

# eLearning

## Past, Present, & Future

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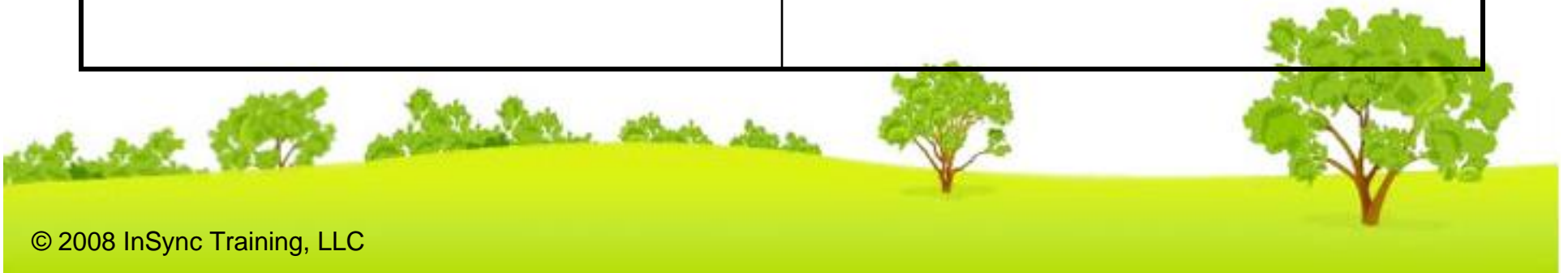
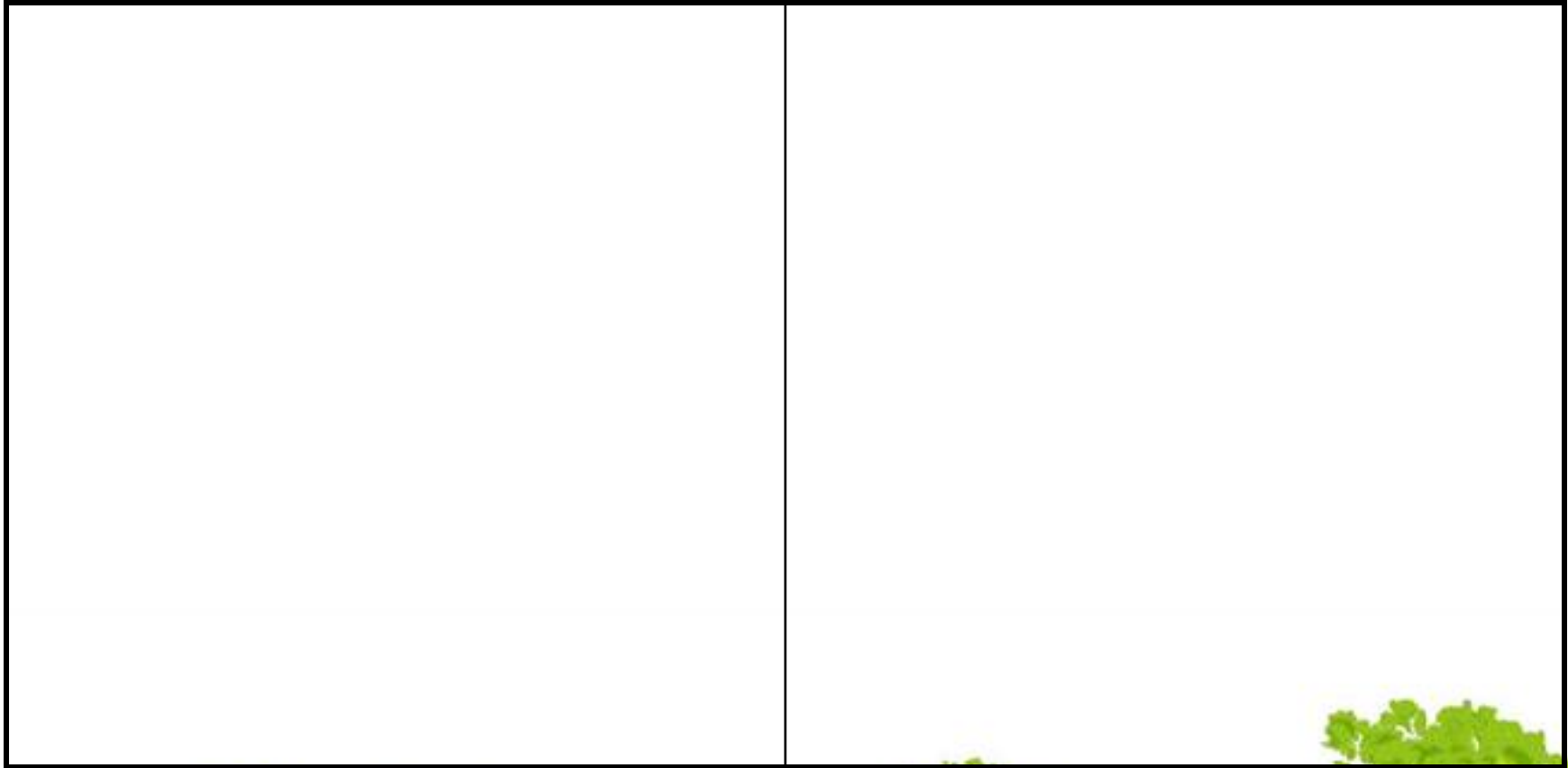


