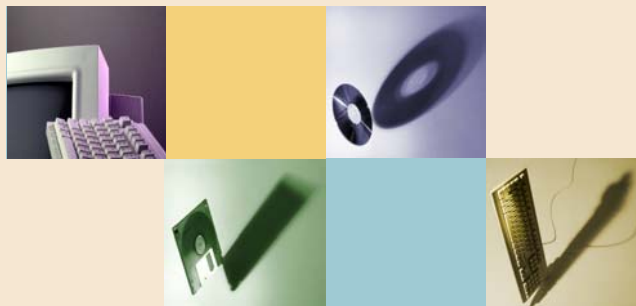


## Best Practices: Using Macromedia Breeze for Online Orientations



Bob Serben & Richard Schumacher



## Online Employee Orientation



### *Convergence of three trends:*

1. Increasing business training dollars going to e-learning
2. Increasing comfort with e-learning
3. Outsourcing of non value adding HR services

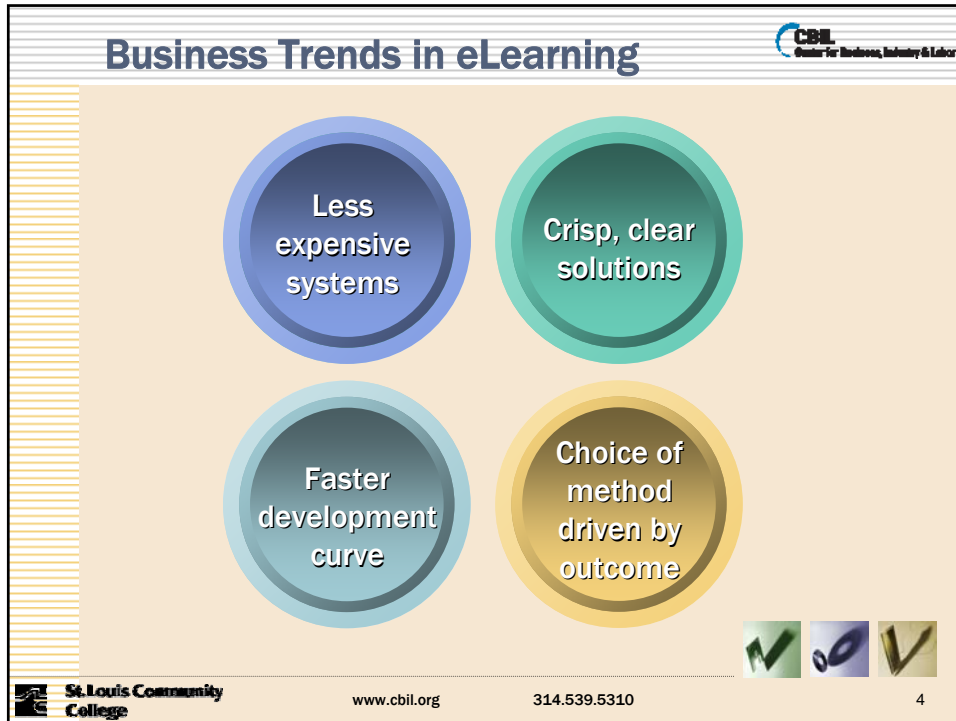


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## Business Trends in eLearning



The infographic features four circular nodes on a light beige background. The top-left node is blue and contains the text 'Less expensive systems'. The top-right node is teal and contains 'Crisp, clear solutions'. The bottom-left node is light blue and contains 'Faster development curve'. The bottom-right node is yellow and contains 'Choice of method driven by outcome'. In the bottom right corner, there are three small icons: a green checkmark, a blue magnifying glass, and a yellow checkmark. The footer includes the St. Louis Community College logo, the website 'www.cbil.org', the phone number '314.539.5310', and the page number '4'.

