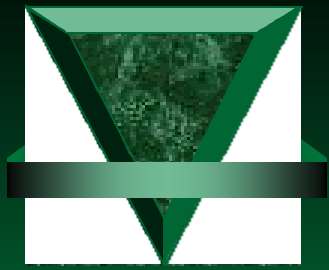




Virtual Business Learning Center

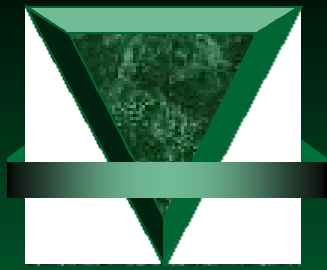
Human Performance Improvement

Becky Haugen



The Problem

- ❖ Poor delivery systems for the dissemination of information to our clients. Clients require real-time access to business resources and this is not always possible in the business environment as it is currently structured.
- ❖ Current delivery system requires expensive time and personnel support to process every request.
- ❖ Growing client-base requires better system for dissemination of client information and resources.



Action Research Questions

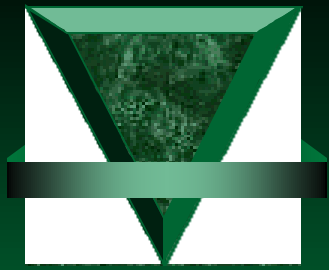
✓ Define elements of a learning center for Entrepreneur Strategies:

- What are the user requirements?
- What technologies are used?
- What existing models can we use to help model our learning center?
- What research exists that will help us to develop the learning center?



Action Research Methods Utilized

- ✔ Internet Research of Existing Virtual Learning Centers/Communities
- ✔ Learner Survey – On-Line
- ✔ Phone Interviews with management of Virtual Learning Centers.
- ✔ Literature Review



On the topic of surveys....

“USA Today has come up with a new survey. Apparently 3 out of 4 people make up 75% of the population.”

David Letterman



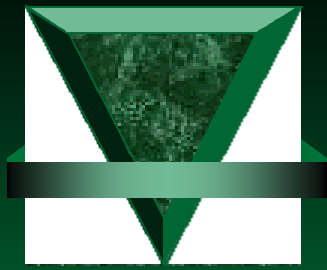
Criteria for Reviewing Virtual Learning Centers (VLC)

- VLC must be on-line
- VLC must contain interactivity and learner supports
- VLC must be learner focused



Learner

Articles	E-Courses	Library	Software
Ask Expert	EZINE	Live Help	Teleclass
Assessments	Faculty List	Mtg. Place	Templates
BLOG	FAQ	Nuggets	Threaded Discussion
Calendar	Form/Survey	Orientation	Tools
Case Studies	Forum	PDF, PPT	Tutorial
Chat	Glossary	Publication	Tutoring
Contact Us	Guest Book	Research	Webinar
Custom Interface	Index/Map	Search	White Papers
Data/Stats	Learner Contribution	Seminar	
Designs	Links	Showcase	



Learning Models

- ✔ Reviewed business learning centers and virtual business learning centers
- ✔ Reviewed educational learning centers including research/resource centers
- ✔ Reviewed virtual learning communities
- ✔ 19 Websites contained essential learner supports and interactivity



Learner Top

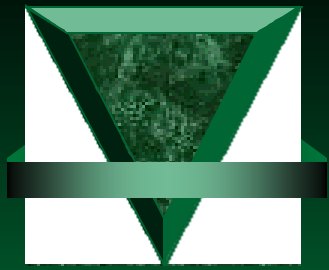
Support	%	Support	%
Contact	100	Surveys	36
Library	74	E-Courses	36
Links	68	User Updates	32
Articles	63	Site Map	32
Search	63	Reports	26
Calendar	57	Forum	21
E-zine	53	Chat	21
Tools	42	Tutorial	21
Forum	42	Live Help	16
FAQ	36	Discussion	16

*Percentage based on 19 sites - % equals the number of sites containing this learner support.



