



Selecting the Right Online Learning Solutions for your Organization





Ben Zastrocky
Senior Consultant & Online Learning Specialist

- Over 17 years experience in higher education & e-learning
- Director, Educational Technology Center, 2006-2013 at MSU Denver
- Developed first online course in 1997 using HTML
- Incorporated videoconferencing/live classroom technology in 2002
- Online instructor



Tim Sloan
Senior Consultant and Integration Specialist

- 20 Years IT Experience
- 7 Years Director of IT at Brewers Association, Boulder, CO
- Assistant Professor - Duke University
- Manage ATS Online Marketplace / LMS Integration Projects



What this presentation is NOT

- Vendor specific
- In-depth assessment of platforms
- A destination or answer



- **Learning Management System:**

Software application for the administration, documentation, tracking, reporting and delivery of e-learning education courses or training programs.

- **Learning Content Management System**

A Learning Content Management System (LCMS) typically provides a multi-user environment where administrators, instructors, and content managers can create, store, reuse, and manage learning objects from a central object repository.

- **Webinar**

A live online educational presentation during which participating viewers can submit questions and comments



Number of associations offering e-learning is on the rise

Only 32.5% of organization that offer e-learning make use of an LMS. An additional 13.3% indicate they plan to implement an LMS within 12 months (Tagoras Report, 2013)

82.9% of organizations already using e-learning reported real-time Webinars as a form of delivery.

**-Tagoras, 2013 Association Learning Management Systems
The Report: Jeff Cobb and Celisa Steele**

Revenue?

Member Benefit?

Professional Development?

Legal Requirement?

Boss Says we Have to!

Who knows?





What are we delivering?



Audio?

Asynchronous?

Video?

Synchronous?

Text?

Self-paced?

Assessments?

Learning Communities

Multimedia?

Competency-based?

Completion Date?

CEUs?

Score/Grade?



Simple Credits?

Complex Credits?

Transcript?

Completion Status?

Certification?



Internal IT Resources?

Large IT Staff?

Limited IT Staff & Resources?

No IT Staff?

Skill Levels?

Workload?





Be realistic!

Simple implementation = 19.2 days*

Typical = 48.4 days*

Complex = 102.8 days*

*** Tagoras Report 2013**



Solicit Feedback

Focus on Content First

Define Requirements

- Must Have, Nice to Have, and Wishes

Begin with the end in mind



Centralized Data and Tracking in iMIS!

REGARDLESS OF E-LEARNING PLATFORM



Non-Negotiables (cont.)

“The integration of more sophisticated learning management technologies with existing association management systems is, in our opinion, one of the major opportunities available to associations for collecting and mining data that will help them better target their offerings to members.” - Tagoras 2013






The Power of Integration

MY ORDERS

August 06, 2014 - Order # 322670

Receipt  

QTY	ITEM #	DESCRIPTION	UNIT PRICE	TOTAL
1	ASTX1260	 A Review of Best Evidence for Dry Eye Click here to go to "My Courses"	\$0.00	\$0.00
1	ASAV1010	 ASORN 2014 Fort Worth Regional Meeting Click here to go to "My Courses"	\$0.00	\$0.00
1	ASAV1020	 Bridging the Infection Control Gap in Ophthalmology Click here to go to "My Courses"	\$0.00	\$0.00



The Power of Integration (cont.)

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PURCHASED COURSES



JCSM1070 Learning Systems: Advanced Contact Lens Fitting (I)

Course ID: JCSM1070



Launch Course



The Power of Integration (cont.)

COMPLETED COURSES (COMPLETED COURSES MAY NOT IMMEDIATELY APPEAR)



Acanthamoeba Keratitis: Recognizing It and Treating It

Course ID: ATAP1000

Status: PASS



Phakomatoses Syndrome

Course ID: ATTX1040

Status: PASS





The Power of Integration (cont.)


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VIEW PREVIOUS ORDERS

MY ORDERS

August 04, 2014 - Order # 24763

Receipt  

QTY	ITEM #	DESCRIPTION	UNIT PRICE	TOTAL
1	PE-P1	AICPA Professional Ethics Self-Study Book	\$135.00	\$135.00
1	CRR_VIDEO_2014	 Colo State Board Ethics Course (CR&R) - Video Click here to download. You have 321 days left to view this content.	\$79.00	\$79.00

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Thank You



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