# Development

## UNC – CH Kenan – Flagler Business Basics

### About BAC



# Implementation

Define Training Platform Implementation Standards 

Perform Platform Testing

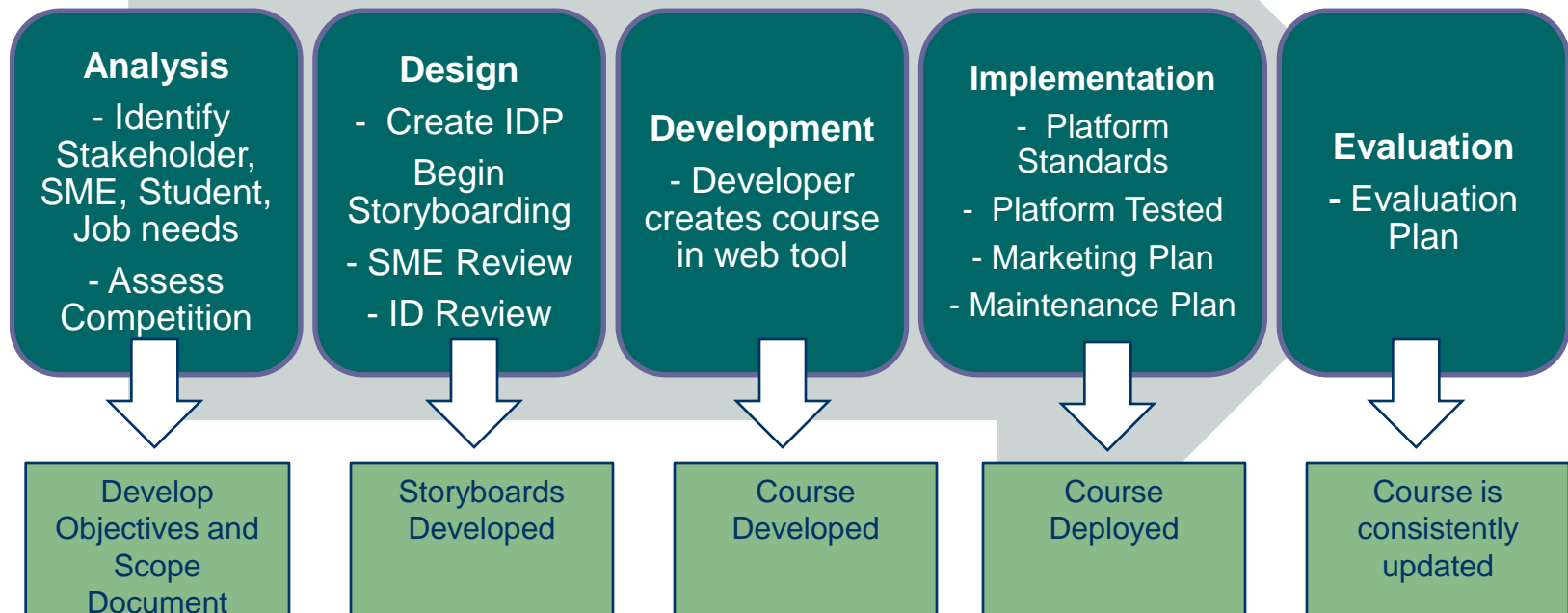
Develop a Comprehensive Marketing Plan

Document a Maintenance Plan

# Evaluation

- **Program Effectiveness**
  - Is training effective? What improvements can be made? Is training aligned to business?
- **Program Design**
  - What works? Is our delivery method working? How could it be improved?
- **Program Efficiency**
  - How can we create higher value and lower costs? How well are we using our resources?
- **Operational Effectiveness**
  - How well are we aligned with strategic goals? How can we improve time-to-market goals?
- **Line of Business Results**
  - How well are managers achieving their training goals? Are compliance standards being met? How well is training aligned with performance needs? Is training meeting the organization's needs for skill gaps and strategic development?

