

# **Strategies For the Future: E-Learning & E-Communications**

**Peg Maddocks**

**Cisco Systems**

**Director, Learning Strategy & Development**

# Learning Strategy

- **Access is the key to success**
- **Weave learning into the fabric of your day**
- **Testing is more important than completion**
- **Business problems drive learning efforts**
- **Make people successful in their jobs**

# Key Success Factor:

Cisco.com

***E-Learning is not  
just E-Training***

***It is information, communication,  
collaboration, and education.***

# Considerations & Changes?

## Face to face or mind to mind...

- **E-learning is not a 1-1 replacement**  
*new benefits, new users, usage models*
- **Staff and faculty competencies**
- **Metrics for monitoring:**  
*content, instruction, and learning*
- **Implications for traditional processes**
- **Quality and content controls**
- **Infrastructure expansion**
- **IT partnership requirements**

# IP Communications @ Cisco

Cisco.com



## Data Collaboration

- LiveLink
- SameTime
- Placeware
- V-Phone



## IP Audio

- Audio Conferencing
- Alchemist
- AoD
- MP3
- Soft phone



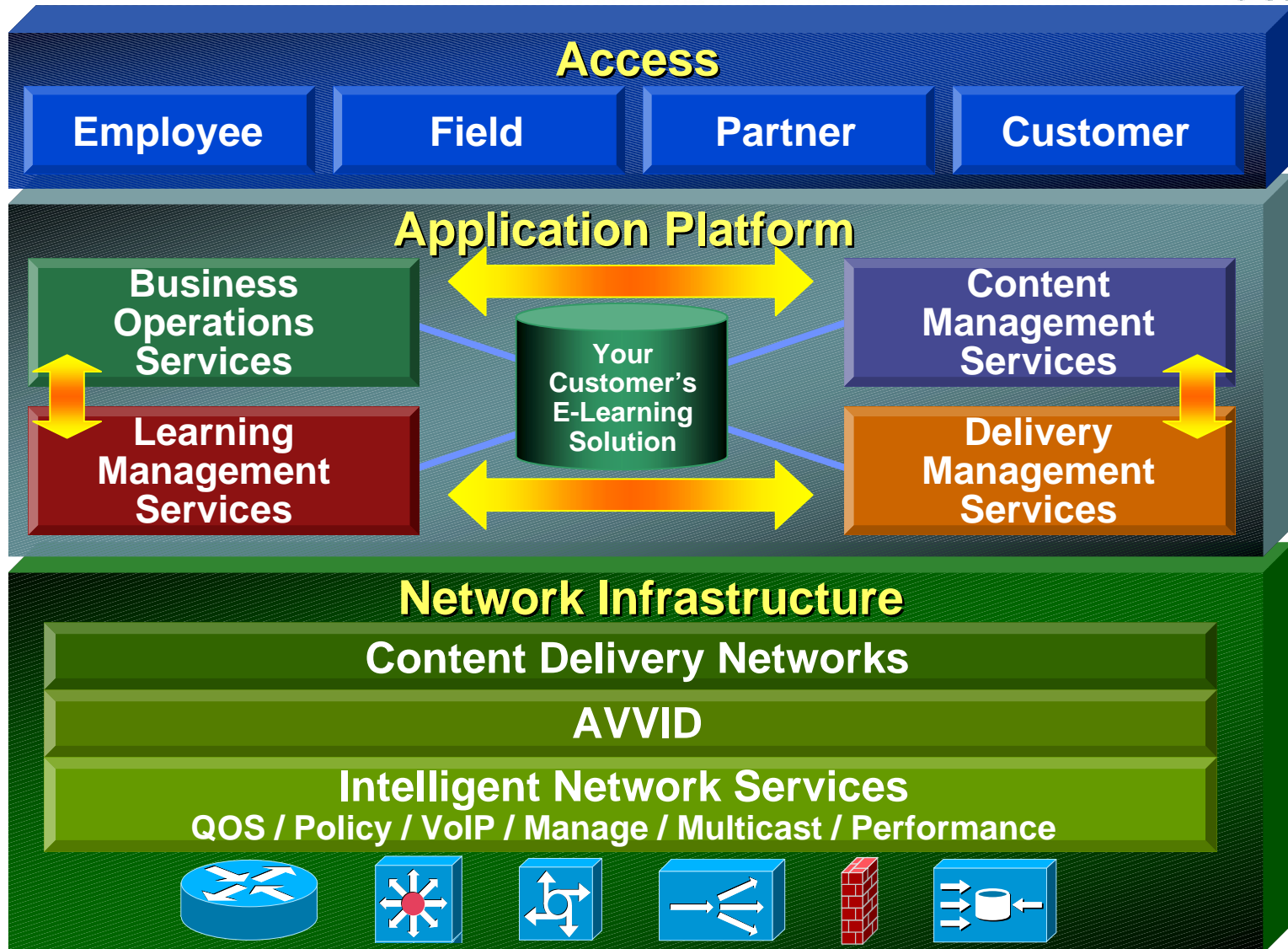
## IP Video

- Cisco Studios
- G-Force
- Video Conferencing
- CiscoTV
- Video on Demand
- Video Solutions
- V-Phone

*Coordinated enterprise-wide IP communications strategy*

# Cisco's E-Learning Solutions Architecture

Cisco.com



# Defining the Internal Integration Corporate Standards

## Business Operations

- Human Resources
- Finance
  - (including cross charges)
- Corporate Data Warehouse

## Content Management Services

- Authoring/Capturing
- Knowledge Management (Provider)
- Corporate Content Services

## Learning Management Services

- Performance Management
- E-Commerce
- Knowledge Management (User)
- Administration (Resource Mgt)
- Personalization (intranet & cisco.com)
  - Entitlement, Profiling, Preferences

## Delivery Management Services

- Intelligent Network Services
  - QoS
  - Proximity Management (CDN)
  - Multicast
- IP/TV
- VoD



**Comprehensive Learning &  
Development Framework**  
**Consistent End-to-End  
Processes**  
**It's ALL about Content**

# Lessons Learned & Going Forward

- Don't OWN it all - control is not success
- Processes must change or failure is guaranteed
- Portals are views into content not separate repositories
- **Small, short modules not whole courses – object strategy**
- In class, on line or self-paced – options and blending of choices
- Content Management – enterprise-wide not 'training' content
- **Focus on informal/unstructured content/events TOO**
- Pretest, prescribe, then post test... measure everything
- Solve job-related problems, job tasks... not training problems
- Attack business problems, not training problems
- **IT is your very best friend... but don't ignore Marketing!**