In times of profound change,  
the learners inherit the earth,  
while the learned find  
themselves beautifully equipped  
to deal with a world that no  
longer exists.

**AI Rogers**



# Profound Changes



# Past: Historical Notes

- 1840 - 1<sup>st</sup> Correspondence study (Shorthand)
- 1900's - Audio Recordings
- 1920's - Radio Stations
- 1930's - Television
- 1960's - Satellite
- 1980's - Fiber Optic/ Audio visual Tech/CD ROM
- 1990's - World Wide Web
- 2000's – Virtual Classrooms, mobile Learning, avatars, virtual worlds

# News reports of the death of the traditional classroom are premature...

The motion picture is the great educator of the poorer people. It incites their imagination by bringing the whole world before their eyes. It sets spectators thinking and raises their standard of living. Books will soon be obsolete in the public schools. Scholars will be instructed through the eye. It is possible to teach every branch of human knowledge with the motion picture. Our school system will be completely changed inside of ten years.

*Thomas A. Edison, 1913*



# The Promise

The next big killer application for the Internet is going to be education. Education over the Internet is going to be so big it is going to make e-mail look like a rounding error.

**John Chambers**  
**Cisco Systems**



# Past Promises

- “Books will soon be obsolete in the public schools.” (Edison, 1913)
- “It is possible to teach every branch of human knowledge with the motion picture.” (Edison, 1913)
- “E-learning soon will become as ubiquitous as e-mail.” (Masie, 2001)



# Past Promises

- Large online learning libraries will fulfill most training needs
- The worldwide online learning market will grow from \$2.2bn in 2000 to \$18.5bn by 2005, according to research from IDC.
- September 11<sup>th</sup> – Training related travel will go down – eLearning implementations will go up

