

e-Learning for Libraries

Friday March 16, 2012 2:00 - 3:15 PM

Stephanie Gerdin
Independent Library Consultant



Dr Steve Yacovelli
Owner & Principal
 #topdoglearning



not Steve or
Stephanie!





Q

• Who else has been in
the “same boat”?

Agenda

Introduction:
welcome to our
session

Part 1:
types of "e"

Part 2:
evaluating "good" vs
not-so-good "e"

Part 3:
designing and
developing "e" for free!

Closing:
final thoughts

Looks like
5 hours
of FUN!



WARNING!



WARNING!



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one
down ...
four
to go!



e•learn•ing

[ee-leern-ng]

- noun

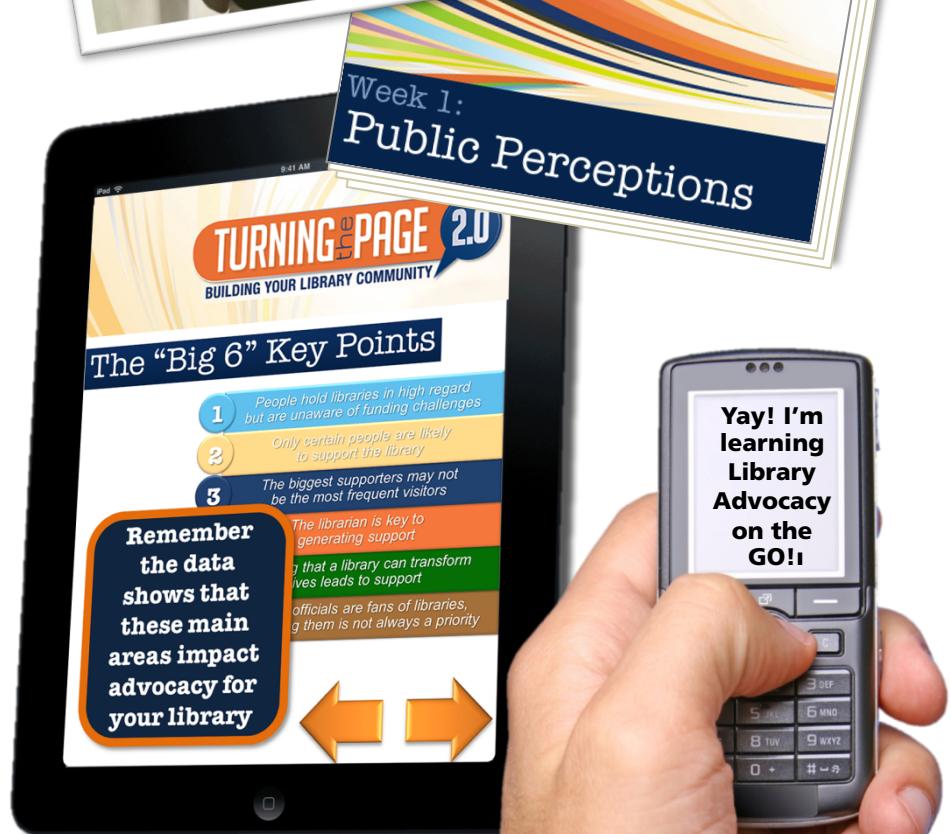
Broad definition of the field of using technology to deliver both formal and informal learning and training interventions.

virtual classroom



asynchronous development

face-to-face



m-learning

Asynchronous “e”



learning
not at
the same
time



Asynchronous “e”



learning
at the
same
time

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Lots
of "e"
choices!



this is
Pearl White,
our library
trainer



our
Library Queen
(Pearl's boss)



the story
of

Pearl White and the Seven Dorks *

** All rights reserved to Walt Disney and The Brothers Grimm!*





↑ "e" out of
your head



"e" out of
the box

1 “Iddy”

Are the Learning Objectives realistic?



WATCH 4 RED FLAGS! LO's beginning with words like *know*, *understand*, or *learn*

What's the instructional design like?



very strong
ISD

ISD is
b-a-d

2

“Clicky”

What's the
interactivity
like?

1 2 3 4 5 6 7 8 9 10



page turner



interactivity



audio / narration



assessment / quiz



workbook / projects



digital video



simulations



3

“Perdy”

You can't judge a book by its cover,
but we do!

