

CIASTD

FALL EDUCATIONAL CONFERENCE ⁰⁹

simplifying e-learning 

DATE:

November 4, 2009

TIME:

8:00am - 4:00pm

LOCATION:

Embassy Suites - Indianapolis Downtown
110 West Washington Street
Indianapolis, Indiana 46204



FEATURED KEYNOTE:
David Anderson
Community Manager
Articulate

E-learning is changing rapidly. Emerging technologies such as wikis, blogs, virtual worlds, microblogging and social networking, combined with the democratization of authoring tools, means anyone can now create and deploy training. This shift in content development creates both challenges and opportunities for learning organizations.

To begin understanding this change, training departments need to simplify their learning strategies by integrating E-learning 2.0 with their current, proven training initiatives.

Simplifying e-learning is about focusing on core learning and development skills and expertise and adapting them to the rapidly changing learning technologies.

David Anderson will present an overview of e-learning today and discuss ways to embrace the coming changes to create e-learning that is both practical and meets the organization's needs.

Track 1: e-learning 101

E-learning Tools and Processes: An Introduction for the Bewildered Novice

Jeff Harris, Start e-learning Consulting

Better, Faster, Smarter: Using Templates and Management Techniques to Efficiently Design and Develop E-learning.

Shelby Watts and Jennifer Bertram, Bottom Line Performance

Thinking Differently about E-learning

David Serdyski, Root Learning

Track 2: e-learning authoring tools

Creating Great Courseware

Pat Dillon, Interactive Advantage Corporation

Go Beyond Screen Captures with Adobe Captivate

Karen Zwick and Jason Strasser, 1st Class Solutions

How Rapid E-learning Will Save You Time and Money with Articulate

David Anderson, Articulate

Track 3: managing the e-learning function

Delivering the Web 2.0 Experience

Don Duquette, General Physics Corporation

Moodle - Open Source Learning Management System

David Diedrich, DePauw University

Beyond Page-Turning: Which Technologies Should You Choose?

Gayle Beebe, Lisa Meece and Sharon Boller, Bottom Line Performance

Track 1: e-learning 101

E-learning Tools and Processes: An Introduction for the Bewildered Novice

Jeff Harris, Start e-learning Consulting

Elearning can be confusing! The expanse of elearning product offerings, how they interrelate, the elearning standards that connect them, and the required skill sets to use them successfully leave a novice elearning trainer with a 1,000 piece jigsaw puzzle...without the picture on the top of the box as a guide. Add in the techno-marketing hype for each and every elearning product and confusion reigns causing training decisions and progress to suffer.

Elearning novices cannot make smart decisions about their programs because they lack an overriding vision of what comprises an elearning initiative and how the pieces fit together. The result for novices is often no elearning, false starts, delayed launches, and even failed programs.

This session is the picture on top of the puzzle box because it provides a broad, yet cohesive overview of key elearning concepts, components, processes, and other critical elements. For example, topics covered will include concepts such as synchronous/asynchronous delivery options, program components such as LMSs, LCMSs, KMSs, authoring tools and how they work together to deliver online training. Using a plainspoken approach that down plays technical jargon, this session will flow through a step-by-step methodology that lays out the major areas and concepts of elearning and how they interrelate and perform in unison.

Beginning with a view of elearning "from 35,000 feet," and working towards a ground level approach, this session provides all attendees with a foundation of information on elearning tools and processes to instill confidence to proceed successfully.

Better, Faster, Smarter: Using Templates and Management Techniques to Efficiently Design and Develop E-learning.

Shelby Watts and Jennifer Bertram, Bottom Line Performance

- Tired of e-learning projects that take too long to design and develop?
- Feel like you're reinventing the wheel each time you create a new course?
- Need help managing the expectations of subject-matter experts as well as course programmers and writers?

If you answered yes to any of the above questions, then this session is for you. In the workshop, Shelby Watts and Jennifer Bertram will share what they learned on a recent project where they managed the concurrent design and development of 10 e-learning courses in a curriculum over a six month period. They'll share the keys to their success, including:

- Create a common user interface with unique graphical elements.
- Identify and agree on screen templates for the courses.
- Set up graphical treatments to be used by programmers.
- Manage the expectations of subject-matter experts and course project teams.
- Design and write courses efficiently.
- Be flexible about how templates are used; establish criteria for when templates can be changed to meet a course's needs.

These best practices will be shared through an interactive case-study approach, giving participants the opportunity to think through the same decisions Shelby and Jennifer made.

Thinking Differently about E-learning

David Serdyski, Root Learning

For over 20 years Root Learning has been developing effective custom learning solutions using visualization and metaphors to effectively transfer knowledge and connect learners to the content being presented. Learn how to successfully utilize your knowledge and experience into the digital/e-Learning solutions by connecting learners to the experience. Root Learning will share their thinking, and examples of work in order to give participants ideas around how you can think differently about designing your e-Learning.