# Successful e-Learning in Higher Education



# Successful e-Learning in Higher Education

In this presentation, you should have learned how to:

- Define the high-level steps in deploying an e-Learning program
- Apply the ADDIE model to real-world e-Learning programs
- Describe some of the challenges educators face throughout an e-Learning project

**QUESTIONS/COMMENTS???**

# How Do I Contact Avalon e-Learning Services?

## Avalon Consulting, LLC

**Kathleen Thayer**  
**thayerk@avalonconsult.com**  
**630.802.2629**

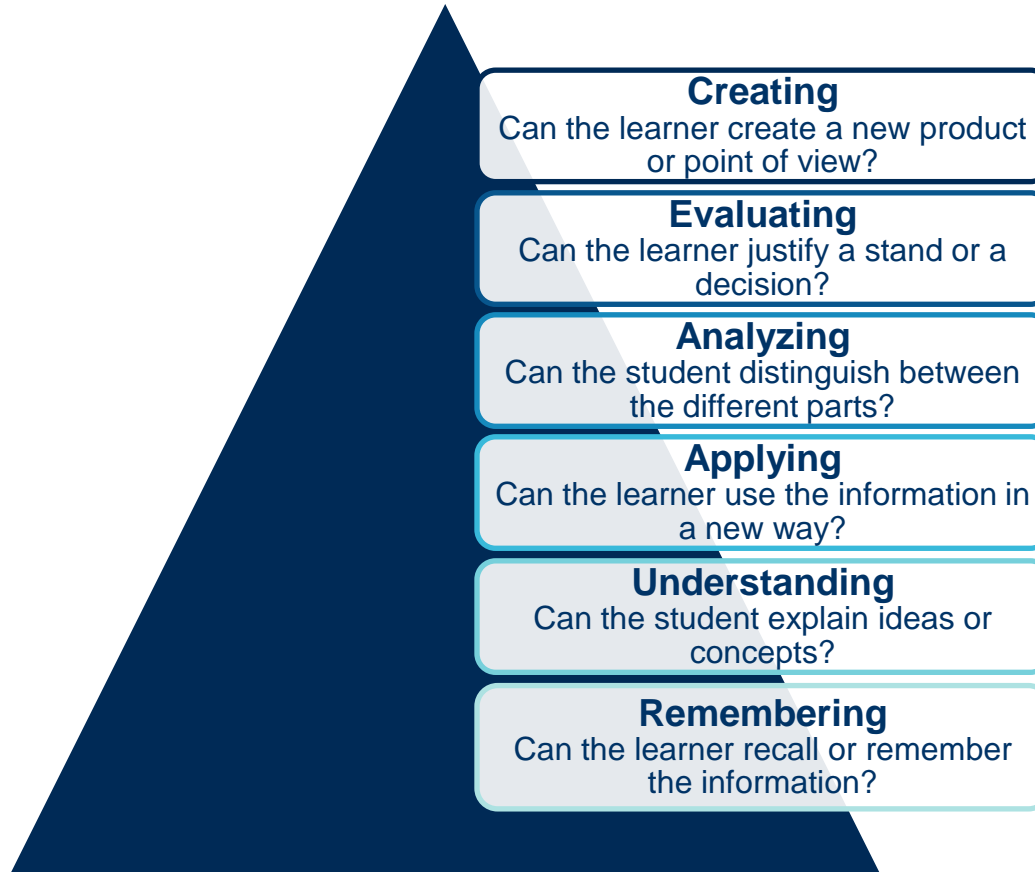
**Scott Blackman**  
**blackmans@avalonconsult.com**  
**972.375.7967**

**McKinney Office**  
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469.424.3449

Or contact us by at: [avalon\\_webinquiry@avalonconsult.com](mailto:avalon_webinquiry@avalonconsult.com)

# BACKUP SLIDES

# Bloom's Taxonomy: A Refresher



Slide Reference: Anderson (1990). Bloom's (1956) Revised Taxonomy.



