HYBRID CLASSROOM DELIVERY

more efficiency & a new delivery approach to generate additional revenue

JOACHIM WORF
SR. EDUCATION DELIVERY MANAGER - EMEA

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Joachim Worf

Sr. Education Delivery Manager - EMEA

Sr. Education Delivery Manager with 15+ years of experience in IT,
including over 10 years in Education Management.
Partner Manager for all EMEA Training Delivery Partner.
Internal ISO Auditor

Board Member at Learning Solutions Working Group at german BITKOM (ICT) Association &
CEdMA Europe member,
Former Board member to European eSkills Association (EeSA)

bitkom

CEdMA EUROPE

e-Skills

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The world’s most value-focused global supply chain providing technology infrastructure for organizations of all sizes

The world’s leading data center innovation engine with cutting-edge enterprise infrastructure for the most demanding environments

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The world's largest privately-held technology company with world-class enterprise sales and support

EMC²

The world's leading data center innovation engine with cutting-edge enterprise infrastructure for the most demanding environments

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SecureWorks
Elite and trusted intelligence that strengthens security and reduces risk in a dynamic landscape
virtustream
The leading enterprise-class cloud software and solution provider
vmware
The most trusted virtualization for desktop, data center and applications
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About EMC Education Services

±50 Education Sales

±100 Education Delivery

±150 pool of external Instructor

>3,000 courses delivered (2015)

>350 diff. course titles (2015)

±80/>300 countries/locations (2015)

14 diff. languages (2015)

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Classroom
Virtual Classroom
On-Demand Course
On-Demand Lab
On-Demand Video
MOOC
Hybrid
Learning Modes

HYBRID CLASSROOM DELIVERY

THE WHAT & WHY

The WHAT

- Combination of training delivery of
  - traditional classroom &
  - Virtual classroom
- using a specifically designed training infrastructure

→ Bridging the gap & offer the convenience of online (virtual) with a high-touch face-to-face environment

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THE WHAT & WHY

Reasons WHY we created this offer

1. offer traditional classroom event & at the same time,
   a virtual event of the same class (faster training time to market)
2. improved Resource Utilisation (more efficient scheduling)
   i. Only 1 Instructor required
   ii. Savings for attendees from reduced T&E
   iii. Higher fill rate
   iv. Lower class cancellation rate
3. offer schedule to wider audience
   i. niche courses don't have to be cancelled due to low enrolment
   ii. students in virtual event can join from around the world
   (assuming that the delivery language fits)
4. With all of the above –>
   achieve a greater Customer Satisfaction &
5. generate additional training $$

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Other Side-Effects

1. positive impact on instructor's effectiveness
2. Investment in technology will improve hybrid as well as virtual offering in general
3. With that – expectation to improve the overall evaluation score for hybrid/virtual offering
4. additional podium time for instructor
   - decrease in Travel
   - decrease in Expenses

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SOME HISTORY

2010 → 2013 → 2DAY

„CISCO TelePresence“

- Great solution BUT global bandwiths isn‘t stable and consistent
- Cost for hardware (incl. room outfit) was ok but recurrent cost for bandwiths was incalculable

Decision to stick with „standard“ virtual classroom delivery
-no video feed-
(Saba Meetingplace)

2014/15:
started with a mobile solution from Logitech

- video quality was not meeting our standards
- Whiteboard content was not readable for students

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EVALUATION SCORES – FINDINGS SO FAR (OCT 15 – SEPT 16 TIMEFRAME)

Delivery Mode			Evaluation Category (5 point scale) Instructions	Content	Relevance
Hybrid	ALL		4.8	4.61	4.67
		OILT Only	4.81	4.67	4.68
		ILT Only	4.8	4.57 ★	4.66
Virtual	665		4.8	4.65	4.69
Traditional	2078		4.82	4.63	4.72 ★

"I ENJOYED THE COURSE. IT WAS THE BEST ONLINE LIVE CLASS I HAVE TAKEN. IT WAS NICE TO SEE THE INSTRUCTOR WORKING ON THE WHITEBOARD AND ENGAGING STUDENTS. OTHER ONLINE CLASSES I HAVE TAKEN HAVE JUST BEEN THE POWERPOINT AND SOMEONE'S VOICE. HAVING THE LIVE VIDEO AND STUDENTS IN THE ROOM MADE IT FEEL LIKE I WAS THERE INSTEAD OF WATCHING A CANNED VIDEO. "

highest score

★ only marginally higher
given 5point scale and base count is much higher)

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HYBRID CLASSROOM INFRASTRUCTURE

