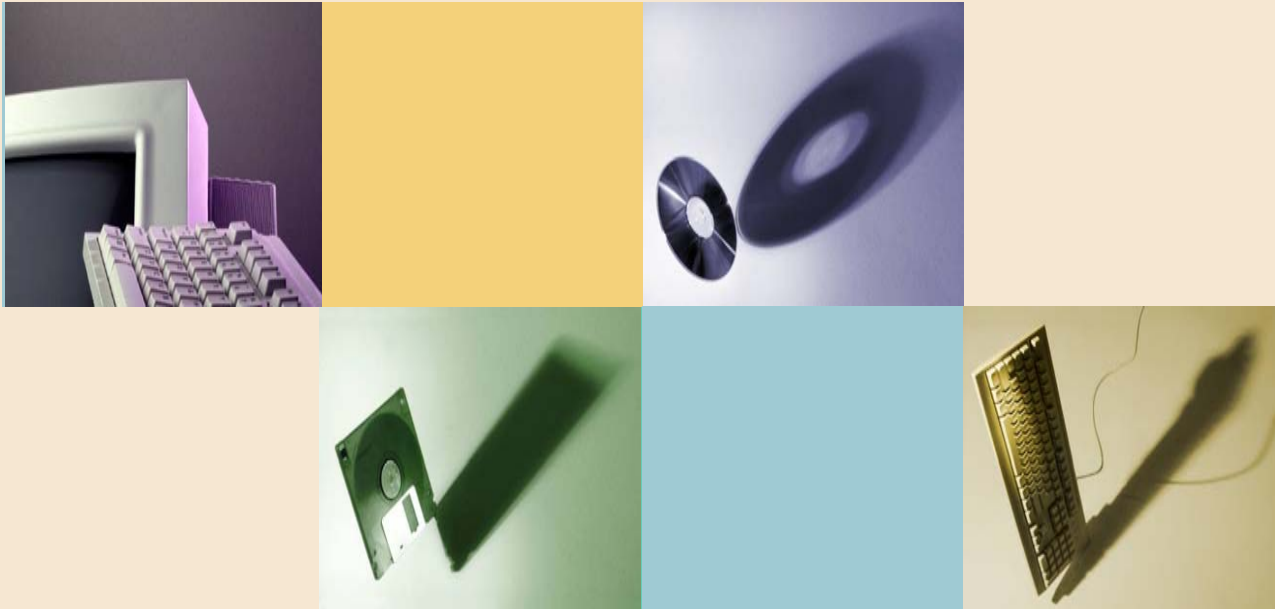


# Best Practices: Using Macromedia Breeze for Online Orientations



**Bob Serben & Richard Schumacher**

## ***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**



# Business Trends in eLearning

Less  
expensive  
systems

Crisp, clear  
solutions

Faster  
development  
curve

Choice of  
method  
driven by  
outcome



# Learner-Focused Trends



- **\$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



- “... 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



- **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



# Who Buys eTraining

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

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





- **“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.



- **“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).



- **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>.

