

Unified Learning Using Engagement Data to Drive eLearning Design

Presented by:

Association Technology Solutions
iCohere



About ATS

- Serving iMIS community since 1995
- Full-service Authorized iMIS Solutions Provider (AiSP)
- Application development to extend the functionality of iMIS
- 2015 Authorized iMIS Solution Provider (AiSP) of the Year

Hosted by



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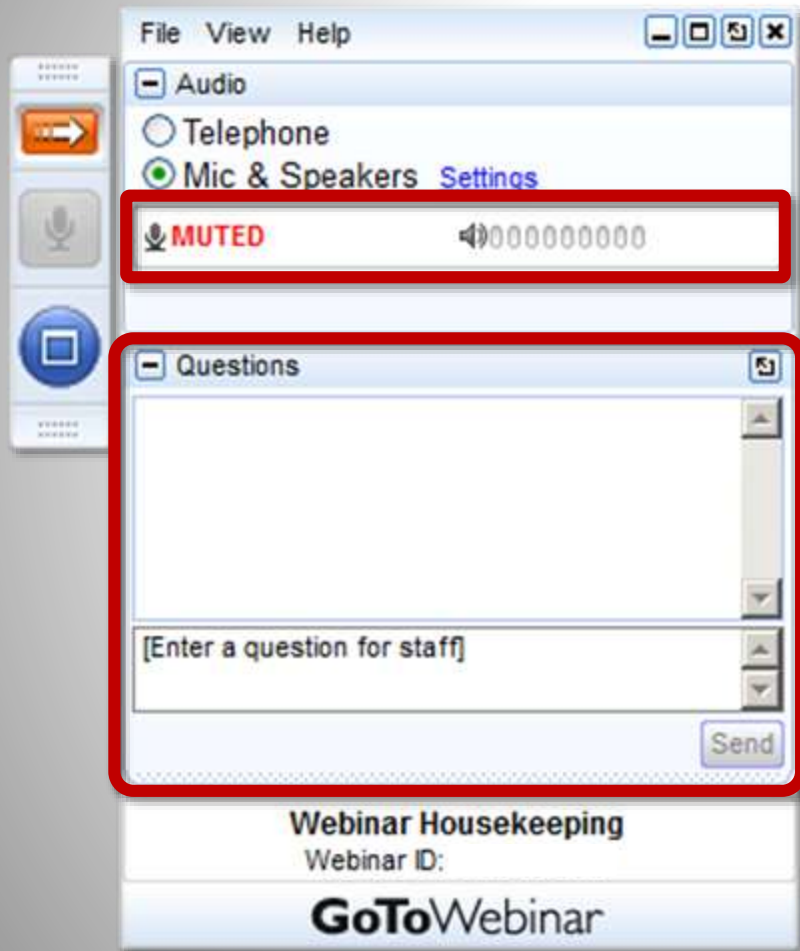
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Using GoToWebinar



- Attendees are muted to reduce background noise
- Remember to ask questions via the **Questions** panel
- Questions will be answered during Q&A after presentation is complete

iCohere®

Unified Learning System

- Custom development shop since 1987
- Platform first launched in 2001
- Headquarters in Walnut Creek, CA
- Independent, owned by CEO/Co-founder
- Developed and cloud managed by iCohere
- On U.S. Government Federal GSA schedules
- Section 508 Accessibility