• **Is it:** consistent in style and graphics

• **Is it:** visually engaging and appropriate for the audience?

• **Do:** the visuals support the content “message”?

What does it **look** like?



4 “Wordy”



Clear language
is **key**!

Audience
KNOWLEDGE

Jargon

Scenarios

Grammar

*What's
the **tone** &
language
like?*

Audience
DEMOGRAPHICS

Age

Language

Analogies

Humor

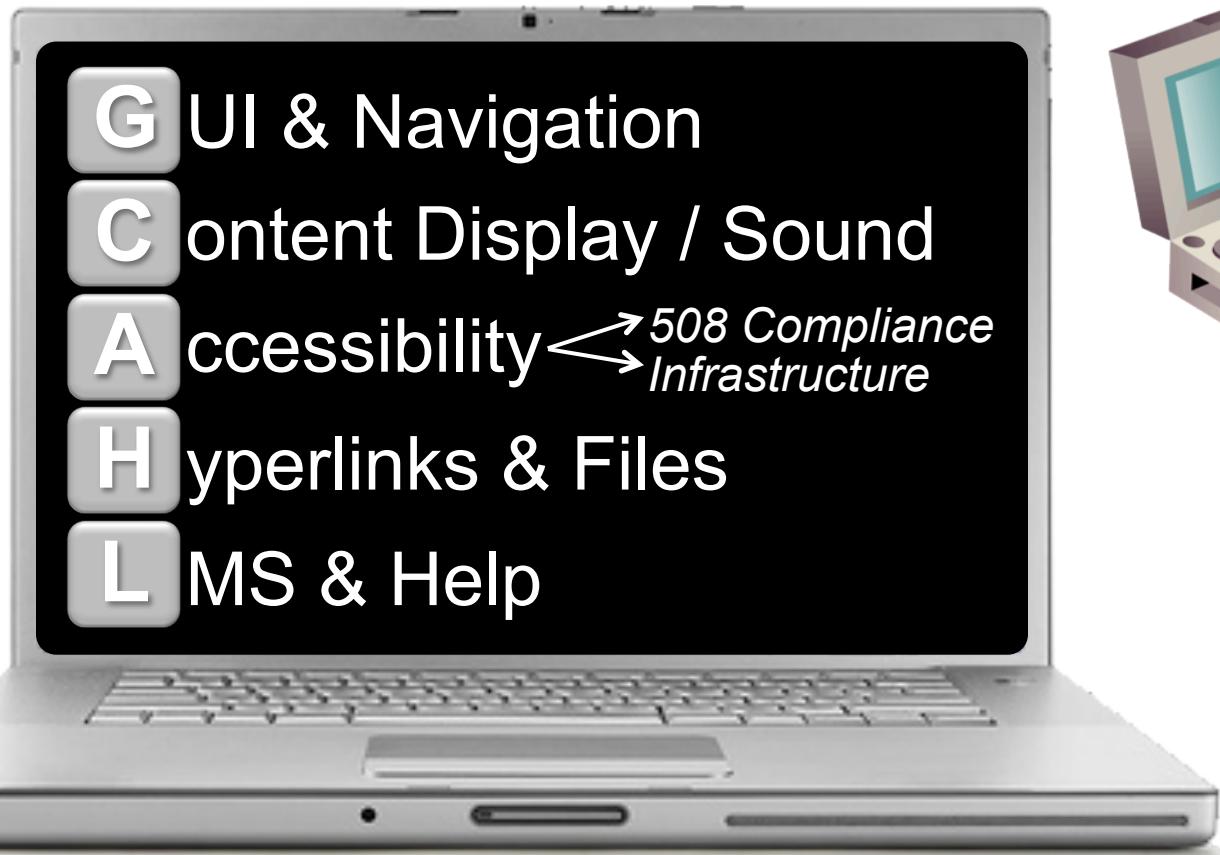


5

“Tecky”

If the technology
doesn't work *right*,
what's the point, *right*?

Does it
**work like it's
supposed to?**



6 “Timey”

Two factors to look at related to time in “e”...

1 Does the “e” effectively meet the LO’s?

2 Factor in the attention span of your learners

How long is the darn thing?



