E-LEARNING

Rich Jackson

Chris Chung
The Only Competitive Edge any Organization has is its Rate of Learning!

- Jack Welch, CEO, General Electric Corporation
Agenda

• What is E-Learning
• E-Learning and the Hospitality Industry
• Business Benefits of E-Learning
• Future of E-Learning
• Q&A
What is E-Learning?
Evolving Name

- CBT
- WBT
- On-line Learning
- E-Learning
- M-Learning
Definition of E-Learning

The delivery of formal and informal learning and training activities, processes, communities and events via the use of all electronic media like Internet, intranet, extranet, CD-ROM, video tape, DVD, TV, cell phones, PDA’s, etc.
**LMS** – Learning Management System

**CMS** – Content Management system

**LCMS** – Learning Content Management System
STANDARDS

- **ADL** - Advanced Distributed Learning initiative
- **SCORM** - Sharable Content Object Reference Module
- **IMS** — Instructional Management Systems
- **IEEE** — Institute of Electrical and Electronics Engineers
SCORM

**Reusable** - Content is Independent of Learning context.

**Interoperable** - Content will function independent of environment.

**Durable** - Content does not require modification to operate as platforms change.

**Accessible** - Content can be identified and located as needed.

Source: Carnegie Mellon - LSAL
SCORM

**SCO** - Sharable content object. Smallest logical unit of instruction you can deliver and track.

**Asset** - Electronic representations of media, text, and images.

**Content Repository** - Software designed to manage content in various forms (text, video, graphics). It also includes the ability to attach metadata.

Source: Carnegie Mellon - LSAL
E-Learning &
The Hospitality Industry
E-Learning and the Hospitality Industry

- Home Depot
- Line Level
- Just in Time
HOME DEPOT

ANALOGY
• **Learning Environment - Physical**
  
  • Worlds’ Second largest Retailer
  
  • $53 Billion Revenue in ‘01
  
  • 1+ Billion Transactions
  
  • 290,000+ Associates non-knowledge workers
  
  • 1400+ Stores in US, Canada and Mexico
  
  • New Store opens every 44 hours.

*Source: TechLearn2002 - Home Depot*
Combined Solution

HITEC® 2003
Produced by Hospitality Financial and Technology Professionals

High

Bandwidth

Low

Production Cost

Traditional WBT eLearning

Rapid WBT eLearning

Source: TechLearn2002 - Home Depot
Parallels to Line Level in Hospitality

- Off floor time is expensive
- High turnover in certain areas
- Short training windows
- Changing technologies are requiring higher technical skill at almost all levels
The right fit

• Just in time
• Just what I need
• Just enough
• Just for me
Delivery Options?

- Synchronous/Asynchronous
- Internet/Intranet
- CDROM/DVD
- Mobile packages
Where Does the Time Go?

- One of the biggest problems many supervisors face is managing their time.
- Often supervisors don’t realize that time management is a problem that can multiply very quickly.
CENTRA
Business Benefits of E-Learning
Learning Pyramid

- Lecture: 5% (Average Learning Retention Rates)
- Reading: 10%
- Audio Visual: 20%
- Demonstration: 30%
- Discussion Group: 50%
- Practice By Doing: 75%
- Teaching Others: 90%

(National Training Laboratories, Bethel, Maine)
Business Benefits of E-Learning

• Motorola estimates that it reaps $30 in profits for each dollar it spends on training.

• IBM and Xerox put their profits at $20 to $25 per dollar of training.

Source: World Future Society
Cost Savings: 329% ROI in 1st Year
Results were calculated by including only: employee and instructor travel expenses, facilities costs and ongoing support outlays. The Centra investment paid for itself in 5 months with an ROI of 329%.

Strategic Benefits
In addition to costs savings, Wyndham has identified potential strategic benefits from its use of Centra. Some key benefits are:

2001 savings will top $2M – by using pre-recorded Centra sessions to more effectively reach its large, geographically dispersed employee population, without increasing the training group staff or incurring travel expenses.

Faster dissemination of information – by using Centra, Wyndham can provide updates to hotel staff for critical guest programs in days, not the weeks required for coordinating travel and meeting planning schedules, improving customer satisfaction.

Compression of training time – as much as 40% less training time is needed for learners attending Centra sessions, when compared to classroom training.
Compliance Issues

• Alcohol Awareness Training
• ADA Regulations
• Building codes
• Patriot Act Requirements
Integration with HRS

- Ensure Staff compliance with Required Company Courses.

- Develop Career Path Roadmap for Employees which can be tied into personal development.

- Enables self-paced training that improves their skills and opportunities.
Knowledge Management
Better Trained Employees

Guest Satisfaction & Service
Future of E-Learning

- Online Repositories
- Anytime Anywhere
- Just in time examples
- Future Research
Online Repositories
Just Imagine ...

Authors/Developers - all over the world - contribute/develop content

Authors deliver content into repository

Delivers of Training & Education all over the world access repository content

Source: Lydia Learn Inc.
Lydia Global Repository

Source: Lydia Learn Inc.
Anytime Anywhere

• Mobile solutions
Just in Time Examples

• HVAC
• First Aid
• Fire
Future Research on E-Learning
Projected Population of Seniors (Age 65+)

• Workers in traditional retirement years represent the fastest growing employment pool, which has not yet been fully tapped

• Half of what an Engineering student learns as a Freshmen is obsolete by his/her senior year…..

• The half-life of an engineer’s knowledge today is only five years

• Rapid changes in the job market and work-related technologies will necessitate increased training for virtually every learner

• Both Management and employees must get used to the idea of life long learning. It will become significant part of work life at all levels.

A new generation of workers
A new generation of workers

- Our 12 – 18 year olds can have 5 – 10 concurrent chat sessions going at the same time. – Beat that!

- Observe a 12 year old putting a new game cartridge into his playstation 2 – within 5 minutes he/she has mastered skill level 1, 2 and 3 – while you are still looking for the on button. – Beat that!
A new generation of workers

You walk up behind your teenager while in a chat session and he/she types: POS

WHAT DOES THIS MEAN?
A new generation of workers

• Learning needs to be self directed for this new generation!

• Managers have to find new ways to motivate and reward new generation employees. Cash is just the beginning of what they expect!
A new generation of workers

*Software needs to change:*

You can’t explain why someone has to click the START button on MS Windows to STOP the machine!

Remember the Playstation – Learning Systems interfaces need to be intuitive!
A new generation of workers

Corporate cultures built by boomers for boomers are a poor fit for tomorrow’s workers

Will 7 year old have a Tablet PC when he goes school in 2020 instead of a 25 lbs backpack?
Technologies

- PDA
- Tablet PC
- Glove
- Cell Phone
Technologies

• Ryan Patterson, 18, of Grand Junction, Colo. won the Intel Science Talent Search $100,000 top prize March 11, 2002 in Washington, D.C.

• Ryan’s winning entry was a glove that converts American Sign Language to written text.
Technologies

- Microsoft Research

- HITEC 2020
Q&A
Thank you!

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Web sites:  www.adlnet.org
           www.lydialearn.com
           www.masie.com
           www.wfs.org