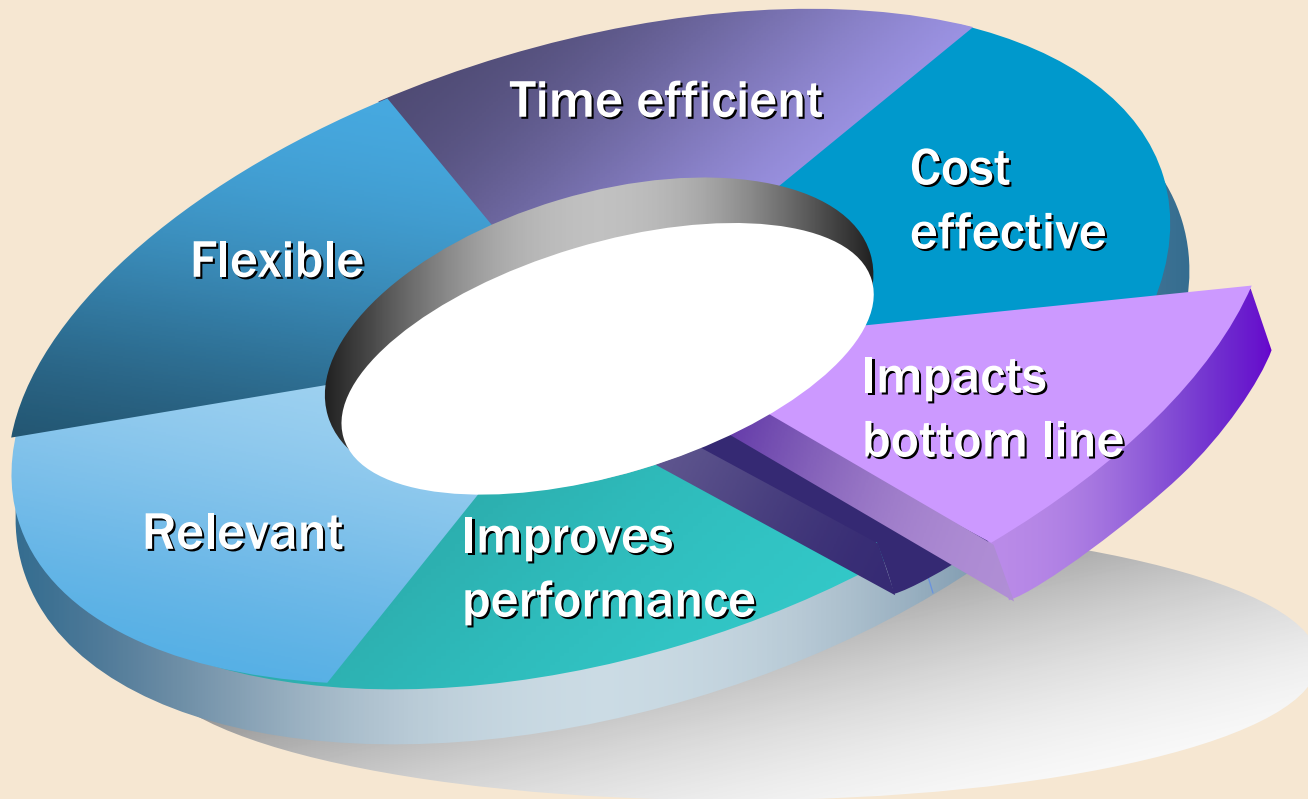


# Uses of Rapid eLearning

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



# Focus on Business Needs



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

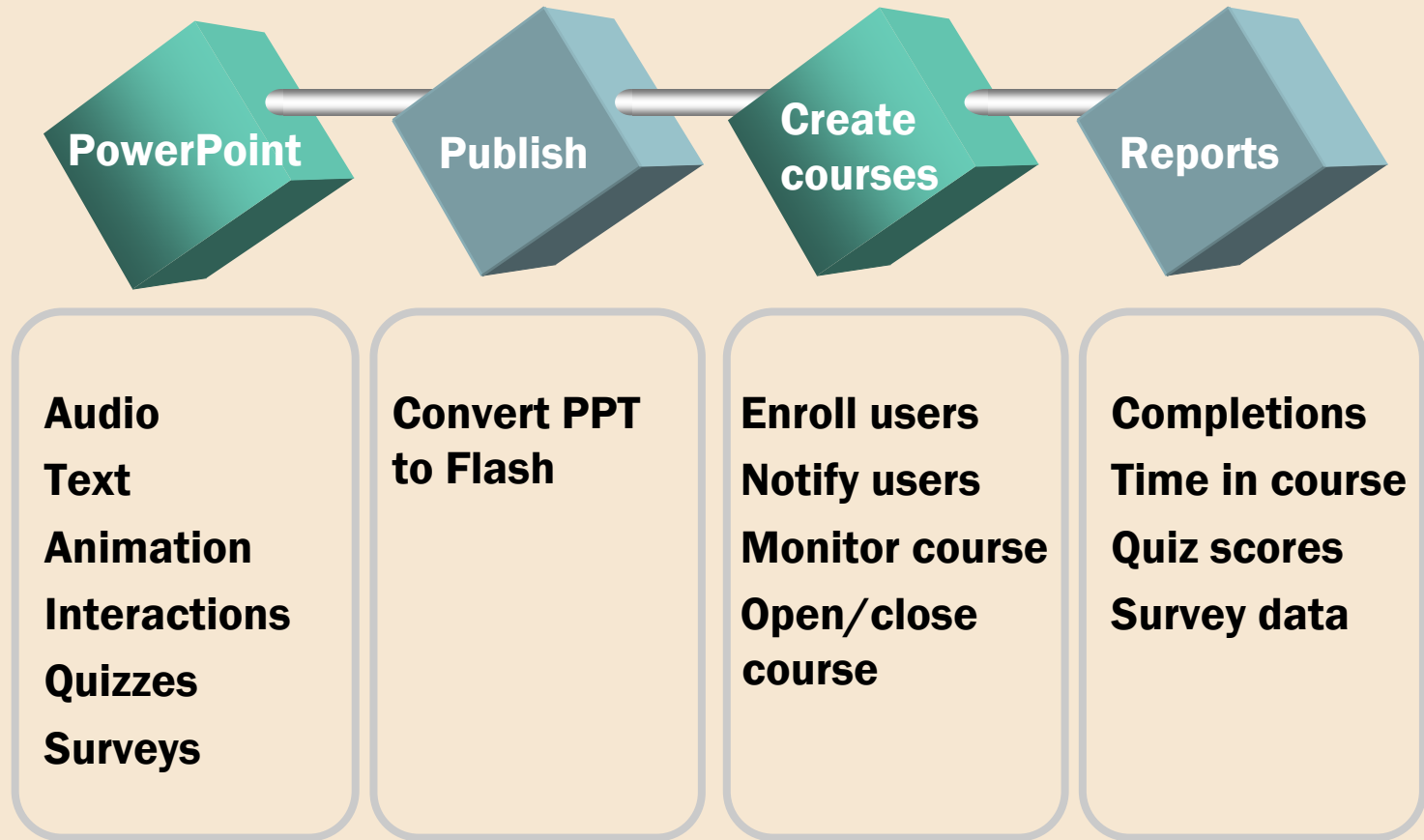


# Why Breeze?

- **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**



# Breeze Process





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



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



# 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**



- **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!**



# 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>**



- **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**



# 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)**



# 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)**





# 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**



- **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!**



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



- **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**



# 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?**



- **For more information  
contact us:**

[www.cbil.org/cit](http://www.cbil.org/cit)

**314.539.5310**

[bserben@cbil.org](mailto:bserben@cbil.org)

[rschumacher@cbil.org](mailto:rschumacher@cbil.org)



**St. Louis Community  
College**