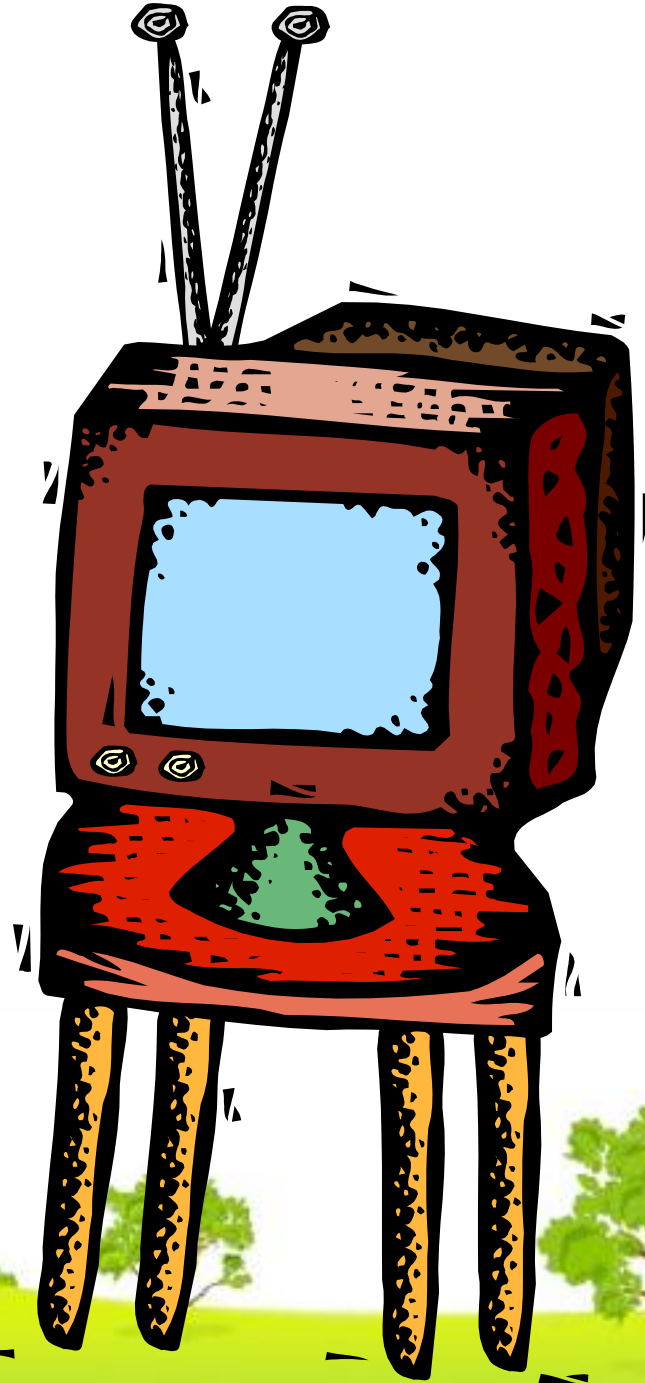


# Present: The eLearning Industry

- Companies are more focused on strategy than technologies (we are over the “dot.com” disease)
  - Finding tools that enhance their processes instead of adapting processes to existing tools
- Content providers want technology – Technology Players want Content
- Suites of applications are beginning to emerge



# Breaking Out Of The Box



# Present: What Are the Current Trends?

## Buyer Trends

- Buyer pressure - ROI key
- Deal size is growing
- Live web training
- One-stop shopping



## Vendor Trends

- Focus on ROI
- Longer deals, better terms
- Strong price competition
- Follow the money:
- International
- Merge/purge
- Marketing dollars declining
- Rapid product evolution
- Upgrading content



# Present: Blending Technologies

- Web delivered asynchronous content
- “Just In Time” Tutorials
- Synchronous Technologies
- Online Testing
- Learning Management Systems
- Content Management Systems
- Digital Media
- Traditional Technologies



# Present: Impact On Global Organizations

- Educate/Train people who never had the opportunity before
- Create communication and understanding between merging cultures
- Start to create a true “community of practice” – instead of paying the concept “lip service”