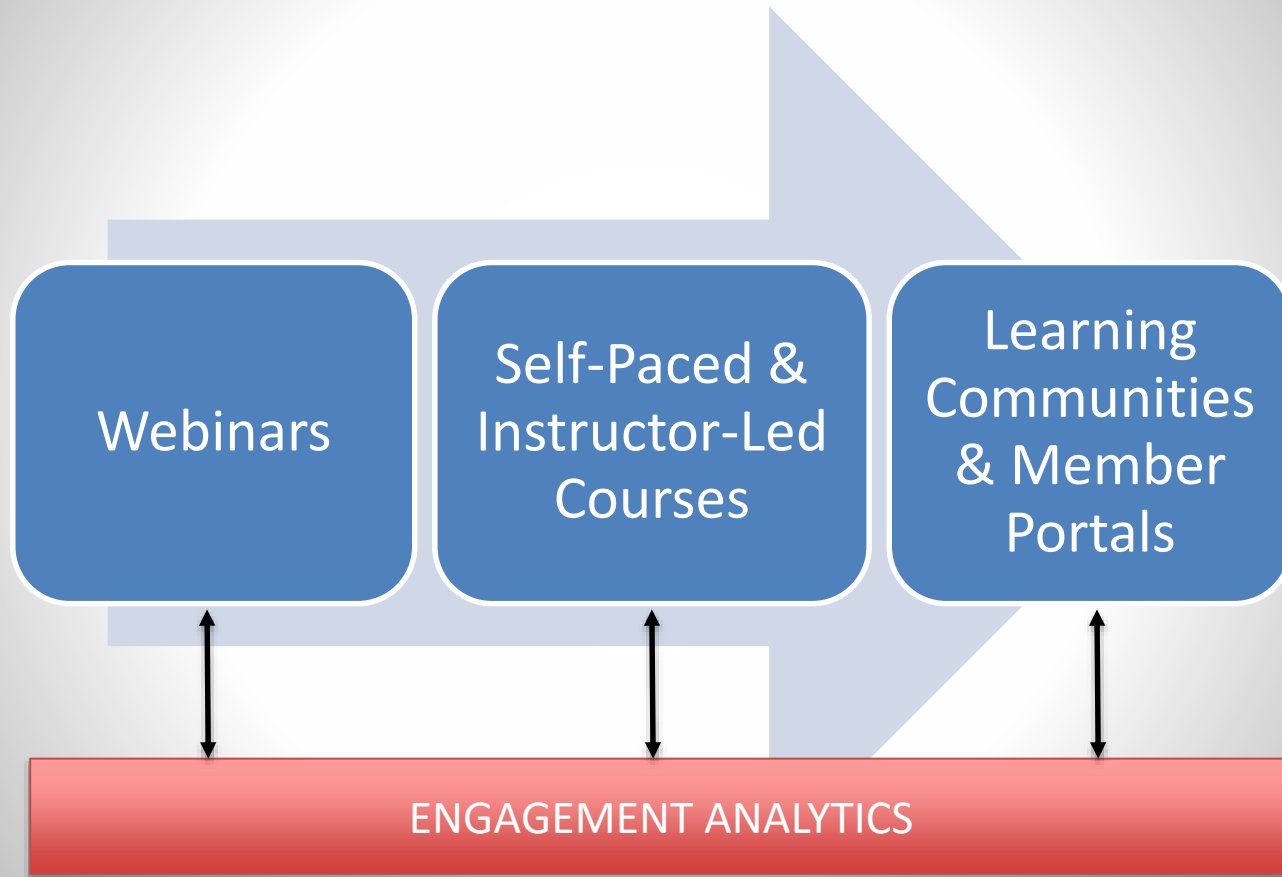


iCohere & iMIS

- Purchase is made in iMIS E-commerce solution
- Single Sign-On
- User profile information fields
- Instant profile information updates
- Group/Course/Product assignments
- Course completion information
- Webinar attendance information



“Unified Learning” Evolution



“Build It and They Will Come...”

Strategies for Community Engagement

Build it and they will come — Not!

Launching a professional learning community is an art as much as a science. It depends not only on funding, facilitation, and technical capability, but on strategy and vision.

Generating a strategic vision for a community requires understanding its life cycle and essential dimensions.

Just as a person moves through many developmental phases from birth to adulthood to maturity, so also do online communities experience phases of growth and development.

Just as each dimension of a person—physical, social, psychological, intellectual and spiritual—needs to be nurtured in developmentally appropriate ways, so

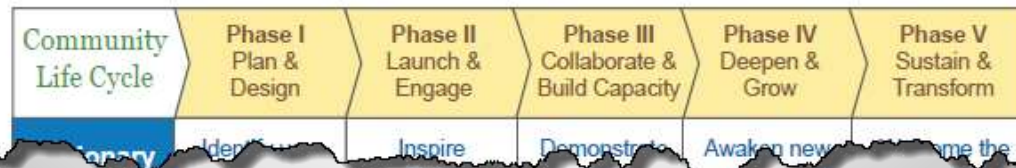


Pascal Kaplan, Ph.D.
CEO, Co-Founder

also do the dimensions of an online community need to be supported appropriately during each phase of growth.

Of course we at iCohere know that software has to be part of the answer. But engaging your community online is not simply about providing social media tools. It's about having a vision, building trust, and implementing strategies that engage all the dimensions of your members' interests, needs, and aspirations.

That's why we developed our Roadmap for Nurturing Communities of Practice: to assist our clients in understanding and supporting the full life cycle and rich dimensions of an innovative, successful, and robust online community.



