



# On-line Collaborative Learning and Learning Communities

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## Areas for Discussion

- ▶ About eLearnity
- ▶ Understanding the context
- ▶ Collaborative Learning & Communities  
Best Practice
- ▶ Best practice support
- ▶ eCommunity

- ▶ Leading independent e-Learning market analyst & consultancy
  - Specialist in e-Learning **since 1996**
  - Significant track record and experience of corporate e-learning and blended learning
  - In-depth expertise and experience in leading e-Learning tools
  - Truly independent!
  
- ▶ Market leading expertise, methods & frameworks
  - Strategy frameworks
  - Accelerated development and delivery
  - Increased business and educational value
  
- ▶ Leading European E-learning Analyst
  - Best practice research
  - Subscription services and reports



## Consulting Customers

- ▶ Coca-Cola
- ▶ Pfizer
- ▶ BAA
- ▶ IBM
- ▶ PricewaterhouseCoopers
- ▶ Henley Management College
- ▶ Gartner Group, ...
  
- ▶ Plus best practice research relationships with many FTSE 100 organisations

## ▶ Key focus area

- Corporate – Pfizer, IBM, ...
- Business Schools – Henley (HMC), Niels Brock (Denmark), ...

## ▶ Significant History & Experience

- 1997/8 Client projects with HMC, OUBS
- 1998 “CommunitySpace” project with Lotus & AACSB (US Business School Forum)
  - » original prototypes, 1500 users
- 1999 Niels Brock (Denmark)
  - » Developed Best Practice Methodology
- 1999/2000 Henley collaboration
- 2000/1 Pfizer MEDAL programme,
  - » eCommunity
- 2002 Coca-Cola Enterprises
  - » “Building the e-learning organisation”
- 2003 A number of Advisory discussions



## Our key value

- ▶ Extensive real-world e-learning experience
- ▶ Market leading intelligence and methodologies
- ▶ Independent market position with experience of a range of products, technologies and vendors
- ▶ In-depth technology understanding and focus on large-scale solutions



Understanding the Context

Your Leadership Programme

- ▶ Overall programme structure?
- ▶ What is the delivery mix?
  - Collaboration / Resources / Instruction
  - Mentoring / Assignments/ Assessment ...
- ▶ Likely providers?
- ▶ What parts will be online?
- ▶ Who will provide ongoing facilitation?
- ▶ What is the role of collaborative assignments/projects?
- ▶ Beyond the programme?
- ▶ Existing technology components/constraints?
- ▶ ....

