

e-Learning for Libraries

Friday March 16, 2012 2:00 – 3:15 PM

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Independent Library Consultant

Dr Steve Yacovelli
Owner & Principal
#topdoglearning



*click
click*

← 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!



we are here!

... not down here!

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one
down ...
four
to go!



e·learn·ing

[ee-leern-ng]

-- *noun*

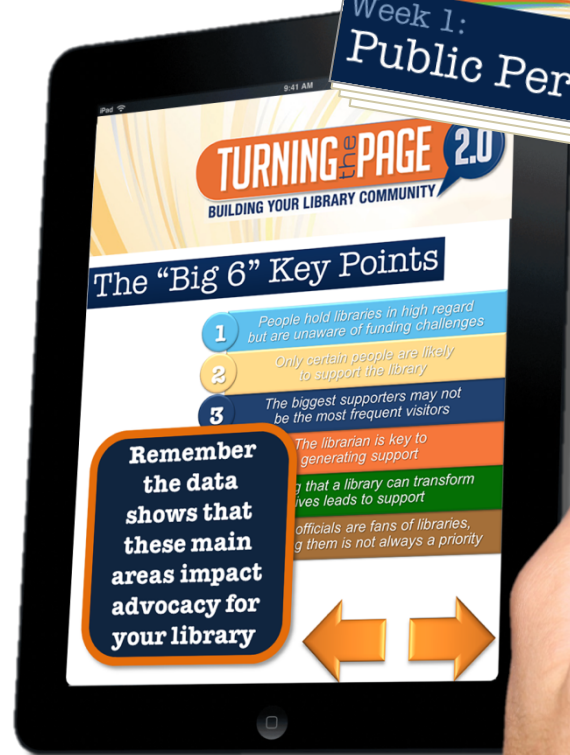
Broad
definition of
the field of
using
technology to
deliver both
formal and
informal
learning and
training
interventions.

virtual classroom



asynchronous development


face-to-face



m-learning



Asynchronous “e”



learning
not at
the same
time

Asynchronous “e”

A close-up of a clock face with a white speech bubble overlay. The speech bubble contains the text 'learning at the same time'. The word 'at' is red and underlined. The clock face shows numbers 9 and 1, and has red hands.

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?

What's the **instructional design** like?



**WATCH 4 RED
FLAGS!**

LO's beginning with words like *know*, *understand*, or *learn*



Iddy

10

5

1

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

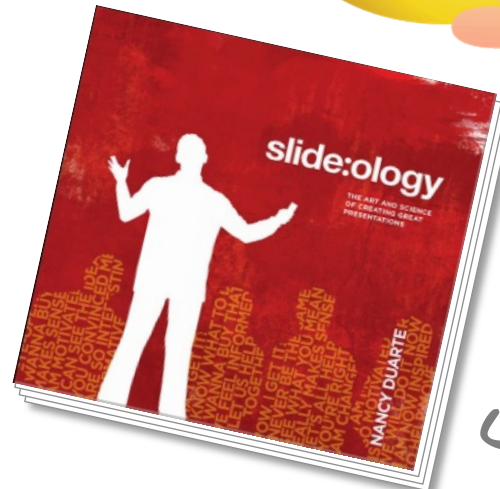


3 “Perdy”

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?



read this
(no I don't get a kickback!)

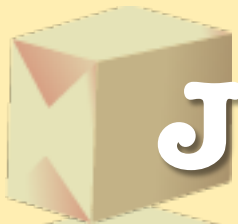
4 “Wordy”



Clear language
is **key**!