# Maximizing Learner Retention

- Delivery type should be chosen based on:
  - Business needs of training program
  - Maturity of content/Level of repurposing
  - Level of cognition – Let Bloom Help You!
  - Synchronous versus Asynchronous
  - Budget

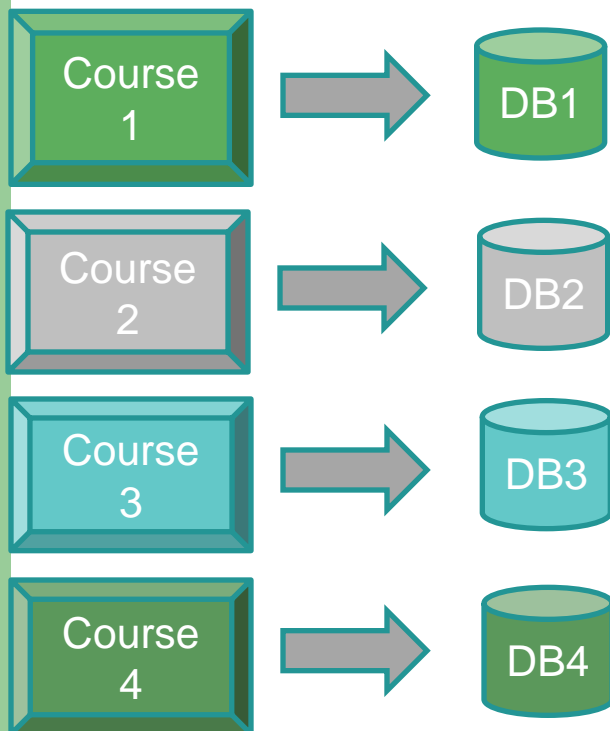
**Slide Reference:**

Bersin & Associates (2004). *Does Delivery Type Matter? How a Seasoned Training Provider Drives Training Excellence Through Blended Learning*. Bersin: CA.

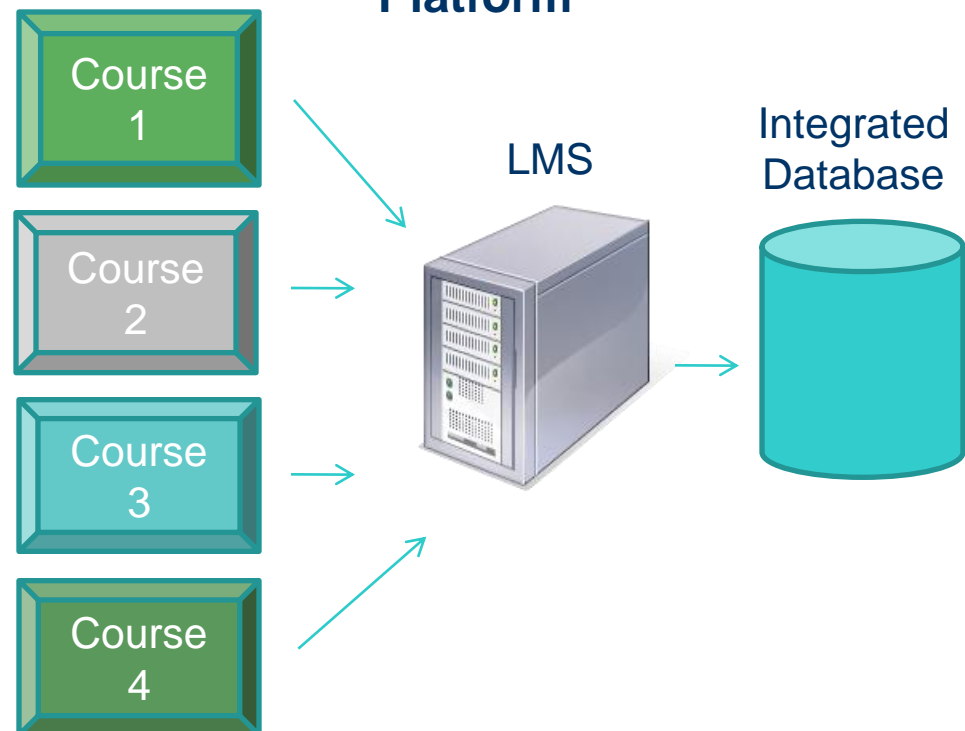


# Why Switch to e-Learning?

## Silos of Knowledge



## Content Integration via Learning Platform



**Slide Reference:**

Howard, Chris (2005). *Content Integration in Enterprise e-Learning: Challenges, Costs, and Solutions*. Bersin & Associates: CA.