Webinars: Get Started!

- Perfect for getting started with online education
- Cisco WebEx enterprise webinar room integrated with iCohere
- Registration and payments through iMIS
- Direct link into webinar from iMIS web site
- Many opportunities for building engagement within webinars
- Reporting back to iMIS on webinar attendance
- 24x7 worldwide attendee support

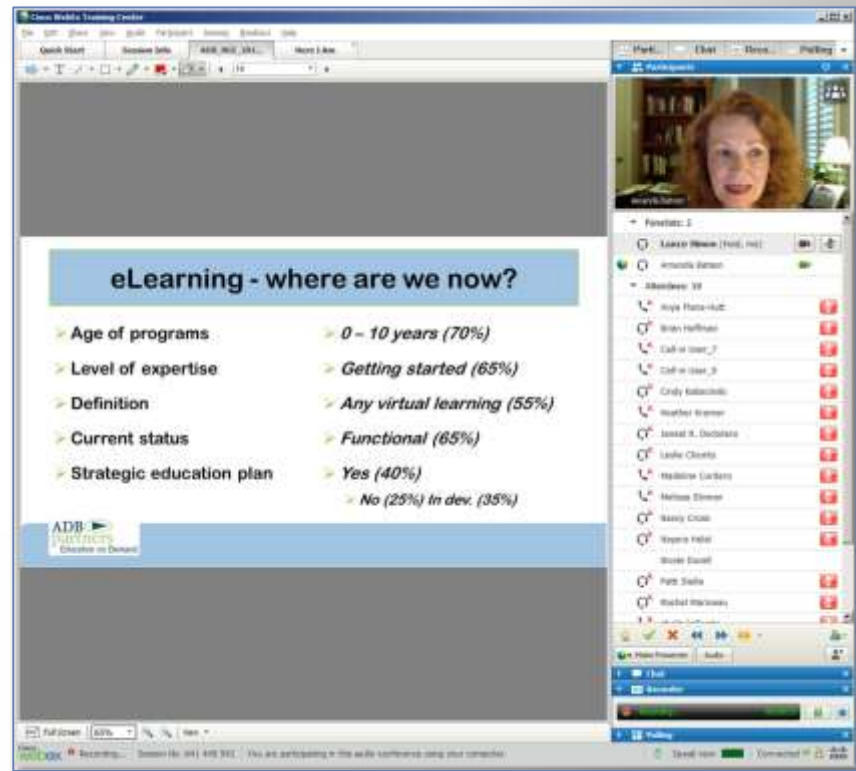


Webinar Interactivity

Webinar platforms include a variety of tools to foster engagement and interaction.

Use them but be careful not to over-engage.

- *Annotation / Drawing*
- *Tools*
- *Polls & Voting*
- *Open Chat*
- *Private Q&A*



Generate Incremental Revenue

- **Continuing Education Credits** – provide valuable training and a test for CE credits.
- **Sponsorships** – Provide opportunities for like-minded businesses to sponsor a webinar or series of webinars covering an in depth topic.
- **Special “Teaser” Promotional Webinars** – Hosting webinars featuring presenters from an upcoming conference to boost registrations.
- **Membership Benefit** – free webinars can reinforce the value of membership dues.
- ➔ • **Self-Paced Courses** – bundle a series of webinars into a self-paced course along with a course guide, assessments and tests.



Webinar Engagement Metrics

- How many people registered?
Members? Non-members? Fees paid?
- How did they answer questions in the registration form?
- How long did they stay in the webinar?
- What platforms (desktop/mobile) did they use?
- Did they ask any questions or offer comments?
- How did they rate the session in the satisfaction survey?
- Did they access the webinar handouts & archive?
- Did they respond to the discussion post afterwards?

Reusable Learning Assets



ILCA Knowledge Center

The screenshot displays the ILCA Knowledge Center website. At the top left is the ILCA logo, consisting of a cluster of colorful dots and the text "international lactation consultant association". To the right of the logo are links for "website" and "store", and social media icons for Facebook, Twitter, and Instagram. Below the logo, it says "Welcome Lance" and "ILCA Knowledge Center". A search bar and a "LOGOUT" button are also visible. A purple navigation bar contains "Welcome" and a "print" icon. On the left side, there are buttons for "my sites" and "is online", and a menu with options: "Welcome", "LIVE Webinars", "My Courses", "My Preferences", "Calendar", and "Help Desk". Below the menu is a small image of a woman and a child with a "KNOWLEDGE" banner. The main content area features the ILCA logo, the title "The Knowledge Center", and the tagline "ILCA believes knowledge guides our practice, strengthens our value, and supports our role in transforming global health." Below this, it says "Welcome! The ILCA Knowledge Center offers you access to:" followed by sections for "Live Webinars" and "Courses". The "Courses" section includes detailed instructions on how to access content purchased through the ILCA Online Store. At the bottom, there is a footer with "copyright | powered by iCoHere" and a system tray showing "On Duty" and the time "2:23 PM".

