The journey begins here.

Client Examples
Learning for Results

We help you:

- Engage your internal and external audiences at a deeper level

- Extend your reach and fulfill your mandates

- Create more value for your programs and services

- Generate process efficiencies through online innovation

We create online environments that captivate your target audience and achieve desired results.

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eLearn Campus supports organizations to achieve results through three core offerings:

Design and Development

Management Consulting

Internal Capacity Building

The following cases provide some examples of our capabilities, relentless devotion to value, and commitment to the delivery of results.

Challenge:

Train a widely dispersed workforce.

The Ontario March of Dimes sought to provide an alternative to the face-to-face delivery of its health and safety training (WHMIS) to its 1,600 employees.

Moving this training online decreased their training cost per learner and saved ancillary costs, such as employee time and travel.

"I must give eLearn Campus credit for getting us down this road and involved with online training, because if we didn't have them we wouldn't be doing this now."

Jim Bird, *Director of Human Resources, The Ontario March of Dimes*

Results:

- Reached over 950 employees in 6-8 months
- Achieved a 78% completion rate
- Learner satisfaction score of 4.5 out of 5
- Lower costs per learner

www.elearncampus.com/eLearnCampus/video.php?vid=2

View Client Testimonial

Challenge:

Educate a dispersed younger audience.

In an effort to support children and teenagers with parents that have ALS (Lou Gehrig's disease), we worked with the ALS Society of Canada to develop an interactive online resource to empower these youth to help a family cope when one of its members is stricken with ALS. Information about the condition is presented in an engaging, user-friendly, way.

Results:

- Average of 800 unique visitors per month
- Users indicated that it made them feel less isolated as they felt part of a community that needs to cope with the condition
- The site encourages youth to get involved in fundraising and awareness-raising opportunities
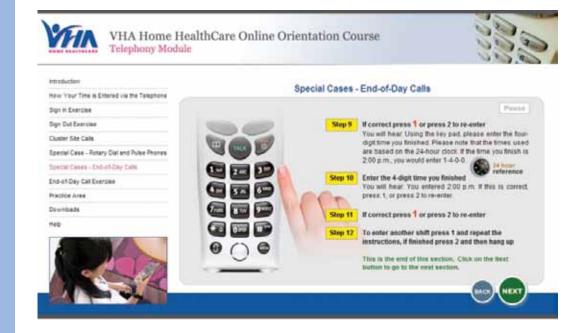
Challenge:

Make orientation more efficient and effective.

VHA Home HealthCare knew that there must be a better way to conduct on-boarding training. This was typically 4-5 days of training face-to-face with many PowerPoint slides. eLearn Campus helped VHA to bring components of their orientation training online. This shortens the days spent in-person, and provides employees with a consistent training program, accessible from home.

Solution:

The module depicted above simulates how an employee reports the hours they have worked through a telephony system.

The employee attempts it and is provided immediate feedback.

Challenge:

Improve training efficiency and effectiveness company-wide.

The Co-operators is Canada's largest Canadian-owned, multiproduct insurer. It sells its products and services through a network of 455 agents with 632 retail outlets and four call centres across Canada. The Co-operators has approximately 5,000 employees across all of its divisions, and about 1,500 who work within its agency network.

The Co-operators asked eLearn Campus to assess its current eLearning efforts, to determine organizational readiness to make greater use of eLearning, and to make specific recommendations to improve eLearning efficiency and effectiveness. Our findings are presented in an eLearning *Strategy Roadmap*. *The Strategy Roadmap* is a practical tool that gets used to drive new and better ways of doing eLearning. Its recommendations cover people, processes and technology.

The *Strategy Roadmap* helps The Co-operators Group to:

- Galvanize senior managers to agree on a new strategy for eLearning at The Co-operators
- Improve the resource allocation for eLearning
- Select a suitable Learning Management System
- Recruit eLearning professionals
- Improve internal eLearning design competencies
- Establish effective models of eLearning design that can be applied consistently over time

"We have accomplished so much in the last year in working with eLearn Campus!"

Karen Hanna, *Learning and Development Manager, The Co-operators*

the co-operators
A Better Place For You™

Management Consulting

The School of Continuing Studies (SCS) at the University of Toronto serves approximately 10,000 adult learners per annum, with a variety of program and course offerings in Business and Professional Studies, Arts and Science, ESL, and Languages and Translation.

eLearn Campus helped UofT SCS develop a strategic framework that facilitates the growth of their online educational offerings.