7

“Trumpty”

What is your library's
“Cost-Per-Learner”?

$$\begin{array}{l} \text{Total Development Costs} \\ + \text{Annual Technology Costs} \\ + \text{Annual Facilitator Costs} \\ \hline \div \text{Annual # of Participants} = \text{CPL} \end{array}$$

What's
this gonna
cost us?



Get your **Finance** people to
sign off on this formula!

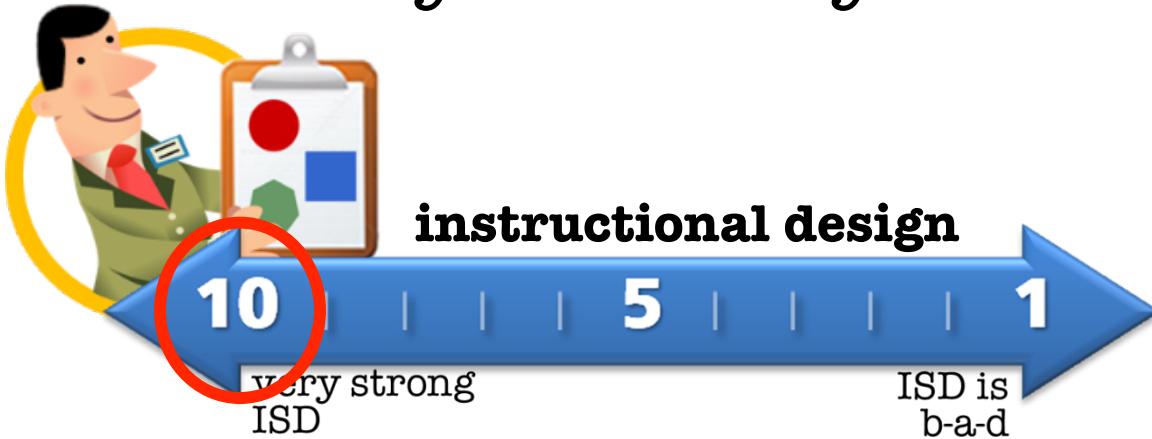
↑
Trumpty

BOTTOM LINE:
find a way to compare

Apple's 2 Apple's

* BONUS DORK!

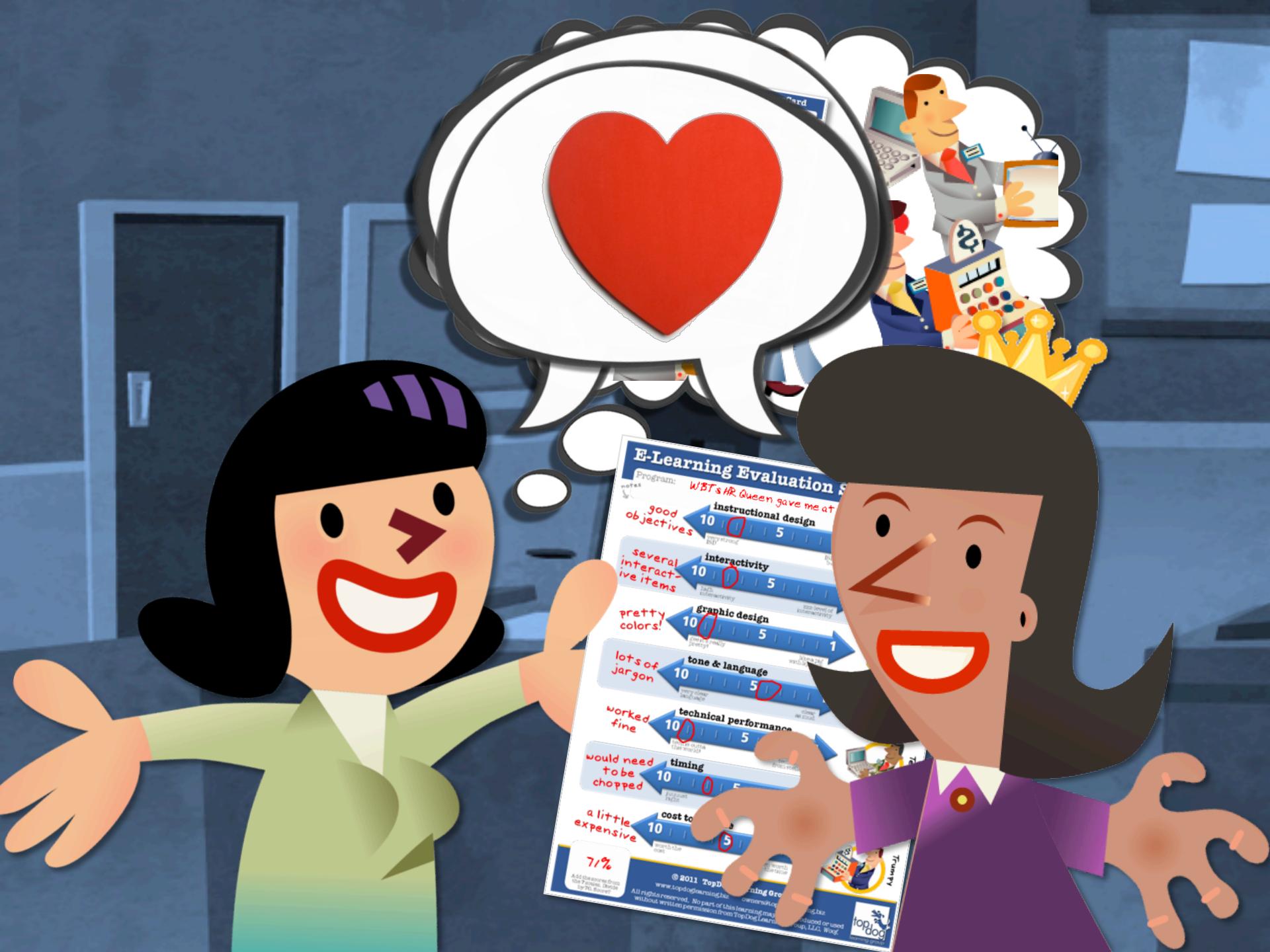
Which of the 7 Dorks is
most important to you
and your library?