Less expensive systems

Crisp, clear solutions

Faster development curve

Choice of method driven by outcome

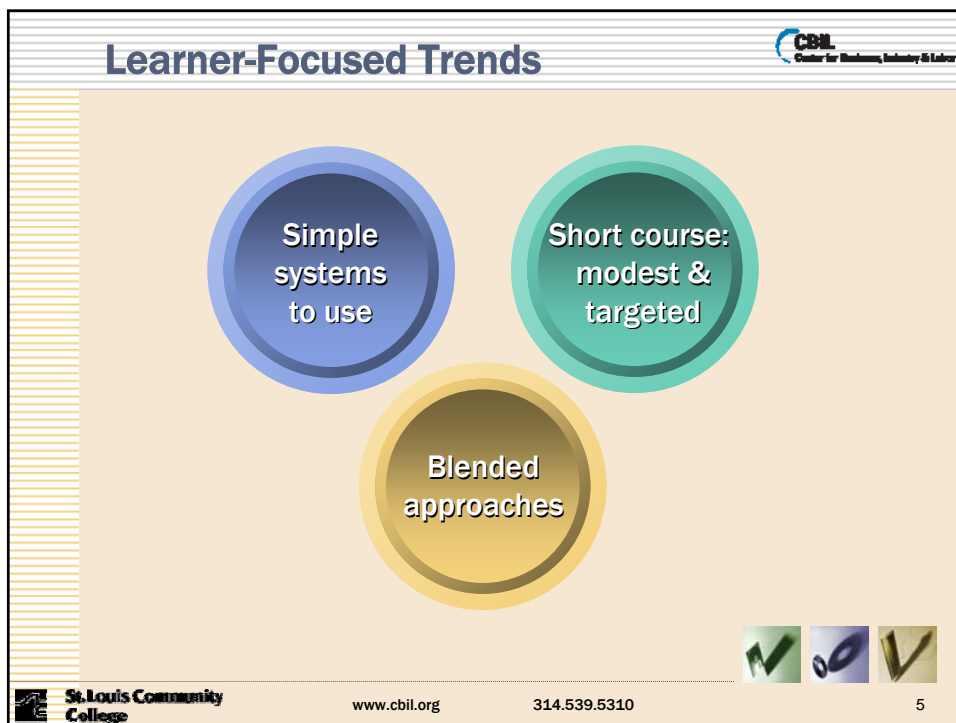
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## Learner-Focused Trends



The infographic features three circular nodes on a light beige background. The top-left node is blue and contains the text 'Simple systems to use'. The top-right node is teal and contains 'Short course: modest & targeted'. The bottom-center node is yellow and contains 'Blended approaches'. In the bottom right corner, there are three small icons: a green checkmark, a blue magnifying glass, and a yellow checkmark. The footer includes the St. Louis Community College logo, the website 'www.cbil.org', the phone number '314.539.5310', and the page number '5'.

Simple systems to use

Short course: modest & targeted

Blended approaches


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## National Training Survey




- **\$51.3 billion budgeted for formal training**
- **6% less than last year**
- **Only the fourth year – in the last 22 – that total dollars have dropped:**
  - **Off-the-shelf materials: down 21%**
  - **Seminars and conferences: down 9%**
  - **Training staff salaries: down 5%**

Source: Training Magazine. *The 22nd Annual Industry Report*. October, 2003




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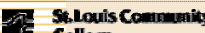
## National Training Survey



- **“... massive shift in preferred delivery methods ... e-learning ...”**
- **“... greatest increase came in the form of computer-delivered training with no instructor.”**  
**(16% in 03 as contrasted with 12% in 02)**

Source: Training Magazine. *The 22nd Annual Industry Report*. October, 2003



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## National Training Survey

- **2002 – 48% of computer-delivered courses were self paced web courses**
- **2003 – 61% of computer-delivered courses were self paced web courses**
  - Use of CD-ROM, DVD, and diskettes as delivery methods fell by 10%

Source: Training Magazine. *The 22nd Annual Industry Report*. October, 2003

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## Who Buys eTraining

Purchaser	Traditional training	Technology-based training
Training/HR	48%	39%
Senior Management	15%	14%
IT Department	15%	29%
Individual learner's department	13%	10%
Individual	5%	4%
Committee/Team	3%	3%
Other	2%	No report

Source: Training Magazine. *The 22nd Annual Industry Report*. October, 2003

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## Outsourcing of HR




- **“More than three-fourths of executives at large North American and European companies that currently outsource one or more major human resources functions said they would do so again, according to a survey released today by The Conference Board and sponsored by Accenture (NYSE: ACN).”**

Source: Conference Board. [http://www.conference-board.org/utilities/pressDetail.cfm?press\\_ID=2373](http://www.conference-board.org/utilities/pressDetail.cfm?press_ID=2373). April 15, 2004.




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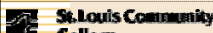
## Outsourcing of HR




- **“Companies have outsourced payroll and benefits administration for many years, but the move to outsource virtually all HR activities — business processes and IT — is still new. One out of 10 companies has done some HR outsourcing, but only about half of those companies have outsourced everything, estimated Michael Cornetto, a consultant at Watson Wyatt & Co. in Arlington, Va. But he said the market for total HR outsourcing is growing 30% per year.”**

Source: Computerworld. *HR outsourcing picking up steam*. August 8, 2005. [http://www.computerworld.com/softwaretopics/erp/story/0,10801,103746,00.html?from=story\\_kc](http://www.computerworld.com/softwaretopics/erp/story/0,10801,103746,00.html?from=story_kc).