international lactation consultant association

website store f t i

Welcome Lance ILCA Knowledge Center

site search LOGOUT


Welcome

my sites is online

Welcome

- LIVE Webinars
- My Courses
- My Preferences
- Calendar
- Help Desk

KNOWLEDGE

 **The Knowledge Center**

ILCA believes knowledge guides our practice, strengthens our value, and supports our role in transforming global health.

Welcome! The ILCA Knowledge Center offers you access to:

Live Webinars
Learn from the leading experts in the field on the topics you need to enhance your practice and deepen your skills. To access a LIVE Webinar you have signed up for, please click on the LIVE Webinars tab (to the left) and follow the prompts at the time of your scheduled webinar. We highly recommend testing your computer prior to the start of the webinar.

Courses
Access the content you have purchased through the ILCA Online Store. This includes recorded webinars, conference sessions, online JHL Study Modules, and FREE CERP courses provided to ILCA members. **To access content you have purchased through the ILCA Store, please click on the My Courses tab (to the left) and follow the prompts.** Upon completing the content and related quizzes, you will be emailed your Certificate of Completion. Please note you have 90 days from the date of purchase to complete the content and once you have completed the content, future access to the module is no longer permitted.

Visit the ILCA Store to purchase additional educational offerings or access Member Only FREE CERP courses.

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On Duty 2:23 PM

ILCA Knowledge Center

The screenshot displays the ILCA Knowledge Center website interface. At the top left is the ILCA logo, which consists of a cluster of colorful dots in shades of blue, green, and purple, followed by the text "International Lactation Consultant Association". The main content area is a grid of 11 article cards, each with a yellow border and a white background. Each card contains the following information: a title, the author's name and credentials, the source of the article, and a date. The cards are arranged in three rows: the first row has four cards, the second row has four cards, and the third row has three cards. The bottom right corner of the grid is empty.

Title	Author	Source	Date
Complementary and Alternative Medicine	Nikki Lee, RN, MS, IBCLC, CIMI	CONF 2015 Complementary and Alternative Medicine	18/01/16
Consequences of Risk Messages for Milk Sharing	Aunchalee Palmquist, PhD, IBCLC	CONF 2015 Consequences of Risk Messages for Milk Sharing	18/01/16
Infant Feeding During Disasters: Protecting and Supporting Breastfeeding	Kittie Frantz, RN, CPNP-PC	Infant Feeding During Disasters: Protecting and Supporting Breastfeeding	21/01/16
Hispanics and Supplementation: Why They Do It and How to Help	Regina Maria Roig-Romero MPH, MCHES, IBCLC	Hispanics and Supplementation: Why They Do It and How to Help	18/01/16
Hispanas y la Suplementación con Fórmula Infantil	Regina María Roig-Romero MPH, MCHES, IBCLC	Hispanas y la Suplementación con Fórmula Infantil	24/02/16
Diversity and Equity in Action at ILCA	Cynthia Good Mojab, MS, LMHCA, IBCLC, RLC, CATSM	Diversity and Equity in Action at ILCA	18/04/16
Suck-Swallow-Breathe Dynamics in Breastfed Infants	Journal of Human Lactation 32(2) 2016	JHL 32(2) Suck-Swallow-Breathe Dynamics in Breastfed Infants	02/05/16
African-American Women's Perception of Breastfeeding	Natasha Sriraman, MD, MPH, FAAP, FABM	CONF 2015 African-American Women's Perception of Breastfeeding	05/05/16
Helping Abuse Survivors Breastfeed	Kathleen A. Kendall-Tackett, PhD, IBCLC and Jeanette Ranchula, BSW, RN, PHN, IBCLC	WEBINAR 2016-05: Helping Abuse Survivors Breastfeed	18/05/16
Fundamentals of Lactation Ethics	Liz Brooks, JD, IBCLC, FILCA	Fundamentals of Lactation Ethics: Top Ten Ways to Stay Legal and Ethical	24/05/16

Virtual Conferences

ahra | 2015 FALL CONFERENCE

Welcome Lance AHRA Fall Virtual Conference 2015

CRA Credential

Recorded Sessions ← Exhibit Hall ← CRA Credential

Administer
Welcome
Info
Recorded Sessions 340
CE Post-Tests
Message Center
My Settings

Basic Management Track
Online! On Demand!