X Importance
Weight
(1 to 5) = 50

What
about the
weights?





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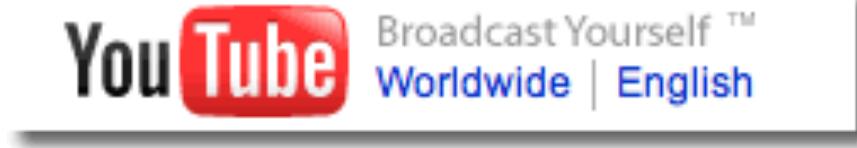
I like
them 7
"Dorks"



Before You “Build” ...

A D C

*“already
developed content”*



Asynchronous
“e”



Synchronous
“e”



Asynchronous “e”



Synchronous Content Editing Tools

Authoring Tools



Delivery Tools



Asynchronous “e”



Aviary.com

amazing suite of free editors
(image, audio, design, screen
capture)



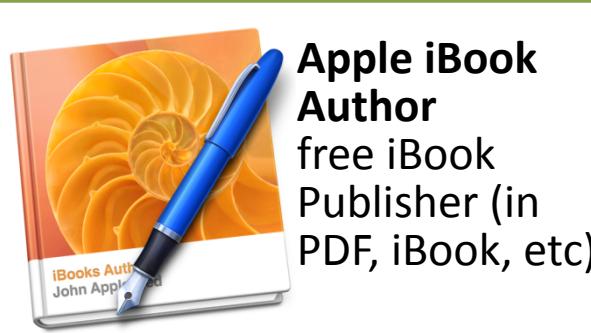
Audacity
®

free audio editor



**MovieMaker
& iMovie**

free video editors
w/ your O.S.



**Apple iBook
Author**
free iBook
Publisher (in
PDF, iBook, etc)



Screenr
online screen capture



MS Producer
free multimedia
plug-in to PPT!



