

### Building Blocks of an E-Learning Infrastructure

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## Agenda

- Why is E-Learning Hot?
- Requirements for an E-Learning Infrastructure
- E-Learning vs. Knowledge Management
- How do you get started?



## **Rapid Uptake Predicted for E-Learning**





# Why is E-Learning Hot?

"The next big killer application of the internet will be education ... it will make email look like a rounding error."

John Chambers CEO

CISCO SYSTEMS

" It is estimated that 50% of employee's skills become outdated in 3 to 5 years."

Merrill Lynch



"We have become a knowledgebased economy, fueled by lifelong education and training..."

Alan Greenspan

Thanks to the internet, adult education may become our single largest industry."



## **Corporate Applications for E-Learning**

#### Workforce Transformation

#### Sales Channel Optimization



- Improve Skills ۲

Enter new markets

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- **Increase Sales**
- Improve Time to Proficiency
- **Reduce Turnover**

#### Customer Education



- **New Revenue Sources**
- Increase Customer Satisfaction



## Dramatic Shift from the Classroom

Annual Revenue by Methodology in \$000s



**Source**: IDC: Business Skills Training and Education Market, May 2000



### **E-Business Initiatives** Better, faster, cheaper





### **E-Business Initiatives** Better, faster, cheaper





## E-Learning is A Business Imperative

### What it is:

- A strategic tool to drive change and results
- A way to improve existing learning and training
- A tool for competitive advantage
- An internet business service

### What it is not:

- Only a way to reduce the cost of training
- A way to replace classroom instruction
- A support function
- A simple web site with online courses



## The Challenges of E-Learning Today





## **E-Learning is a Portal Solution**





## **Fundamental Building Blocks**





## **Fundamental Building Blocks**





# The Learning Environment





## **Branded Portal and Courses**

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### Your Learning Portal

- Logos, Colors
- Course Catalog
- Registration
- Content
- Marketing
- Feedback
- Tutors



# **Tracking and Reporting**

- Bookmarking by Page
- Track Progress
  - Learners Themselves
  - Managers
  - Executives
- Enterprise Reporting
- AICC Specification
  - Open 3<sup>rd</sup> Party Content
  - Level 1, 2, 3

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## Subject Matter Expert Integration

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- Completion requires People to Intervene
- SME's want to author content!
- SME's Integrated into Instructional Design
  - Review all exercises
  - Initiate communication
- SME Portal
- SME Reporting
- SME Feedback to content developers



## **Fundamental Building Blocks**





### Management Infrastructure

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- Registration
- Enrollment
- Scheduling
- Dynamic Catalog
- Integration with HR and Financial Systems
- Skills Management



## **Technology Infrastructure**

### Scalability

- Thousands of Users, very long login times
- Complex objects graphics, video, text
- Availability
  - Learning is "optional" people will drop out
  - Frequent off-hours usage
  - Customers and Partners expect availability
- Feature Rich
  - Synchronous and Asynchronous Learning
  - Virtual Classroom Technology is here



## **Fundamental Building Blocks**





## **Content Development Environment**

- Less than 1% of the e-learning content needed is available today
- Dropout rates can be very high, so you must be aware of ...
  - Instructional Design Issues
  - Technology and performance issues
  - The right content type for the right audience



## Content vs. Audience

Skills Transfer	Information Distribution	Community Learning
Programming in Java, Value- Based Selling, Introduction to E- Business, Internet commerce, etc.	New product announcement, new company announcement, new company procedures, etc.	The CEO online with the state of the company, the Java guru talking about Enterprise Java Beans performance
Asynchronous	Asynchronous	Synchronous
Web-based course or kiosk	Web-based learning object	Virtual Classroom
Hours in length	< 2 hours	< 1 hour



## **DigitalThink Instructional Design**

#### Community

#### **Design Principals**

#### Standard Organization

Objectives-Based, Modules, Lessons, Sidebars, Exercises, Quizzes, Case Studies

#### Common Elements Syllabus, Projects, FlipBook, MouseOve

FlipBook, MouseOver, Simulations, Glossary, Applets, Learning Checks

#### Standard Look and Feel

Graphic Objects, Images, Quotes, Audio, Code Samples Naming Standards, Reusable

Tellme, Showme, Letme Objectives, Interactivity, Performance, Projects

> Discussion, Classmates, Messenger Tool, eMail, Tutors



# **Content Development Methodology**

- Define
- Design
- Develop
- Produce
- Publish
- Deploy
- Portal-Enable
- Maintain



Content Management, Tools, Workflow, and Consistency



## **The Total Solution**





Developers, Designers

Developers, Designers

Learners, Administrators, Managers







### **E-Learning and Knowledge Management**

#### **E-Learning**

Online Courses Assessment Learning Plans Certification Skills and Competencies

#### **Knowledge Management**

Knowledge Databases Asset Mapping Categorization Search Expert Access

### **Next Generation e-Learning**

No distinction between learning and doing, words like 'training' and 'course' go away Scalable Learning and working environment Real time access to Knowledge, People, Resources ...anywhere, any time, any subject, any language ...just in time, just enough, just right



## **Getting Started**

## Find strategic business focus

- Workforce Transformation
- Sales Channel Optimization
- Customer Education
- Build or buy decision
  - Focus on learning and content first
  - Infrastructure and environment second
- Find a partner



## About DigitalThink

We provide a total end-to-end solution for corporate E-Learning.



- Driven through enterprise-class outsourced e-learning technologies
- Providing award-winning, business focused learning content
- Complemented by world-class business analysis and course development services.



## DigitalThink: Industry Leadership

" DigitalThink has become the standard against which other players compare themselves..." WR Hambrecht, July 12 2000

"We believe DigitalThink is uniquely positioned to become the defacto e-learning platform..." Robertson Stephens, July 7 2000

"DigitalThink is setting the standards for the exploding B2B e-learning market"

Chase Hambrech and Quist, May 2000

" DigitalThink is the category-defining company in this space."

Chase Hambrech and Quist, May 2000