Learner Survey

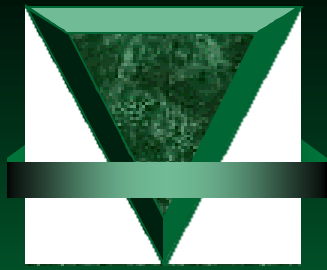
- ✓ On-line survey targeted small business professionals:
 - Current Clients
 - Alliance of Professional Consultants
 - Boulder Writer's Alliance
- ✓ Most respondents are in a private practice or sole-proprietorship type of business
- ✓ 46 respondents completed the on-line survey - 200 solicited.



On the topic of data.....

*“Get your facts first, and then
you can distort them as much
as you please.”*

Mark Twain



Data Results: Dynamic Learner Supports

Learner Support	Learner Survey	Business Site Survey
Web / Seminar	43.2%	21%
Chat	36.4%	21%
Discussion	65.9%	16%
Tutorial	86.4%	21%
Forms/Surveys	70.7%	36%

*Learner Survey statistics are based on the number of respondents indicating they would expect to have this learner support available.

**Business Site Survey statistics are based on 19 sites reviewed and the number of sites that actually contained this learner support.



Data Results: Static Supports

Learner Support	Learner Survey	Business Site Survey
Ezine-ENewsletter	34.1%	53%
Events Calendar	68.2%	57%
Reference Mtls	93.2%	36%
Library	81.8%	74%
Articles	90.2%	63%
FAQ	82.9%	36%
Tips	82.9%	5%
Assessments	51.2%	5%
Business Tools	70.7%	42%



VLC Phone Interviews

Interviews covered four business models: Accredited Virtual University, Virtual Educational Technology Center, E-Learning Provider & Training Vendor.

- ✓ Clarified VLC's business model
- ✓ Defined supporting technologies
- ✓ Discovered learner supports
- ✓ Gathered first-hand knowledge with experienced managers of learning centers



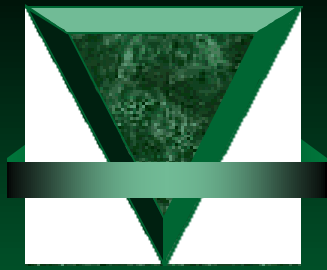
Literature Findings

- ✔ Interaction needs to be two-way
- ✔ Interactivity needs to be generative and engaging
- ✔ Help learners channel knowledge to improve business
- ✔ Create environment of collaboration
- ✔ Learner supports are fundamental to success of on-line learning and learner engagement



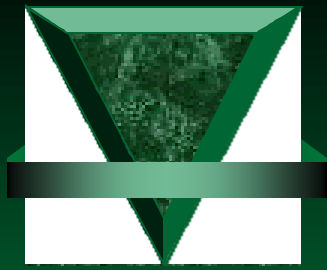
Technology

- ✓ “Just in Time” delivery systems
- ✓ synchronous and asynchronous
- ✓ online interviews, chat, video conference, email, threaded discussions, instant polling...
- ✓ database, html, java, php, Dreamweaver- proprietary software applications
- ✓ user friendly - technology takes into consideration user capabilities



Observations

- ✔ Virtual Business Learning Centers have not established strong learner supports
- ✔ Higher-Ed on-line and distance learning provide strongest knowledge-base and research on virtual learning and technology applications for learning
- ✔ Business sites are customer, sales, distribution focused, not learner focused



Action

- ✔ Use research to establish determine core learning supports and deliverables for virtual business learning center
- ✔ Develop implementation strategies and plan, including technologies, infrastructure and business/operating plan
- ✔ Implement scalable Virtual Business Learning Center in Spring, 2003
- ✔ Future implementation strategies depend on scalability and business plan



Full Circle

“There is nothing like returning to a place that remains unchanged to find the ways in which you yourself have altered.”

Nelson Mandela