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

Audience
KNOWLEDGE



Jargon

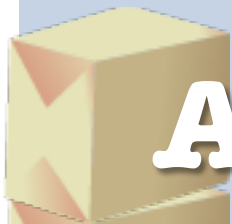


Scenarios



Grammar

Audience
DEMOGRAPHICS



Age



Language



Analogies



Humor



Wordy

5 “Tecky”

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

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



G UI & Navigation

C ontent Display / Sound

A ccessibility $\swarrow \searrow$ 508 Compliance
Infrastructure

H yperlinks & Files

L MS & Help

6 “Timey”

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



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

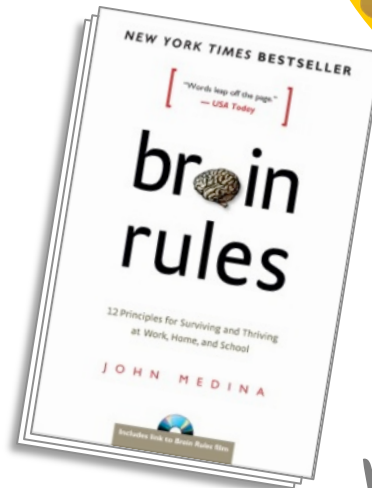


Factor in the attention span of your learners

How long
is the darn thing?



Timey



read this, too
(again no
kickback for me!)

7 “Trumpy”

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

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

What's
this gonna
cost us?



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

Trumpy

BOTTOM LINE:

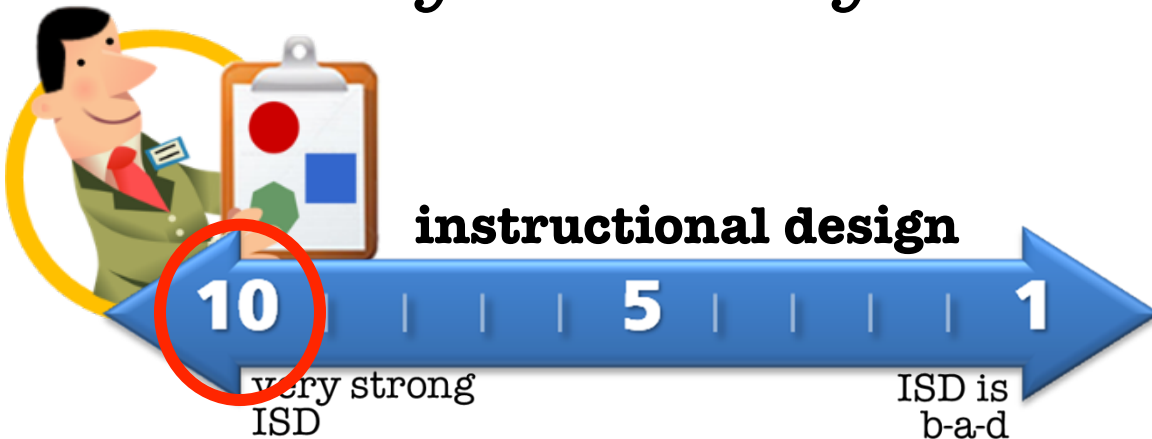
find a way to compare



BONUS DORK!