Google

Google Sites
free websites
that integrate with
Google tools



open source content
management system



Yahoo Groups

community forums, threaded
chats, files

1

**Content
Editing Tools**

2

**Authoring
Tools**

3

**Delivery
Tools**

Asynchronous “*e*”



1 Authoring Tools



Synchronous “*e*”





Synchronous “e”



very good
PPT to Flash Converter



OpenOffice.org
The Open Source Office Suite

free suite of productivity tools
comparable to MS Office



images, sounds, etc that
can be used for content

1

Authoring Tools



2

Delivery Tools

3

Measurement Tools



SurveyMonkey
free online survey / quiz tool



Free QuizMaker
from iSpring
free quiz /
survey software



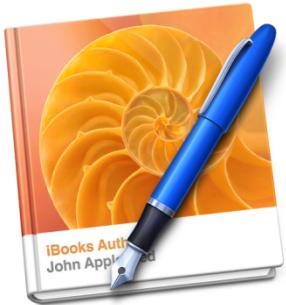
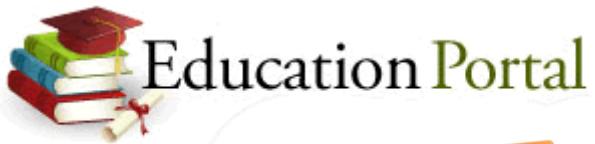
Regan CCABS
free tool to measure “e”
attitudes & PC skills

Agenda



Wow ...
cool
tools!





FreeConferenceCall.com®



FreeSee.com®





DIGITALLITERACY.GOV

ReadyTalk



GCF
LearnFree.org®

techsoup



GoToWebinar

CITRIX

Send your parents a
TECH SUPPORT
care package

commoncraft



OCLC
WebJunction®
The learning place for libraries.

