

Introduction

We are iLearnNetwork, a learning management system provider (LMS), offering convenient, cost effective e-Learning tools and services for businesses and individuals. It is our goal to provide customers with the knowledge to identify the best e-Learning strategy and to offer our services to structure, create, and deploy e-Learning content.

The iLearnNetwork system offers a flexible content delivery solution to train, inform, and sell using the Web and CD/DVD-ROM. Deliver your message to organizations, partners, and customers with slide presentations, video, audio animation, and stylized documents. Then measure, manage, and refine content quality from user input to build and achieve superior communication delivery.

About e-Learning

Introduction

One of our company's primary objectives is to provide high quality service to our clients. Quality communication and understanding are part of that process. Below we have listed some concepts and guidelines that will help in determining which LMS products and services are right for you and how to most effectively achieve your communication goals.

- **e-Learning strategy rule #1**

- The first rule in developing an e-Learning strategy is to take small steps. This means developing a strategy so that the project is implemented in phases. Don't try to do the project all at once, because this will prevent the entire strategy from succeeding.

- **Delivery Media Targets**

- Classroom
- CD-ROM/DVD-ROM/USB-Memory Stick
- On-line (Internet, Intranet, LAN)
- Teleconference
- Videoconference
- Audio Tape/CD
- Satellite

- **Delivery Media Methods**

The delivery method represents the way the learning content is delivered. Examples of methods are:

- Instructor-led
- Self-Paced
- Blended (Instructor-lead & Self-Paced)

- **Client involvement**

The initiative by an organization to implement e-Learning in-house may initially be difficult because of one or more limitations listed below. Implementing e-Learning within an organization usually requires an outside IT (Information Technology) or MIS (Management Information Systems) entity to provide guidance on what is possible and how to overcome constraints.

- technical feasibility limitations
- cost limitations
- bandwidth constraints
- support limitations

- **Costs of e-Learning**

- content planning and development
- network upgrade costs
- development and production servers
- authoring software
- server software
- number of employees and associated salaries

How to choose an LMS (Learning Management System) **for your organization**

- **Introduction**

There are over 70 major LMS providers and each one has a different business model and associated capabilities. When selecting an LMS provider for your content delivery needs it is important to consider the following:

- **Functionality**
 - Skill assessment
 - Content access
 - Student enrollment & data tracking
 - Evaluation of content effectiveness
 - Marketing communications
 - Content development
- **Target Market Learning Strategy**

How do you plan to deliver learning programs to the people who need the training to accomplish your organization's goals? Using the points below it is important to document how your goals are going to be best achieved based on these constraints.

 - Audience
 - Learning style
 - Demographics
 - Available resources for learning
 - Corporate goals and objectives
 - Budget limitations
 - Cost versus benefit analysis
 - ROI

- Creating a Learning Requirements Outline
 - Define exactly what you expect to accomplish with an LMS
 - Match an appropriate LMS system to your requirements
 - Hosted vs. In-house
 - Compatibility requirements (ADL, SCORM, AICC)
- LMS Company Research & Inquires
 - Profile the capabilities and costs of each LMS company
 - Use Research and comparison reports from LMS research firms
 - Brandon Hall
 - Bersin & Associates
 - Focus on the highest priority requirements
- Prepare the Request for Proposal (RFP)
 - List all requirements
 - Provide as much detail as possible for each requirement
 - Provide examples of what you expect from the LMS
 - Provide expected timelines for LMS course implementation
 - Break into steps and categorize ownership for each task (What you provide versus what the LMS entity provides)
- Proposal Review
 - Rate each LMS offering and weigh the highest priority requirements (The requirements that are mandatory to consider a particular LMS system)
 - If any of the offerings do not meet any of the mandatory requirements, they should be eliminated from the list
 - Rate the remaining offerings based on objective and subjective impressions for each LMS requirement.
 - Narrow the list down to a reasonable selection of alternatives
- LMS Vendor Meetings and Demo Exploration
 - Meetings will allow each LMS vendor to answer specific questions and demonstrate their claims on the proposal
 - Demos shown by each vendor should include the scenarios you have requested. This is key in determining the compatibility and flexibility of the LMS system.
 - Determine which LMS features are standard and which require customization to provide your desired functionality.
 - Have the vendor explain functionality clearly and without ambiguity.
- Make Your LMS Choice
 - Meet with your internal decision team and re-evaluate both your initial review of each LMS and the advantages and disadvantages discovered during the demo meetings.
 - Make your LMS system choice

The Learning Development Process

The Learning Development Process is comprised of the following steps. By following this step-by-step process we are able to establish an efficient way of developing high quality learning program in the shortest amount of time.

