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
Business Trends in eLearning

- Less expensive systems
- Crisp, clear solutions
- Faster development curve
- Choice of method driven by outcome
Learner-Focused Trends

Simple systems to use

Short course: modest & targeted

Blended approaches
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%

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)

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%*

## Who Buys eTraining

<table>
<thead>
<tr>
<th>Purchaser</th>
<th>Traditional training</th>
<th>Technology-based training</th>
</tr>
</thead>
<tbody>
<tr>
<td>Training/HR</td>
<td>48%</td>
<td>39%</td>
</tr>
<tr>
<td>Senior Management</td>
<td>15%</td>
<td>14%</td>
</tr>
<tr>
<td>IT Department</td>
<td>15%</td>
<td>29%</td>
</tr>
<tr>
<td>Individual learner’s department</td>
<td>13%</td>
<td>10%</td>
</tr>
<tr>
<td>Individual</td>
<td>5%</td>
<td>4%</td>
</tr>
<tr>
<td>Committee/Team</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>Other</td>
<td>2%</td>
<td>No report</td>
</tr>
</tbody>
</table>

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).”

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.
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.
Uses of Rapid eLearning

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

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

- 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

1. **PowerPoint**
   - Audio
   - Text
   - Animation
   - Interactions
   - Quizzes
   - Surveys

2. **Publish**
   - Convert PPT to Flash

3. **Create courses**
   - Enroll users
   - Notify users
   - Monitor course
   - Open/close course

4. **Reports**
   - Completions
   - Time in course
   - Quiz scores
   - Survey data
eCBIL™ Specifications

- Length of Program
- Program Structure
- Testing
- Reports
- Graphics and Animations
- Template

- Disclaimer, Copyright, Legal
- Content
- Music
- Program Evaluation
- External Links
- Participant Materials
eCBIL™ Checklist

- 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
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!
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
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
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
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!
Best Design Practices – Interaction

• Create meaningful interactions
• Interactions have to be planned
• Provide custom feedback
• Use techniques such as rhetorical questioning
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
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
314.539.5310
bserben@cbil.org
rschumacher@cbil.org