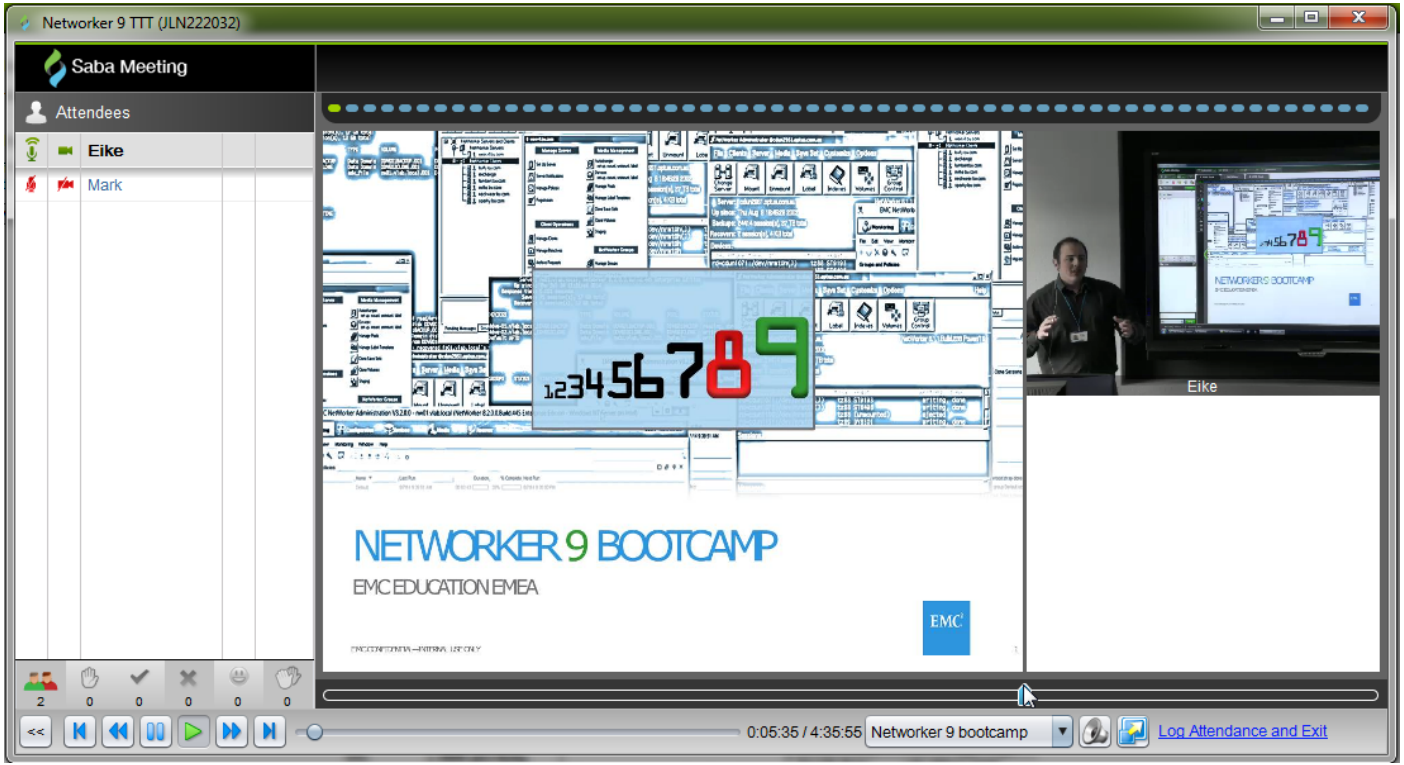
THE VIRTUAL CLASSROOM SOFTWARE

Attendee view

Whiteboard / Presentation

Video feed

Chat window (not visible)



HYBRID CLASSROOM INFRASTRUCTURE

THE CLASSROOM - FRONT

84“ SMART BOARD 8084i (LCD)

Vaddio AV Bridge
(capture and stream meetings)

Polycom HDX Ceiling Microphone

Crestron Touchpanel

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REAR – OPTION 1

50“ LED HD TV

Polycom
EagleEye Director

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HYBRID CLASSROOM INFRASTRUCTURE

REAR – OPTION 2

50“ LED HD TV

Vaddio

Auto Trak

- PRO: faster zoom
- PRO: better tracking functi
- „*PRO/CON*“: Infrared Lanyard/Mic combo

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BEST PRACTICE – SCHEDULING RELATED

- Schedule Hybrid deliveries in main training sites for
  - TOP courses but also for
  - NICHE courses
- Schedule Hybrid deliveries in various languages (based on business need)
- if Hybrid class fills up
  - increase seats on one and lower on other OR
  - split it up in two events

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BEST PRACTICE – DELIVERY RELATED

- Use Smart Board instead of Whiteboard
- Instructor & Student view of virtual classroom visible for instructor (2 instances for monitoring purposes)
- Have Classroom Students log into virtual classroom software -> allow for natural communication also between student to student
- Engage remote students (interaction !)
  - Mute remote students only if necessary
- Monitor Chat (or agree on rule for using it)

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@joworf

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HYBRID CLASSROOM - BREAKOUT

PLEASE SPLIT IN 4 GROUPS AND DISCUSS THE FOLLOWING

- Your business plan: key point to implement hybrid classroom
  - key measures
    (what would you call success 6 month after implementation)
  - marketing
  - sales and delivery strategy

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EMC Academic Alliance

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KEY PROGRAM BENEFITS

- Faculty readiness training
- Comprehensive instructor material included
- Discounts on select EMC Proven Professional Certification exams for student and faculty
- Access to privilege faculty community with teaching resources
- Access to Fundamental eLearning's of EMC Products
- Student Resource portal

EMC collaborates with 2,200+ colleges and universities worldwide across 82 countries, enabling 350,000+ students to develop highly marketable knowledge and skills required in today's evolving IT industry.

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Program offers unique 'Open' curriculum focusses on technology concepts and principles applicable to any vendor environment.

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- Cloud Infrastructure and Services v2
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- Backup Recovery Systems and Architecture

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