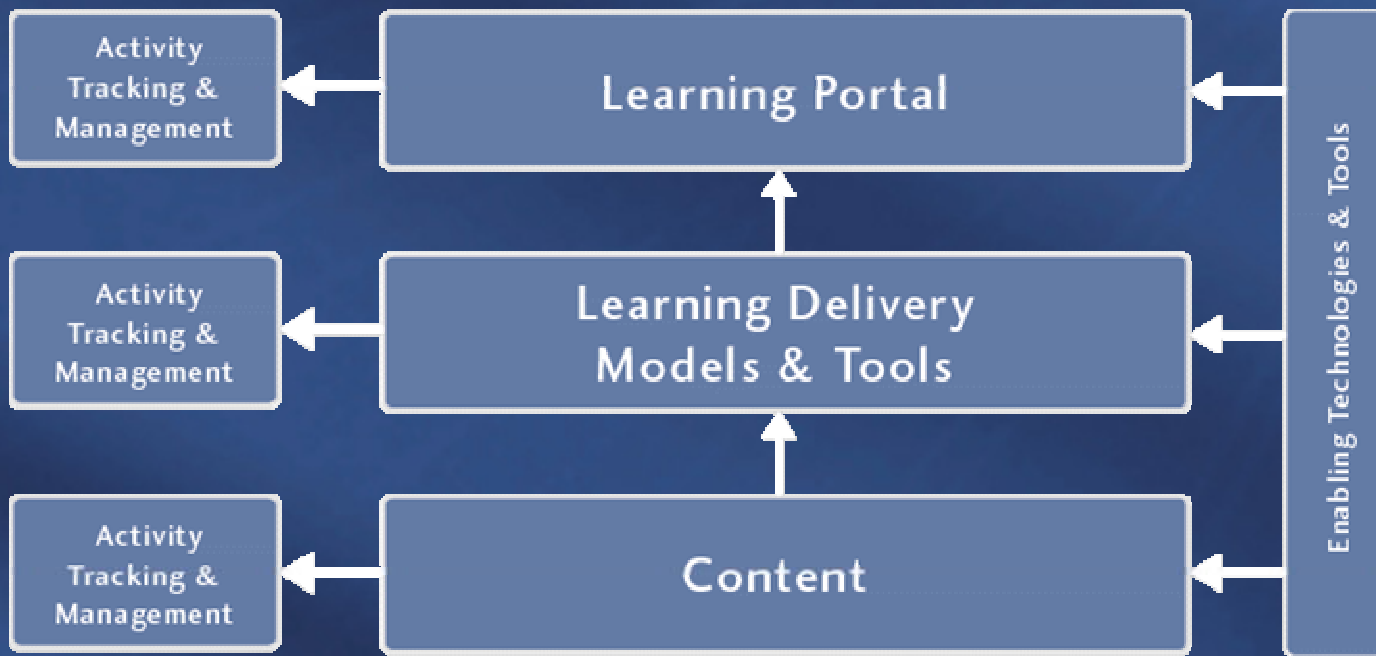


# Collaborative Learning & Communities

## Best Practice

- ▶ Integrated Programme Structure
  - Sessions
  - Workshops
  - Supervised Assignments
  - Assessment
  
- ▶ Strong potential to support through technology
  - Discussion
  - Mentoring
  - Assignments
  - Resources
  - Content

- ▶ Collaborative
  - Themes, Syndicates, Plenary
  - Primarily Asynchronous (Own Time)
  - Potential for Live Collaboration & Delivery
  
- ▶ Facilitated
  - Remote Mentoring
  - Remote Assignment Support
  - Resource Library
  
- ▶ Dynamic
  - Events
  - Resources



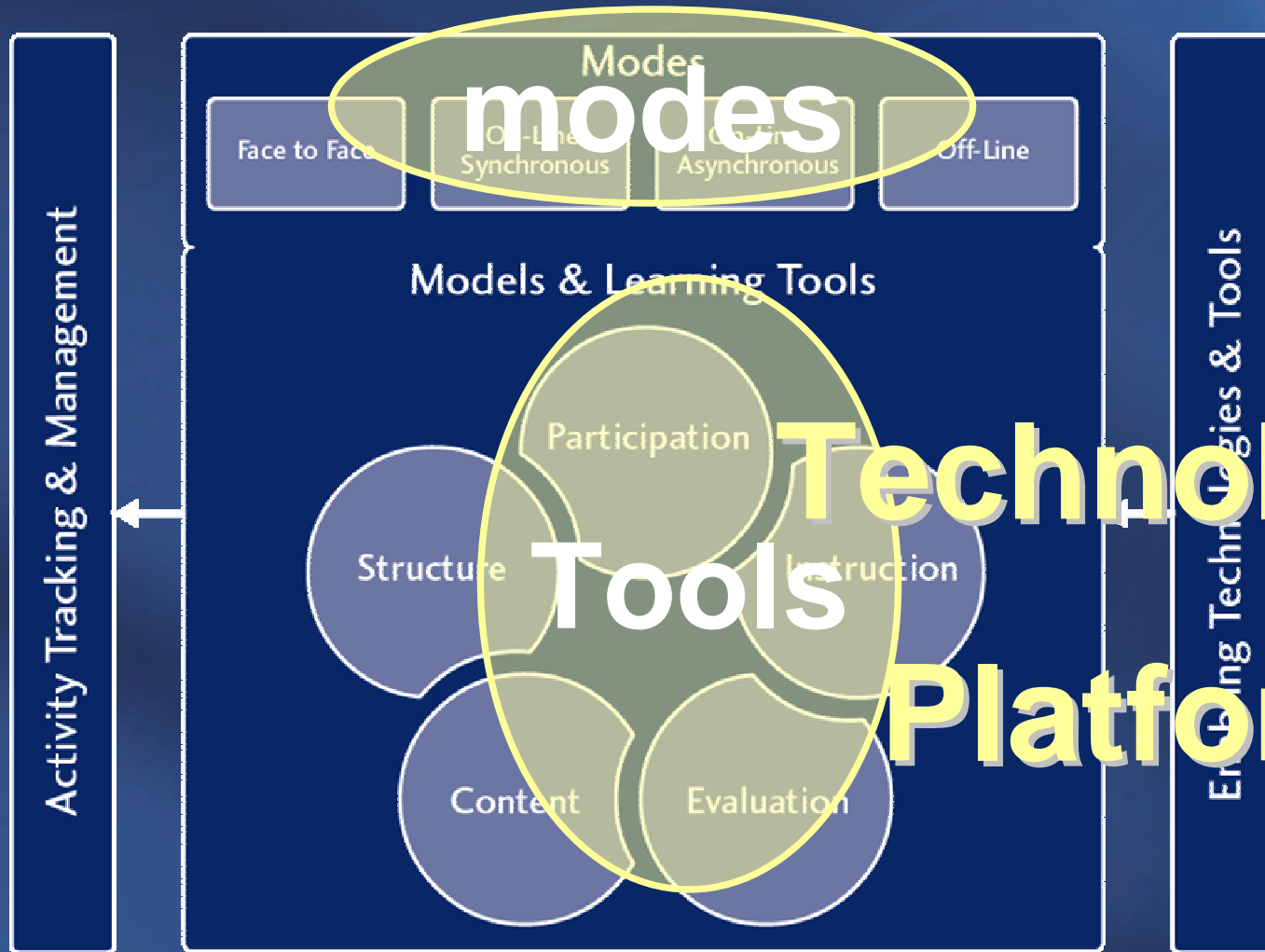
**e-Learning Technology Framework**

	STRUCTURE	CONTENT	PARTICIPATION	FACILITATION
1	Fixed	Fixed	Solo	None
2		Flexible	Supportive	Directed
3			Collaborative	Facilitated
Inform. Trans.			1-2	1-2
Basic Skill Acquisit.			2	2
Advanced Skill Development				
Adaptive Expertise Development	3			