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

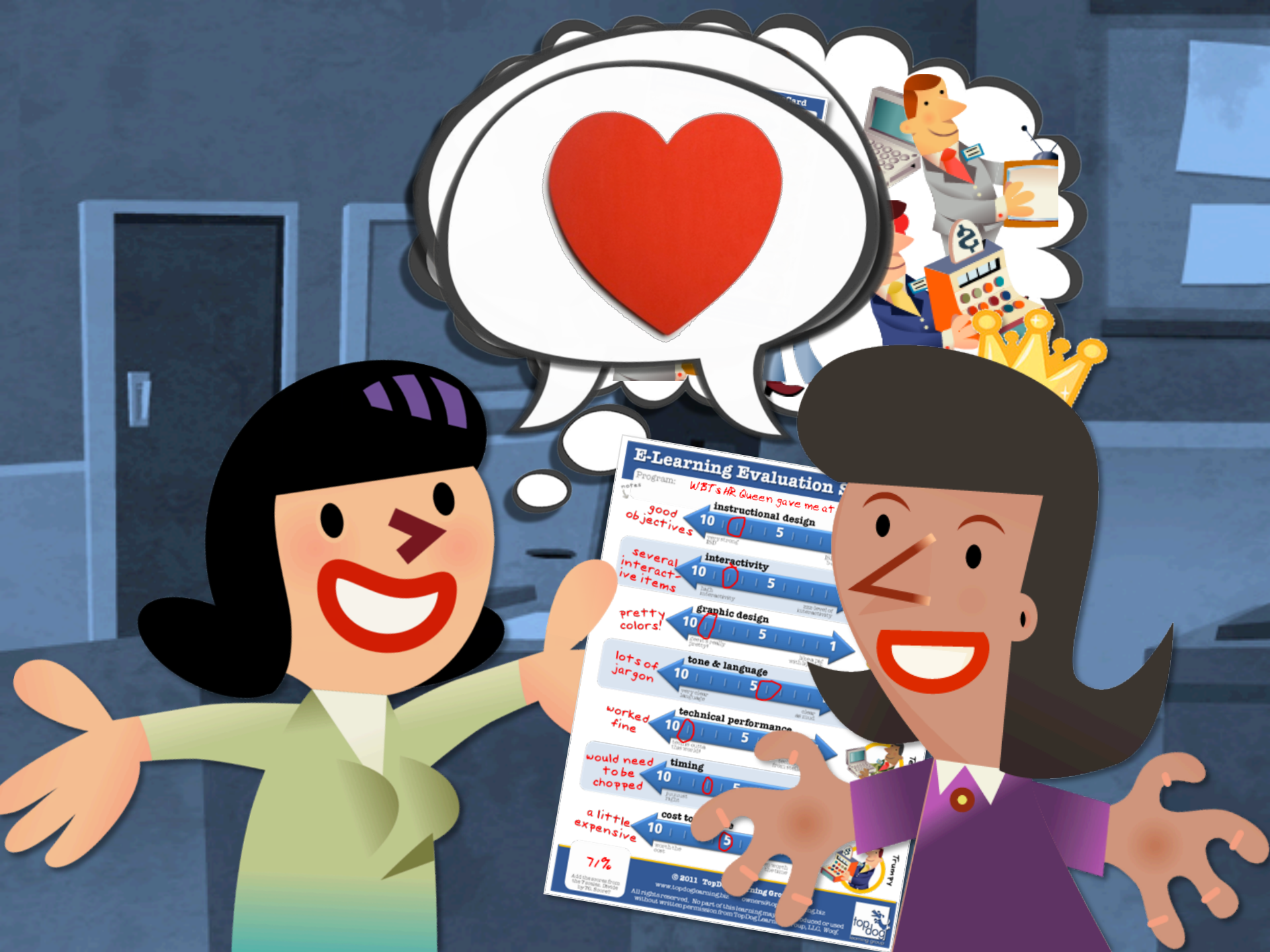
What about the **weights**?



X Importance Weight (1 to 5) = 50



Awernuld



E-Learning Evaluation

Program: *WBT's HR Queen gave me at*

Category	Score
good objectives	10
several interactive items	10
pretty colors!	10
lots of jargon	10
worked fine	10
would need to be chopped	10
a little expensive	10

71%

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I like
them 7
"Dorks"



Before You “Build” ...



“already developed content”



Education Portal



MERLOT
Multimedia Educational Resource
for Learning and Online Teaching



Asynchronous
“e”

Synchronous
“e”



Asynchronous
“e”

**Content
Editing
Tools**



**Authoring
Tools**



**Delivery
Tools**



Asynchronous “e”



Aviary.com

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

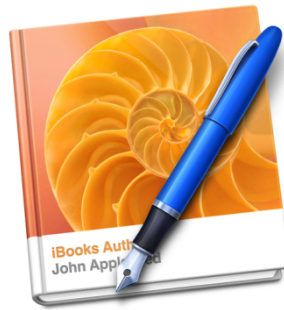


Audacity

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



Joomla!

open source content
management system

YAHOO! GROUPS

Yahoo Groups

community forums, threaded
chats, files

1

**Content
Editing Tools**

2

**Authoring
Tools**

3

**Delivery
Tools**



**Authoring
Tools**



**Delivery
Tools**



**Measure-
ment
Tools**

Synchronous
“e”



