



eLearning Forum

The Future of Corporate eLearning – A Leap Ahead

HP Education Center
Cupertino, CA

April 25, 2003

agenda

- Welcome, Introductions
- Presentations
 - Trace Urban
 - Wayne Hodgins
 - Jerry Neece
 - Peg Maddocks
 - Tom Hill
- Panel
- Break
- Group Breakouts
- Group Reports
- Lunch

Trace Urdan

Principal, Senior
Research Analyst
ThinkEquity

H. Wayne Hodgins

Strategic Futurist, Director of
Worldwide Learning Strategies

Autodesk, Inc.

Jerry Neece

Consultant
eLearning and Marketing

The Future Will Be Fixing The Past

- **The performance and reputation of e-Learning have not lived up to the lofty expectations set by the early realization of the enormous potential benefits of this marriage of learning and technology**
- **While much user dissatisfaction can be traced to the poor quality of content and support, most frustration has come from the inflexibility and unfriendliness of the underlying technical infrastructure**
- **Poor content can be traced back to functionality as well: limitations in the content development and content distribution tools involved.**

Four Key Factors Contributing to this Dissatisfaction:

- The (non) Human Factor**
- Inherited Paradigms**
- Piecemeal Solutions**
- Proprietary Systems**

Solutions That Will Finally Lead To the Promise of eLearning:

- **Open Architecture based on J2EE, Modularity and Learner Centricity**
- **More Personalized Learning Enabled by Identity Management, Profiling and Quality of Service**
- **More Standards, Leading to Reusable Learning Objects, Giving Increased Quality at Lower Costs**
- **Paradigm Shift: Learning comes to you rather than you to the learning**

Peg Maddocks

Director,
Learning Strategy and
Development
Cisco Systems Inc.

Tom Hill

Program Manager,
Advanced Learning
Technologies
NonStop Enterprise
Division
Hewlett - Packard

“It’s easier to invent the future, than predict it...”

Alan Kay

•Corporate eLearning A Leap Ahead – Multiple Dimensions

- **Global**
- **Economic**
- **Technology/Applications**
- **End User, Customer Learner**

- **Global –**
 - **Culture, Economics, Communication – all dynamically linked ...quite often ‘siloed’, segmented, fractured**
 - **Asian, European cultures support learning**
 - **NonStop U online – 60 % of users are overseas, 2 – 3 times the average usage level of N. America**
 - **90 % Content Champions from Europe**
 - **They ‘care’**
 - **For eLearning – think ‘global’, 24/7**

- **Economic –**

- **Next major information technology corporation – India**

- MIT Technology Review**

- **Financial Markets are 24/7, investments from Europe, Asia happen like they are here**
 - **Strategic positioning key – part of ‘selling the product/service’ or part of ‘building product/service’**
 - **Cost/benefit models will be the measure, then effectiveness**
 - **For elearning – ask is this ‘strategic’?, proposals keep financial impact in mind, return + effectiveness**

- **Technology/Applications –**

- **Collaborative – Increase engagement, two-way, organic**
- **Agents – learner controlled, centric**
- **Embedded – product/service, “Learning Continuum”**
- **Mentor – accompaniment**
- **Self Publishing – user contributions/communities grow**
- **Mobile – integration, seamless, user centric**
- **UI – less steps, less clicks, less pain, a lot smarter for the user, ‘more dashboard’**
- **For elearning – make the technology/application fit user need not want, user engaged, they have answers**

- **End User/Customer Learner –**
 - **“Anxious User/Customer”**
 - **IBM – “I’m By Myself” - Louis V. Gerstner Jr., CEO**
 - **Encased in technology envelope**
 - **Self – Efficacy**
 - **Design**
 - **Metacognitive skills, ‘manage my learning’, Flow**
 - **Iterative – parallel, spiral, add to mental map**
 - **Needs Hi – Touch, member of community, VSIGs**
 - **For elearning – discovery of new learning resulting from the intelligent deployment of technology, focus on learner enabling initiative, motivation, self-efficacy, point of view**

• References –

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- **MIT Technology Review: www.technologyreview.com**
- **Online Pedagogy, (2002) *The California Virtual School Report*, pp. 12-20**
- **Twigg, Carol A. (2003) *Improving Learning and Reducing Costs*, Center for Academic Transformation: www.center.rpi.edu**

Panel

Moderator
Katie Povejsil
Catalyst Consultants

Q & A – from eLearning
Forum

Break

Groups

Technology
Demand
Supply

Group Reports

- Technology
- Demand
- Supply

The Future of Corporate eLearning – A Leap Ahead

Summary

&

Lunch



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