



“92% of learning professionals identified digital content creation as a required skill, but today only a third have the skill despite 45% delivering content created in-house.”

Towards Maturity, 2019, p. 30

eLearning Unlocked: Organisations Doing It For Themselves

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Introduction

Staff within organisations and students within academic institutions have an expectation that learning content is made accessible online where appropriate. This content should be high quality, consistent with the production values of other media consumed over the internet and delivered in a manner that is conducive to learning.

The Learning Rooms developed a **Getting Started with eLearning** package that enables organisations to write, build and deliver professional, interactive and engaging digital learning materials. Our process promotes the increased use of interaction and question-based learning. It also enables individuals without multimedia design and development expertise to develop professional interactive learning content.

Who needs what?



Learners need:

- Access to high quality learning content
- Engaging learning experiences
- Consistent standard across all learning
- Accessible content



Organisations need:

- To upskill their workforce
- To maintain control of their learning content
- To produce a high volume of materials economically
- To reduce reliance on external agencies



Learning professionals need:

- A robust process to follow
- To know what is possible
- The ability to create advanced interactions
- A time efficient way to develop high quality content



Methodology

The **Getting Started with eLearning** package is tailored to each organisation's specific needs:

Instructional Design workshops

- Tailored to each organisation's content
- Delivered to trainers/SMEs/learning technologists

Articulate Storyline workshops

- Tailored to each organisation's content
- Delivered to technical staff

Articulate Storyline templates

- 150 slide types
- Fully designed to organisation's brand

Style guides

- Documented approach
- Content style guide

Ongoing support

- Mentoring and support



“Need to develop a consistent, seamless and coherent digital experience for students”

National Forum, 2015, p. 25

Results

- ✓ Simplified design and development process
- ✓ SMEs able to focus on content
- ✓ Increased use of interaction
- ✓ Consistent look and feel
- ✓ Consistent learning standards
- ✓ Professionally designed layouts
- ✓ Tested and approved functionality
- ✓ Content meets accessibility requirements
- ✓ Storyline authoring times are reduced by up to 75%
- ✓ Self-sufficiency in digital learning



“85% of talent developers say they use internally created content to train employees.”

LinkedIn Learning, 2019, p. 14

References

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Images: The Learning Rooms. (2019). Still from The Learning Rooms Articulate Storyline templates [Image].



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