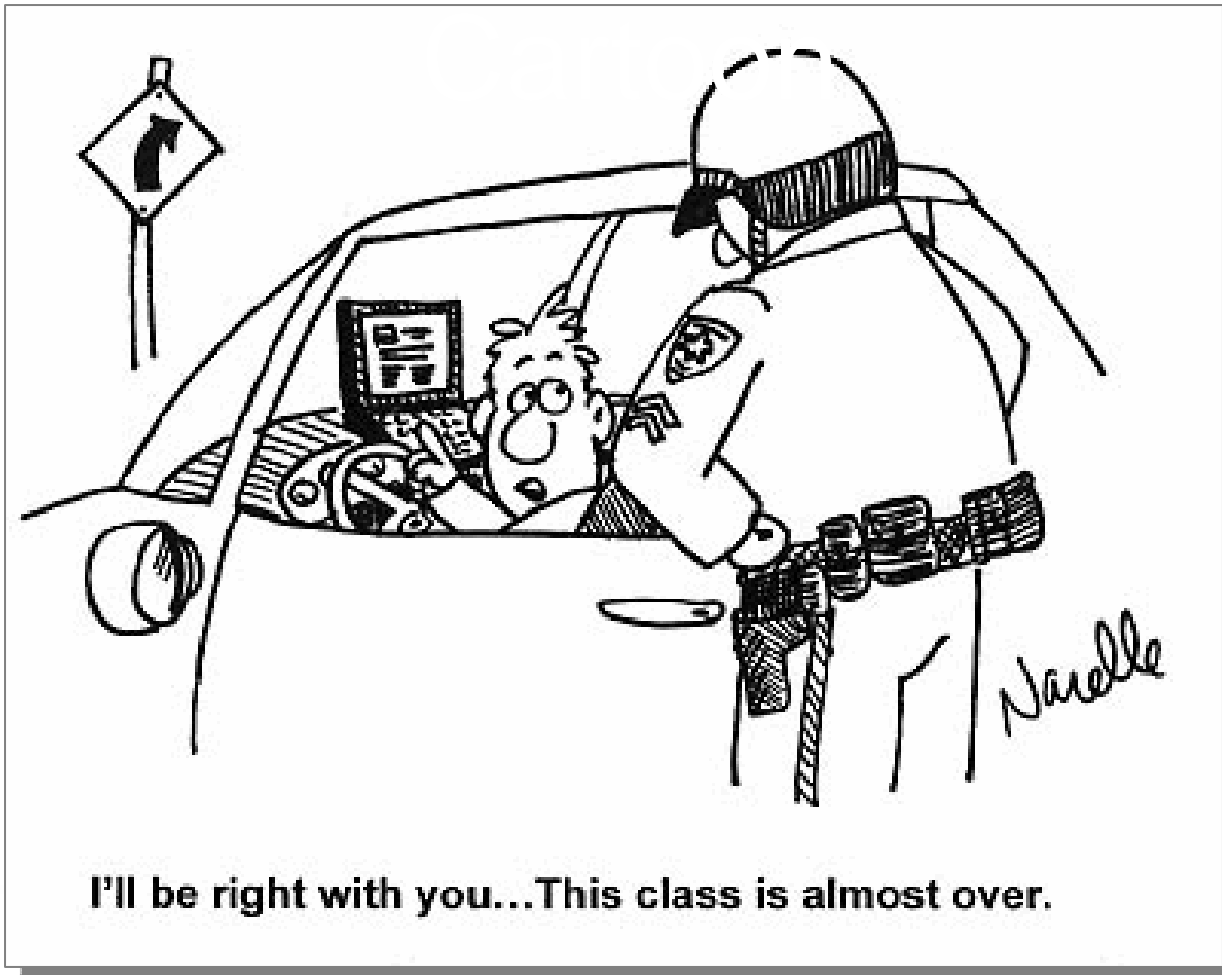




# Present: Who Is Really Using Synchronous eLearning?

And is it working???







# Standard Register

(Dayton, Ohio)



Company Size:	4,100 Employees
Main Business:	Information Management Company

- Downsizing and restructuring brought teams together in different geographic locations
- Limited budget resulted in adopting Virtual Classroom Model
- Reduced onsite classes from 70% to 30%
- Train-the-Trainer courses for SME's; now have 74 "certified" virtual trainers
- Established dedicated virtual classroom team

Best Practice:	Use of virtual classroom model; virtual trainer certification (SMEs)
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# University of Phoenix

*(½ virtual, ½ on-campus University)*



## Case Study

Learners:	180,000 students; 106k attend classes at physical locations; 74,000 take courses fully online
Main Business:	Higher Education, For-Profit University

- 1300 virtual online sessions per week; 17,000 instructors
- Typical course 5 to 6 weeks in duration
- Class size 10-13 people to “make the course manageable for instructor and to facilitate collaboration”
- Evaluations of course effectiveness indicate that there is “no significant difference” in either the cognitive or affective results

Best Practice:	Optimization of class size through experience; research-based findings comparing classroom and virtual
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# Cathay Pacific Airline

(Hong Kong)



Learners:

14,000 staff worldwide; very geographically disperse

## Case Study

- Difficult to pull people off the job for location-based training
- Rapidly changing visa requirements (China)
- Cathay was fined millions for misunderstanding of visa requirements
- Needed quick, hard-hitting training in 32 countries
- Synchronous learning
- Wide use of pictures of documents for interactive discussion; passing application sharing control for others to point out parts of documents

Best Practice:

Rapid delivery of quickly changing content; innovative use of application sharing for interactivity



# Future: Changing Landscape

- Virtual Classrooms
- Informal Learning
  - Wikis
  - Blogs
  - Podcasts
- Virtual Worlds
- The iPhone Phenomena



# Future: A Vision

- As costs go down, facilitated knowledge is available to everyone who needs it
- Cross-cultural issues will be reduced
- Content will become more important than the technology
- “eLearning” will become “learning”
- All types of learning will be embraced, because of design standards

Jennifer Hofmann

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The logo for insynctraining LLC features the word "insynctraining" in a blue, lowercase, sans-serif font. Above the text is a thin blue arc with three small green dots. The letters "LLC" are in a smaller, blue, uppercase font to the right of "insynctraining".



# Special Offer

Do you want to learn how to be a better online facilitator or design better online courses?

- Take 15% off any course found at:  
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