Synchronous “e”



very good
PPT to Flash Converter



free suite of productivity tools
comparable to MS Office



images, sounds, etc that
can be used for content



free video
call / chat



free desktop sharing &
video conf call



free
phone
conf call ...
FreeSee.com®
... free desktop
sharing tool



TechSoup
“donations”
GoToWebinar®
by CITRIX



free online survey / quiz tool



Free QuizMaker
from iSpring
free quiz /
survey software

**The Regan
Computer Competence,
Attitude, & Behavior
Survey**

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

1 **Authoring
Tools**

2 **Delivery
Tools**

3 **Measurement
Tools**

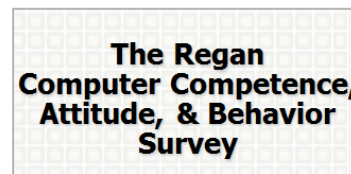
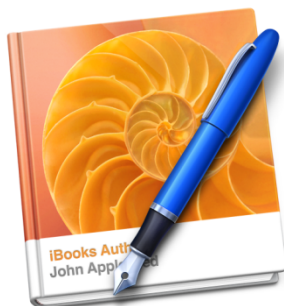
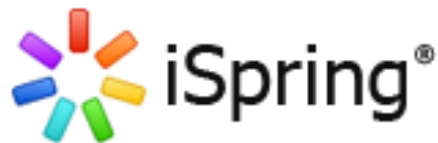
Agenda

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Wow ...
cool
tools!







DIGITAL LITERACY.GOV

ReadyTalk



GCF
LearnFree.org®

techsoup



GoTo Webinar

CITRIX

Send your parents a
TECH SUPPORT
care package

commoncraft



Infopeople

Moving Libraries Forward

OCLC
WebJunction®
The learning place for libraries.