- **Analysis**

- The Analysis step analyzes the need and purpose for development of a learning program. In this process we consider whether a learning program is actually required, listing the reasons for the learning development. This is a critical step because, if development continues, valuable time, effort and money will be spent in any kind of learning program development.
- If development is to continue, then the ways in which success of the program is to be established and measured is quantified. This is accomplished by determining the requirements of the learning program. These requirements might include the following:
 - Who is the target audience and what are the learning objectives for this audience?
 - How will the learning objectives help the target organization or group?
 - What kinds of material are available for the learning program's development?
 - What might be the best presentation of the message based on the available resources and what additional resources might be beneficial?
 - What is the potential return on investment and how much will development cost?
- This step establishes the budget constraints that will be placed on resources used to develop the learning program plan.

- **Design**

- The designing step uses the results of the analysis step as the scope for a learning development plan. This step establishes the beginning framework for the learning program. This includes the media selection process that will determine how the content is presented, including text, video, audio, images, etc. This process considers:
 - Content Type
 - Learners Geographical Location
 - Learning Preferences
 - Capabilities of the LMS System
 - Budget Constraints
- Once a list of the types of media is selected, then a plan can be implemented to assemble the appropriate human and asset resources needed for the specific media chosen. Timelines, schedules, budgets, and overall design of the learning program are then refined (a storyboard) in preparation for the development stage.
 - A storyboard is developed to organize the presentation of the program's content in a logical flow. The storyboard would represent the pages or screens which would display to the learner and any interactive exercises or assessments that might be included.
 - The storyboard then goes through a technical review process in which an expert in the area of the subject matter reviews the accuracy of the content. Once the storyboard has been approved by one or more reviewers the learning program content is ready to be developed.

- **Development**

- The Development step uses the design defined in the design phase; applying skills and resources to the development of the learning program. This includes the following:
 - Outlining learner assessment tests (pre and post) designed to validate the effectiveness of the content as it applies to the requirements set in the analysis step.
 - The content of the course is then developed in a way so that the target learner audience is given the necessary content in an appropriate way to successfully complete the course.
 - The learning program content is developed following the storyboard design. In most cases the content will be developed using a standard presentation LMS system that includes, menus, content, pre/post surveys and tests. The content itself may include images, multimedia content (video, audio, animation, etc.), interactive exercises, and text. Each of these components are designed to support a successful completion of the post survey and/or test module assessments.

- **Review**

- Once the learning program has been completed. The learning program needs to be reviewed to uncover content or functionality issues.
- After a full internal review, it is ready to be reviewed by a small external test group called a "Pilot". An items review list should be provided by the developers to the pilot group as an outline of items to be tested. A survey form should be provided so that corrections and comments can be made by the pilot group, in order to make corrections and refinements in the learning program's content.
- The review process should include testing that focus on functionality and usability. Following a checklist of items for review on every page or screen is important and should include:
 - Whether content is correct and appears properly
 - That all navigation including buttons and links work correctly
 - That animation and multimedia content play smoothly
 - That surveys and tests are correct and operational
 - That content is presented consistently across all supported platforms
- After pilot test completion any remaining issues are corrected and verified.

- **Presentation Publication Process**

- The learning program is ready for use once it has been reviewed, corrected, and published. The learning program's release process involves uploading the course to the LMS and providing access to the course through the LMS software. The course's title and description is added to the LMS system index to allow users to access the newly published program.

- **Evaluation**
 - The Benefits of Measuring Results
 - Obtain and analyze learner feedback
 - Obtain and analyze learner's comprehension of content
 - Quantify learner's performance improvement
 - Identify and refine the best learning strategies
 - Correlate learning objectives with organizational objectives
 - Quantify ROI for learning budgets spent
 - Evaluation Types
 - Measurement of Learner Satisfaction (survey question analysis)
 - Content - Was the content organized, relevant and sufficient?
 - Medium Use – Did each medium deliver the content in an effective way? (Internet/CD-ROM, etc.)
 - Measurement of Learner Achievement (test question analysis)
 - Analysis and reporting of Post or Pre & Post Test assessments
 - Measurement of Performance and/or Behavioral Change
 - Measure of desired change in the learner's performance or behavior based on the knowledge gained from the learning program
 - Measure how change affects ROI
 - When a major update is needed for the course, you should return to the Analysis phase to refine and prepare the learning program update.