CRA
Certified Radiology Administrator
Validating Knowledge in Imaging Administration

Quick Info | **Application** | **FAQs** | **Webinars** | **Questions?**

The Certified Radiology Administrator (CRA) credential is an exam-based certification tailored specifically to medical imaging administration. A CRA is a professional with **tested, proven knowledge and excellence** in:

- Human resource management
- Asset resource management
- Fiscal management
- Operations management
- Communication and information management

Those who earn the CRA credential have the specific knowledge and skills necessary to lead the imaging team and manage the wide range of tasks involved in imaging management.

Thank you to everyone who took part in the **CRA Live Chat!**

If you missed the discussion, you can read the transcript in the **Handouts** section of the conference menu.

Have more questions or comments? Post them below!

New: What's a conference without conference swag?
We'd like to send you one of these great CRA challenge chips!

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Learning Communities

The screenshot displays the iCohere Academy website interface. At the top, the logo for iCohere Academy is visible, along with the tagline "For Unified Learning and Virtual Meetings". Social media icons for LinkedIn, Twitter, Facebook, and YouTube are present, along with a clock icon. The main navigation bar includes a welcome message for "MWW Student", a search bar, and a "LOGOUT" button. Below this, a blue banner displays "Welcome!" and "0 hidden".

The left sidebar contains a "Welcome!" section and a list of navigation links: My Classroom, Discussion Topics (290), Resource Library, Member Directory, Upcoming Programs, Become a CVEP!, My Preferences, My Inbox (33), Help Desk, Search, Webinar Admin, New Reporting Demo, and Forms Admin. A "15th Anniversary" graphic is also visible.

The main content area shows a browser window displaying the course page for "MWW Live Workshop #4". The page header includes the iCohere Academy logo and the tagline "For Professional Learning and Virtual Meetings". Below this, the course title "Meetings Without Walls, Spring 2016" is displayed. The main content area features a "MWW Live Workshop #4" section with a "Links and Attachments" list:

- [Hybrid Conference Chat Facilitator Instructions](#)
- [Hybrid Conference Facilitator Chats](#)
- [Hybrid Conference Presenter Instructions](#)
- [Hybrid Conference Typical Floor Plan](#)
- [Virtual Conference Vendor Questions](#)
- [Workshop #4 Slides](#)

Below the list, there are logos for "powered by webex" and "Meetings Without Walls". A yellow callout box contains the text: "MWW Live Workshop #4. Click the button below to launch the webinar (live or archive). Slides & handouts are at top right." At the bottom of the page, the text "MWW Live Workshop #4" is displayed.

Learning Community Metrics

- How many people are logging in?
- How often? How long do they stay?
- Which types of courses are most popular?
- How many CEUs are people completing?
- Which resources are most popular?
- How many discussion posts are people making and on what topics?

Integration Nuts and Bolts

- Purchase is made in iMIS using RiSE, the ATS Online Marketplace, or a custom cart
- At checkout information is pushed to iCohere
- Single Sign on leverages your iMIS login page
- Completion data is written back to iMIS
- Setup table lets you define which profile fields to read/write between iMIS and iCohere
- iMIS 20 dashboard to show Number sold, Dollars sold, and Credit hours earned per month as well as other features.
- Built on the iMIS Business objects and works with all versions of iMIS



iCohere Academy

Join 1400+ of your peers in this worldwide
professional learning community!

- Look for your invitation email from this address:
sqldba@iCohere.com
- Our hub for developing your professional skills with eLearning and virtual meetings
 - ✓ *Archives and handouts for all our webinars*
 - ✓ *Unified Learning Design Studio™*
 - ✓ *Meetings Without Walls™ for virtual meetings*
 - ✓ *eBooks, Guides and Case Studies*
 - ✓ *Free and discounted online courses*
 - ✓ *Online discussion boards*
- Learn more at iCohere.com/Academy

Questions & Answers



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Moderator:

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Looking for more from the experts at ATS?

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schedule of upcoming webinars

Past Webinars

<http://atsol.org/PastWebinars>

*video recordings and
downloadable presentation slides*

Other Questions?

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