**Characteristics**  
 Facilitated  
 Collaborative  
 Resource-based  
 Network-oriented

**Senior Management**

e-learning Dynamics Matrix



# Technology Platform



## Best Practice Support



## Key Areas for eLearnity added value

- ▶ Best Practice support to developing and managing the on-line community
- ▶ Advice on learning technology infrastructure
- ▶ eCommunity

- ▶ Based on significant experience with on-line learning communities & collaborative learning
  
- ▶ Key activity areas:
  - Learning design for on-line communities/collaboration
  - Best practice guides and support to facilitators
  - 'Train the trainer' for content providers
  - Background support



## Learning Technology Infrastructure

- ▶ Based on independent expertise & detailed market knowledge
  
- ▶ Key Activity Areas:
  - Solution architecture design
  - Product/vendor selection
  - Implementation support
  - Content transitioning



eCommunity

- ▶ Opportunity to leverage eLearnity's historic investment in learning community environments?

elearnity



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- ▶ Virtual environment to support long-term learning communities
  - Programme-based
  - Alumni/post-programme
  
- ▶ Design based on significant market experience & best practice in e-learning to support management development
  
- ▶ "Semi-productised"
  - In development/use since 1998 (AACSB prototype)
  - Pfizer UK, Coca-cola + others
  - Hosted or Corporate deployment
  - Based on Lotus Notes/Domino infrastructure

## ► Functionality

- Welcome Area
- Profiles, Groups & Expertise
- Programmes, Events, What's New & Calendar
- Resources, browsing & search
- Collaboration, themed discussion areas, Café
- Work/Personal area – Notes, Assignments (if appropriate)
- Moderator/Facilitator facilities – archive, keywords
- Security, restricted content
- Customisable & extendable
  
- (Can be sametime-enabled for live interaction, chat rooms etc)

- ▶ Customised
  - Customer-specific branding (skin)
  - Configured to enable appropriate zones etc
  - Tailoring of existing functionality where required
  
- ▶ Hosted & supported by eLearnity if required
  
- ▶ Best Practice design/support in facilitating Management Communities



**MESSAGES:**  
Received your feedback - Vicki (06/30/2001)  
Managing Projects Case Study - materials up (06/19/2001)  
Location changed to Eastwell Manor (06/17/2001)  
Finance Module (06/17/2001)



**medal**  
LEVEL 3 CAMPUS

**Profiles**

**Programme**

**Pfizer**

Corporate Training & Development

**medal**

**PROFILES**

- Profiles
- Portfolio

**Profile**

**Vicki Jackson**  
(Moderator)  
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**Background**

**Good Morning, Sue Honore.**

**Edit Profile** **Set**



-  PROFILES
-  PROGRAMME
-  LIBRARY
-  DISCUSSION
-  WORK AREA



*Building the e-Learning Organisation*


Profiles Programme Library Discussion Work Area

**ANNOUNCEMENTS**

06/06/2002: [Pierre, Chr](#)  
 29/05/2002: [Final evalu](#)  
 04/04/2002: [New article](#)

**views**

- Map
- Programme
- Announcements
- Calendar
- What's New



Profiles Programme Library Discussion Work Area

**views**

Profile

Organisation

Interests

Expertise

Groups



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**Background**

Started eLearnimity in 1996 as a specialist in e-learning (before it existed as a market really - the hard way to do it!). Spend most of my time understanding what's going on, and communicating this to others. E-learning is a huge catalyst for change in the training and education industry as well as providing new ways to deliver and manage the processes of learning. I try to be both a big champion and a stern critic!

**About Me**

Personal objectives for the programme:

1. Learn about CCE, its' people, opportunities and issues for e-learning
2. Build momentum around the e-learning initiative/framework project within CCE Europe
3. Gain new perspectives/discover new stuff (always!)

**Interests**

Strategy

**actions**

- Delete
- Edit
- Close
- Change Password

*the appropriate title above to view the  
 nding module summary*

- ▶ Engage via key options?
  - Best Practice Support
  - Technology Infrastructure
  - eCommunity
  
- ▶ Or, initial review?
  - technology approach for programme
  - Current understanding of technology requirements
  - Recommendations on way forward
  - Support to Key Options as identified