CEdMA Anti-Trust Warning

CEdMA is a trade association which provides a unique opportunity for competitors to meet and discuss and learn from each other. Because of our status, however, we must exercise caution to assure that we protect CEdMA as an organization, as well as each of our individual members, from unintentional violations of the law. Please take a moment to review and familiarize yourselves with our Antitrust Guidelines on our website if you have any questions.
Survey Results

• Your key interests were:
  – Design and development/best practice
  – Pricing and marketing
  – Blending

• For eLearning, your preferences were to discuss:
  – Rapid development processes and tools
  – Interactivity
  – Mobile/social/web deployment
  – Simulation tools
  – Measuring effectiveness of content and delivery methods
Survey Results (cont.)

• For Virtual Classroom Training (VCT), your preferences were to discuss:
  – Best practices for developing and delivering training
  – Collaboration and interaction
  – Integrating labs
  – Development and deployment tools
  – Measuring effectiveness of VCT
    • Comparison of VCT versus Instructor Led Training (ILT) effectiveness
Some Selected Questions from You

- How is pricing handled? Are VCT students commonly charged less than ILT, more? the same?
- How can we help distance learners feel connected to the company?
- How do we keep learners engaged especially for longer, technically-dense topics?
- What is the correct published format to ensure the most robust delivery across multiple web environments, and for a life span of at least two years?
- How do we cope with mass adoption of VCT at companies without any thought given to proper design and implementation, thus greatly diminishing effectiveness of learning?
- How can we be agile enough to use both for formal learning and how do we enable others to use for informal learning?
Some Selected Questions from You (cont.)

- How is your business managing the balance of instructor-led traditional classroom with instructor-led Virtual Classroom and self-paced eLearning? Is there an industry ratio? Should this be a metric?
- How do we obtain more participation in eLearning from customers/regions who are resistant to this type of learning if we need this to support certification training? (Or other types of training?)
- We need best practices on: simulated labs, labs used with VCT, interactive engaging content development, benchmarking, improving user experience, developing VCT instructors, and how to “virtualize” training…..
Do Not Go There

• There is a possibility for overlap with the Curriculum Development SIG.
  – The CDEV started meeting before this SIG, so a rule can be, we do not repeat a topic addressed by that SIG.
  – Example: **Rapid Design and Development of Learning Content** which is a topic for the next CDEV SIG.
Our First Mini-Survey: A Show of Hands During Our Meeting

• Do your instructors:
  – Teach only VCTs
  – Teach ILT and VCTs

• Do you price your VCTs:
  – Less than ILT delivery
  – Same as ILT delivery
  – More than ILT delivery