Infopeople

Moving Libraries Forward

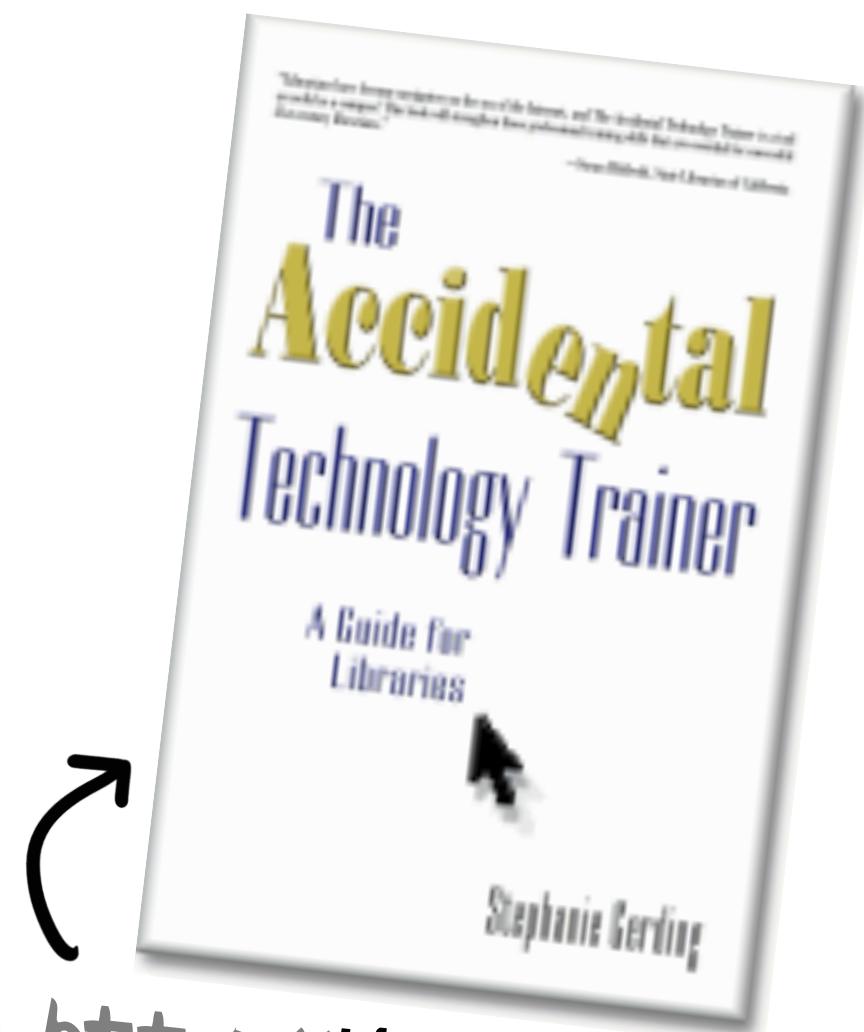
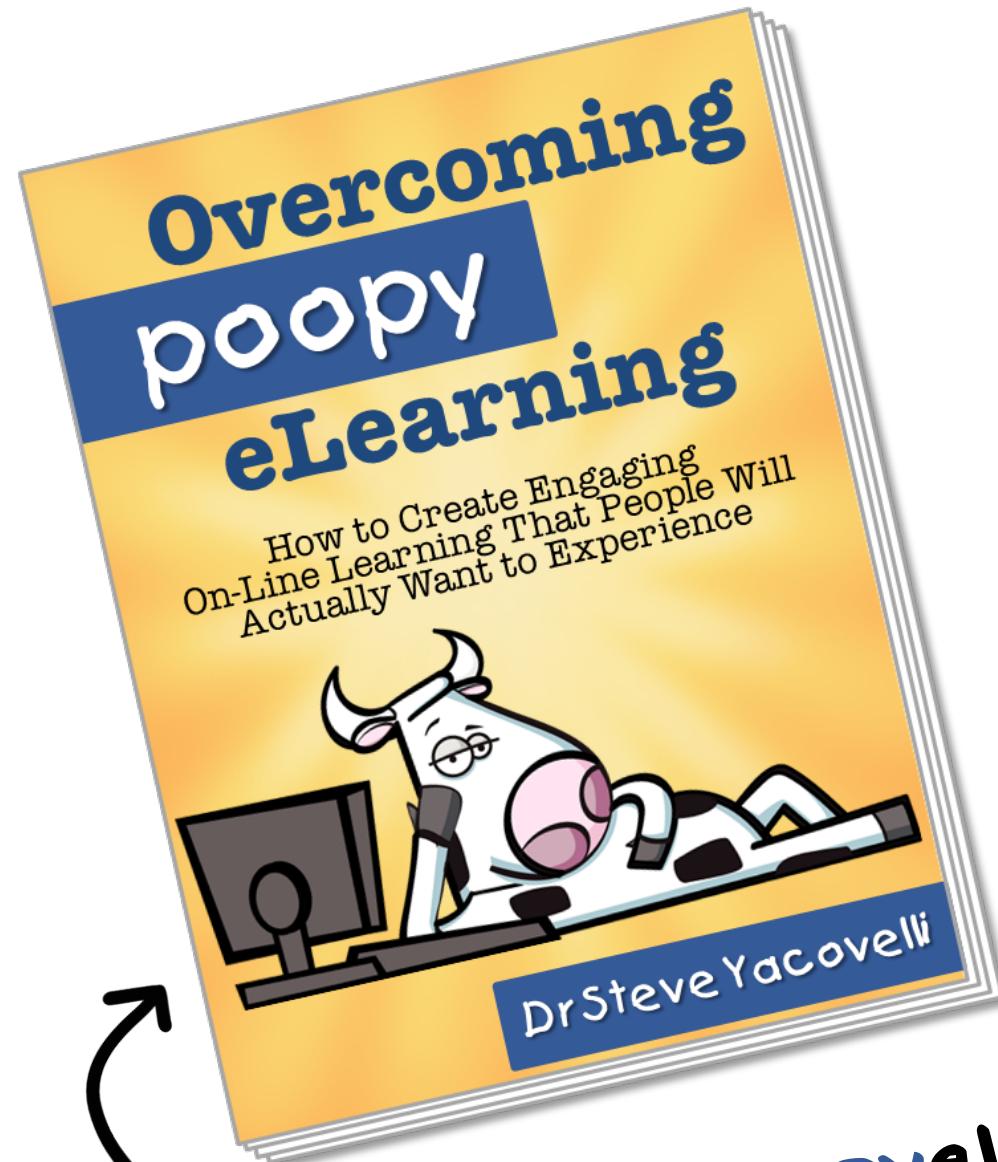
TURNING ^{the} PAGE 2.0

Five Weeks to a
Social Library

Just because
you **can**,
doesn't mean
you **should**.

Doc Yock

some dude in the front of the room right now



<http://bit.ly/2BQAA>

www.overcomingpoopyelearning.com

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**THANK
YOU!**

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