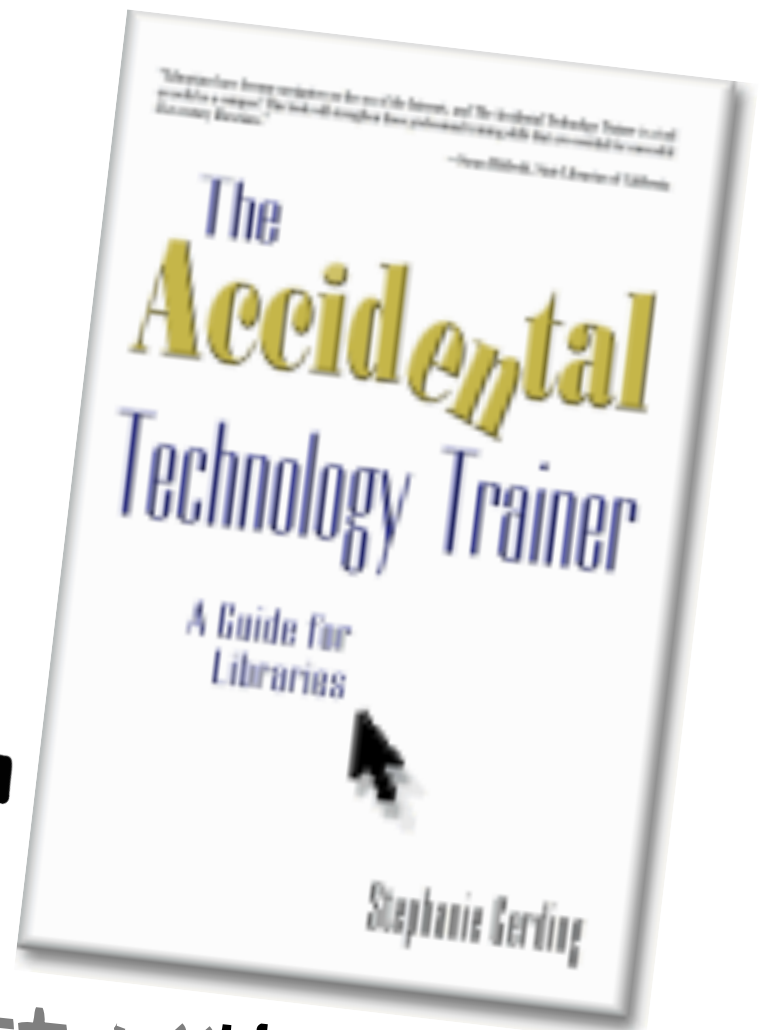
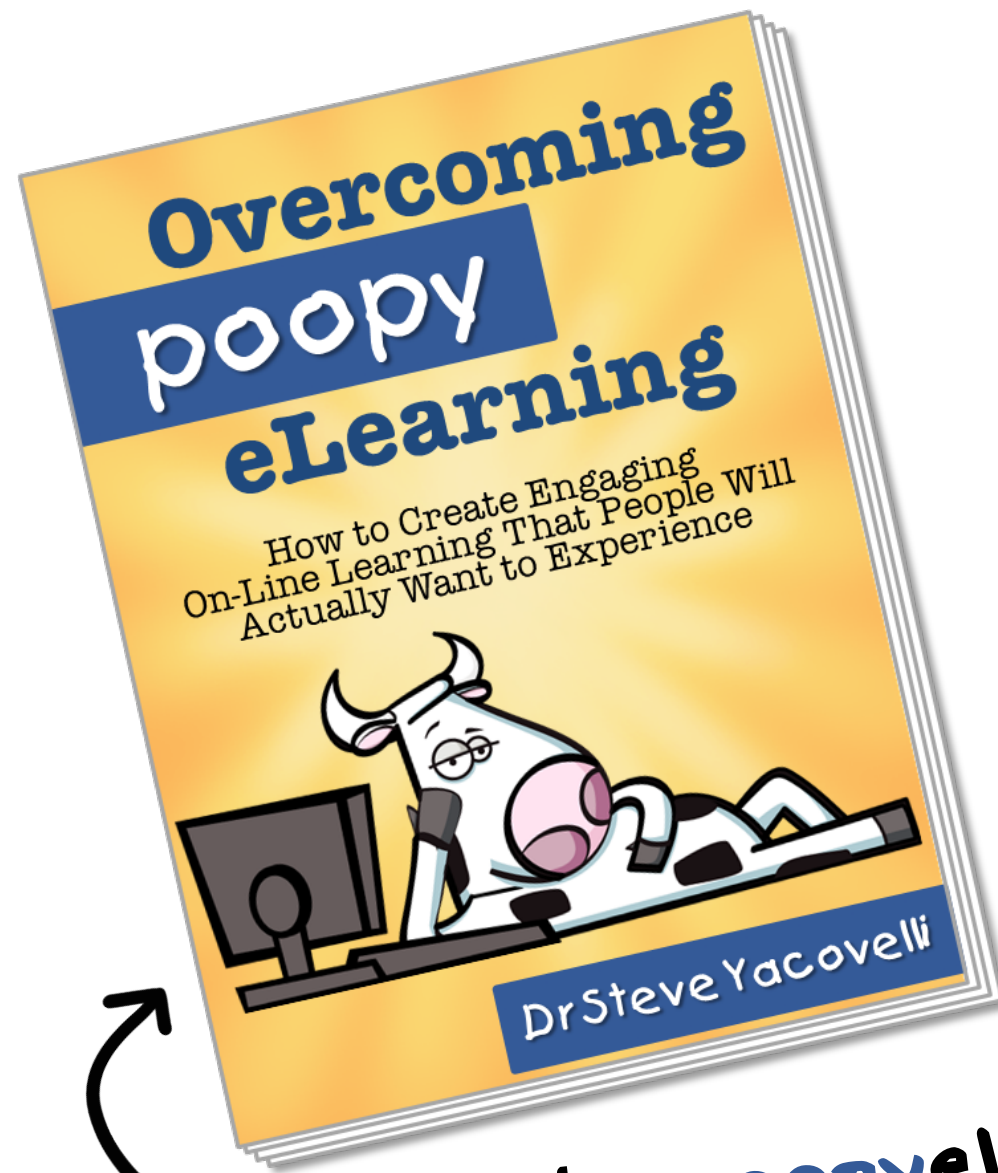
TURNING the PAGE 2.0

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/zBQAA>

www.overcomingpoopyelearning.com

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**THANK
YOU!**

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