This includes:

- A Best Practices Audit of existing online courses
- A review of existing processes for online course development and delivery
- A Recommendations for Improvement report

Challenge:

Develop a strategic framework to grow and improve their online learning program.

Result:

The University of Toronto's School of Continuing Studies now has a solid base to grow and nurture an excellent online learning program.

The University of Toronto
School of Continuing Studies

Management Consulting

In working towards being New Brunswick's leader in online learning, the business plan developed addresses the following areas:

1. Identify opportunities for achieving UNB's objectives

2. Identify possible impediments or risks to achieving UNB Online as a successful reality. This includes a review of the competitive environment, the markets, the UNB culture, the buy-in of Faculties to support developing selected programs online, and student expectations

3. Address existing organizational structures and relationships, and review and recommend mechanisms for decision-making within university governance

4. Identify how the initiative can effectively bridge the online and on-campus worlds, focusing on the connections between these communities, and on spill-over benefits that will reach the traditional on-campus students

5. Address the challenge, and return on investment (ROI) of building an online community. This concept means that UNB Online is not just pushing content at students using efficient online technologies, but adding value by ensuring a community/collaboration/social element is designed into every course.

Challenge:

Develop a business plan to expand the online university presence.

The University of New Brunswick (UNB) asked eLearn Campus to develop a business plan to ensure the university makes optimal investment decisions in growing UNB's presence in the online marketplace.

UNB The University of New Brunswick

Challenge:

Develop the internal capacity to produce high quality eLearning.

Western Financial Group (WFG) has approximately 100 branch offices and a thousand employees across Western Canada. Each employee is connected to an integrated online information system that supports its insurance business. It is essential that WFG employees have the capabilities to use this system as it is the central client recordkeeping system, and most key business processes are conducted within this system.

WFG wanted to bring their system's orientation training online due to the logistical challenges involved with training a large and dynamic workforce. WFG also needed to develop the internal capacity (in terms of people, processes and technology) in order to sustain its eLearning initiative, scale up as necessary, and apply lessons learned to other training challenges within the organization.

This engagement required eLearn Campus to:

- Consult closely with WFG stakeholders regarding their goals for eLearning
- Select an eLearning authoring tool that will best meet WFG's needs for years to come
- Lead the WFG eLearning team through a process of scripting / story-boarding
- Provide advice and guidance on how best to bring these scripts / story-boards to life using the new authoring tool

Results:

- Savings of close to $150 thousand annually
- Shortened the development cycle significantly
- Improved the quality of online learning

Western Financial Group

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Challenge:

Canadian Physiotherapy Association

Develop the capacity to design and develop eLearning.

The Canadian Physiotherapy Association's (CPA) mission is to provide leadership and direction to the physiotherapy profession, foster excellence in the practice, and promote high standards of health in Canada.

CPA hired eLearn Campus to help them with their first eLearning project – a *Virtual Symposium on Pain*.

Chett Bradley, Coordinator, Special Events for CPA describes how the process worked:

"eLearn Campus helped us through all stages of the project - from defining our own best-practice approach to eLearning through to the close of the final learning event.

They were able to guide us on choosing the best authoring tool for our needs and provided initial training on how to use the one we'd chosen (Articulate). Next, they helped us to communicate our project vision with our subject matter experts (SMEs) and explain what we needed from them. eLearn Campus reviewed our draft scripts, storyboards, and eventually the module prototypes, providing advice on edits and improvements. Finally, they helped us get the modules online, created a companion discussion board, and provided support throughout the event.

It wasn't always an easy process, and it did take a real investment in time on our part. However, the end product turned out exactly as we hoped and we built up some solid internal competencies in eLearning design and development that we can now leverage on other projects."

Want to learn more?

If you are intrigued by these client examples and would like to learn more about how online support and learning can be used in your projects, we would like to invite you to participate in a Discovery Session that will:

- Facilitate a discussion of the potential value of online support and learning
- Evaluate your options and consider technology choices
- Provide examples of projects and project outcomes
- Address concerns you might have and offer suggestions based on experience
- Allow us to determine if online support and learning can help you achieve your objectives

Set up a Discovery Session.

eLearn CAMPUS

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