Track 2: e-learning authoring tools

Creating Great Courseware

Pat Dillon, Interactive Advantage Corporation

With corporate economics being what they are, there has never been a more important moment for eLearning to step up and deliver. Nor has there ever been a more opportune time for the medium to prove itself as the most cost-effective choice for delivering mission-critical knowledge transfer.

This presentation will focus on the methods and tools that training professionals need to master if they are to help move the eLearning enterprise from its current near-mature status onto the promised land killer technologies.

We will cover:

- 1) The three keys to creating engaging courseware.
- 2) Demonstrations of courseware that exhibit these features.
- 3) The authoring tool features and functions that make developing quality courseware a "doable" proposition.
- 4) The authoring tool features and functions that heighten the likelihood of project success for courseware development initiatives.
- 5) Beyond developing online "courses," we will take a quick look at emerging forms of online instruction, including learning objects and games.

Go Beyond Screen Captures with Adobe Captivate

Karen Zwick and Jason Strasser, 1st Class Solutions

Join 1st Class Solutions in learning how to utilize Adobe Captivate which enables anyone to rapidly create powerful and engaging simulations, scenario-based training and assessments without programming or multimedia skills. Based on the industry-leading Adobe Flash® platform, Adobe Captivate automatically generates interactive, Flash Player compatible content for easy online distribution and access. Adobe Captivate software's simple point-and-click user interface and automated features, learning professionals, educators, and business and enterprise users can easily record on-screen actions, add eLearning interactions, create complex branching scenarios with feedback options, and include rich media.

How Rapid E-learning Will Save You Time and Money with Articulate

David Anderson, Articulate

In today's economy, it's critical to get the most out of the tools you have. In this session we'll look at some practical ways to embrace the coming changes to create elearning that both engages your learners while aligning with the organization's needs.

1. You'll learn the importance of visual design, typography and composition in elearning design. You'll also learn to create rapid interactive scenarios using a simple, repetitive process. Finally, you'll learn practical elearning makeover strategies you can apply to your own courses.
2. You'll participate in an exercise designed to demonstrate how font choices can support or undermine your elearning design. You'll also learn practical tips you can apply to your graphics, layout and type designs to enhance learning.
3. Participants will receive full source files from the session. This includes original and "makeover" examples, scenario templates and design style guides they can modify for their own projects.

Track 3: managing the e-learning function

Delivering the Web 2.0 Experience

Don Duquette, General Physics Corporation

A web portal organization can create a great online learning experience for its users, whether they are employees, vendors, sales representatives, or end users. In this session you'll hear how you can increase employee retention and attract more top talent into the organization by leveraging the Web 2.0 experience.

We will cover:

- 1) What is the value of a learning portal?
- 2) What applications integrate with a learning portal?
- 3) Measuring the success of a portal and its elements.

Moodle - Open Source Learning Management System

David Diedrich, DePauw University

The presentation will describe the use of Moodle at DePauw University, demonstrating the tools built into this learning management system (LMS), including discussion forums and wikis, and discuss the benefits of adopting Moodle as an LMS.

"Moodle is DePauw University's learning management system (LMS). Developed from a learning-centric perspective rather than a technical administrative perspective, Moodle enables faculty members to enhance their face-to-face teaching and their students' learning by providing an online environment to distribute materials and encourage collaboration and interaction both within and outside the classroom."

We will cover:

- 1) Participants will become familiar with Moodle, and learn about using resources and activities in Moodle.
- 2) Participants will be shown some of the benefits and concerns with using an open-source learning management system.
- 3) Participants will receive a handout describing Moodle and its uses as an LMS.

Beyond Page-Turning: Which Technologies Should You Choose?

Gayle Bebee, Lisa Meece and Sharon Boller, Bottom Line Performance

Twitter...a learning tool?

Facebook...what can I learn beyond the color of my aura?

Is an e-magazine better than a page turner?

Moodle...isn't that in my kid's school?

Prezi, text the mob, polls anywhere, DimDim Pro, blip.tv...what are those and should I use them?

Second Life – I can't handle my first one? How do I use the second one to learn?

TBD (since new technologies emerge almost daily!)

Courtesy of the plethora of emerging technologies, "e-learning" has moved beyond building page-turner courses in Articulate or Lectora (or PPT or Flash) and launching them onto your website. The buzz today is about a myriad of different technologies, emerging tools, and social media that you can leverage. If you feel a bit (okay, a lot) overwhelmed by all these technology choices related to learning, then this session is for you. Members of the BLP team will distinguish between "learning" and "training" and showcase a variety of technology-based tools and resources that are getting lots of hype these days. We'll evaluate which ones are really learning tools and which ones you should probably ignore.

This session will give participants an overview of a wide array of tools and an evaluation matrix they can use on their jobs as other technologies and tools emerge on the horizon. Participants will leave with information on tools they can incorporate into their learning worlds – and tools they can happily ignore.