

Initiating Successful Online Programs

Rebecca Compton, Education Coordinator

You-niversity

Arlington, VA

TEL: (703) 351-5064

www.you-niversity.com

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Engage the Attendees

- Audience Response System
- Animations
- Instant feedback
- Discussion groups
- Live chat
- “Communicate with Lecturer”

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2

You-niversity

16 years experience in the fields
of training and technology
development

Over 1000 hours of live online
programs in 2002

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Mission



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The Lecture in a Nutshell

- Identify types of online programs
- Define eduCasting
- Outline steps to initiate distance education
- Demonstrate tools for success
- Review benefits of online programs

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5

What is Online Training?

“A training system that uses the Internet as the communication medium for delivery of continuing education content”

- Synchronous – live or real-time
- Asynchronous – archived

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Your Events Online

- Annual meetings and conferences
- Periodic lectures and symposia
- Board meetings
- Grand Rounds
- Messages from leadership
- Training and certification courses

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From Anywhere... to your Audience

FROM

TO

- Annual meetings
- Lecturer office
- Your offices
- Professionals' homes
- Professionals' offices
- Institutions

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8

What is eduCasting for?

- Webcast
- Live and recorded events delivered via the Internet
 - Audio and visual of a presentation

- eduCast
- Virtual conference room
 - Communicate & interact
 - A multi-dimensional presentation

slides, networking, polls, on-screen notes, feedback

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9

How Does it Work?

- Lecturing is similar to delivering a presentation in a conference room
- Online lectures enhance the environment of a conference room
- Using integrated equipment such as a web camera and microphone
- Using a standard PowerPoint presentation

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10

Successful Programs

- Straightforward for the CE Managers
- User-friendly to the lecturer and the attendee
- Comprehensive and scalable
- Time and location independent
- Facilitate communication dialogue
- Identifiable outcome

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11

Ready, Set, Go!

- Planning
- Technology and Service
- Budget
- Logistics
- Initiation
- Marketing

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12

Step 1 - Planning

- Prepare a strategic plan
- Introduce your online endeavor to your organization
- Find your program a champion

Get a COMMITMENT

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13

Step 2 – Technology & Service

- Identify an *eduCasting* partner
- Start small, then scale-up sophistication

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14

eduCasting – Identify a Service

- Most organizations outsource webcasting services
- Look for a commitment to education & development
- State-of-the-art services
- Design valuable online programs

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15

eduCasting – Choosing a SYSTEM

- Different types of webcasts
- Multi-channel communication
- Conference room replication
- Catering to audience with different Internet hookups

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16

eduCasting – Choosing a PROVIDER

- A full end-to-end turnkey solution
- Two-way communication
- A media-rich environment
- Support for multiple bandwidths
- Demonstrations, which clearly exemplify the provider's final product are available
- Registration and billing support

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17

Step 3 – Budget

- Allocate budget and resources: money, time, WEB
- Successful webcast need not be expensive
- They should bring you a better R.O.I.
- Try to find a sponsor for your program

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18


Cost Considerations

- Number of viewers to the webcast
- Sophistication of the technology
- Level of customer service
- Studio setting - one hour
\$1000 to \$1500
- Off-site audiovideo production - one day
\$4500 to \$9500

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19

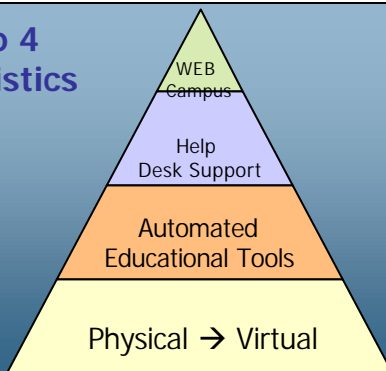
A New Revenue Stream

- Registration to virtual meetings
- Pay-per-view 
- Educational grants
- Certification and compliance courses
- Subscriptions

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Step 4 Logistics



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Logistics - Faculty Preparations

- Speaker slides in an electronic form (e.g. PowerPoint)
- Intellectual property considerations
- Web camera, if delivering from lecturer's office
- Training & rehearsal

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Logistics – Attendee Needs

- Computer
- Internet Connection
- Speakers and/or Telephone Line

Offer a demonstration

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Step 5 – Initiation

- Familiarize and educate your colleagues
- Engage your peers in online activities
- Plan a program that will run for 6 to 12 months
- Tie-in key lecturers supportive to your program

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24

Step 5 - Marketing

- Promote your online program early
- Engage your PR department
- Focus on WEB marketing, which is free
- Send e-mails with links to the online system demos
- Open events help introduce the new program and familiarize your membership community

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Benefits

- Attract larger audiences:
rural, national, international
- Extend your reach to and retention of professionals who don't travel
- Diversification of educational activities
- Implement a prestigious CE program
- Improve return on investment (R.O.I.) for your existing or new programs

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26

Summary

- Bring your live events online
- eduCasting is easy to use
- A strategic plan is your bible
- Start small, then scale-up your state-of-the-art online program

Stay ahead of the competition

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27

You-niversity

- Specialists in producing webcasting
- Access webcasts via the Internet or with CD-ROMs
- Full end-to-end service tailored to your specific needs
- Complete with video, slides and polls, and interactive features

To request a service proposal
call: (703) 351-5064

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28

Thank you

Please click on the link below to provide us with your comments.

For further information please contact:

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Business Development Department



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29