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## Outsourcing of HR




- A Google search of outsourcing employee orientation returned 279,000 results ...
- “Much of what HR professionals have done and learned in their careers has now changed and will continue to change. What were once the most important services they could provide – reliable HR transactions and one-to-one employee service – may now be of declining value to the employing organization”

Source: Accenture. *Outsourcing: The End of HR As We Know It (And We Feel Fine)*.  
<http://www.accenture.com/xd/xd.asp?it=enweb&xd=services\hp\hrservices\research\outsourcing.xml>




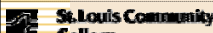
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## Uses of Rapid eLearning



- Marketing
- Communication
- Awareness
- Rapidly changing content
- Short training programs
- Surveys
- Part of a blended learning solution



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## Focus on Business Needs

The pie chart is divided into six segments, each representing a key business need:

- Time efficient
- Cost effective
- Impacts bottom line
- Improves performance
- Relevant
- Flexible

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## eCBIL™ Standards

- Design criteria set upfront
- Multimedia experience
- Learner involvement
- Measurable results
- Business case

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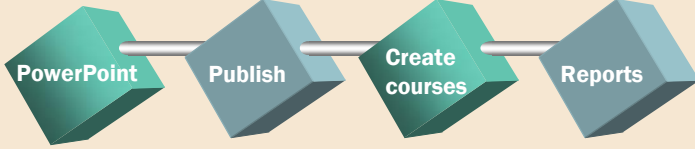
## Why Breeze?

- Uses PowerPoint for authoring, fast & easy
- Accessible anytime:
  - Internet access, low bandwidth needs
  - Flash player, firewall friendly
  - Sound card and speakers/headphones
- Built-in quizzes check understanding
- Easy to add audio voice-over and sync with animation
- Transmit information quickly and consistently
- Section 508 accessible




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## Breeze Process




Audio Text Animation Interactions Quizzes Surveys	Convert PPT to Flash	Enroll users Notify users Monitor course Open/close course	Completions Time in course Quiz scores Survey data
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## eCBIL™ Specifications




- Length of Program
- Program Structure
- Testing
- Reports
- Graphics and Animations
- Template
- Disclaimer, Copyright, Legal
- Content
- Music
- Program Evaluation
- External Links
- Participant Materials




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## eCBIL™ Checklist




- Content
- Instructional Design
- Interactivity
- Navigation
- Motivational Components
- Use of Media
- Evaluation
- Aesthetics
- Tone





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## Is Compelling Training Possible?



- **It's not the tools – it's the design**
- **Breeze is best for:**
  - **Broadcasting information**
  - **Critical knowledge transfer**
  - **When resources are limited and there is a need for high instructional integrity and content urgency**



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## Design/Delivery Best Practices



- **Create reusable templates**
- **Repurpose existing content**
- **Focus on “need to know” content**
- **Link to “nice to know” content**
- **Integrate pre- and post-program quizzes**
- **Use blended learning methods**
- **Remember the end result you're looking for!**



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## Demonstrations




- Examples from various materials developed by the Center for Business, Industry & Labor of St. Louis Community College
- To review these later, or show to others, go to: <http://www.cbil.org/cit>





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## Accessibility




- Flash player works with **JAWS**, **Home Page Reader**, and **Windows-Eyes**
- Visual elements must be available
  - Graphics and animations need text equivalents
  - Constant motion from transitions and animations may cause excessive screen reader refreshes
  - Make sure the narration can “stand on its own”
- Narration elements must be available
  - Add the narration transcript as the speaker notes
- Breeze 5 has additional features to enhance the experience for visually impaired users





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## Best Practices – Audio




- Always use a written script
- Make narration conversational
- Vary the voices – male/female, tone, inflections
- Narration should build on key points, not just read the text
- Synchronize narration with text and graphics
- Consider using music
- Narration should be able to stand on its own (for accessibility)




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## Best Practices – Text



- Follow basic guidelines for PowerPoint presentations regarding font size, type face, type colors, amount of text
- Make your program look “un-PowerPointy”
- Create slide titles for all slides (appears in the outline display)
- Include narration as speaker notes (for accessibility)



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## Best Practices – Graphics



- Graphics should have a similar look and feel
- Minimize clip art
- Take/use actual photos when possible
- Enter alt text for each graphic for accessibility



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## Best Practices – Animation/Video



- Animations should add to, not detract from, the message
- Subtle transitions only
- Understand and test the impact of your graphics, animation, and video decisions on low-bandwidth users
- Video only when the message cannot be communicated any other way – make it short!





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## Best Design Practices – Interaction


- **Create meaningful interactions**
- **Interactions have to be planned**
- **Provide custom feedback**
- **Use techniques such as rhetorical questioning**




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## Best Practices – Technical

- **Consider available bandwidth of users**
- **Follow security best practices for server**
- **Use appropriate database store (SQL)**
- **Customize look of Breeze interface for your organization**
- **Always review the published version before releasing it to your participants**
- **Identify the software tool’s unique “quirks” and determine how to handle them upfront**





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## Challenges and Opportunities




- How could rapid eLearning work in your organization?
- Are there clearly identified needs?
- Who is responsive/excited about the possibilities?
- What are the challenges?
- What are the next steps?





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