



WEB AGE
UNIVERSITY



Digital Training for a Digital Age

Web Age University (WAU)

An Introduction



1.0 Web Age University Overview

Web Age University (WAW) is available in two formats:

- **WAW Live**, where students connect via a Web portal to view an instructor-led presentation and use a conference call line to receive the audio.
- **WAW On-Demand**, recorded sessions are made available as self-paced education that enables learners to selectively explore a subject.

1.1 WAW Live

- One-hour, two-hour, half-day, and full-day formats
- Connect in real time from anywhere in the world
- Submit questions by text or via the conference line
- Discuss solutions with the entire team in real time
- View live, instructor-led demos



1.2 WAW On-Demand

- Session lengths range from 5-60 minutes, depending upon the subject matter and the detail required
- Provide a library of topical knowledge to support on-going education
- Deliver consistent information across the organization
- Self-paced education



Objectives:

Web Age aims to promote consistent and high quality WAU e-learning experiences for every Web Age client. This means that the curriculum design, content development, and ultimately the presentation delivery must all be handled in a professional, logical, and pedagogically sound manner. With each format (live vs on-demand) there will be different considerations and slightly different objectives, but the overall goal is to provide a world-class e-learning experience for each and every student that attends WAU.

Instructional Design

Curriculum design is taken very seriously at WAU. Each e-learning initiative is approached with careful consideration of the audience, objectives, and knowledge transfer approach that will be employed. This begins with our instructional design process and continues throughout the lifecycle of the e-learning initiative as quality assurance and approval gates are enforced.

WAU Six-step ID Model

The WAU ID model is based off of the classic ADDIE model (Strickland, 2006), but with some noted adjustments.

- **Analysis** – by analyzing the characteristics of potential learners, the designer develops a clear understanding of the "gaps" that exist between the desired outcomes and the audience's existing knowledge and skills
- **Design** – documents specific learning objectives, content organization, and instructional instruments for reinforcing key concepts (i.e. analogies, graphics, diagrams, tables, charts, demonstrations, and etc.)
- **Development** – create learning materials that conform to the design
- **Delivery** – deliver the learning materials (live webinar or conduct audio recording for on-demand content)
- **Production** (WAU On-demand only) – the source materials are processed and a finalized e-learning module is produced
- **Evaluation** -- after the course delivery, the effectiveness of the educational experience is evaluated

Curriculum Delivery – WAU Live

The challenges of a virtual environment are vast. Lack of face-to-face interaction and the constant distracting elements that are occurring at the student's location require an engaging and relevant instruction process. Students need more from an instructor in a virtual environment in order to bridge the gaps. The following guidelines are aimed to help address these challenges.

Make the Information Come Alive

Students need for the instructor to be able to learn each one of their needs and determine the best way to meet them in a virtual setting. Course content is the starting point and not the ending point for the instruction. Content must be used to draw out what the students need to know. To help break the monotony of time, instructors go through the material ahead of time and research companies actually implementing what is being discussed. During course delivery, instructors pull up related content from the Internet and ask the students what they think. In a class room you can sometimes get away with lecturing, but in a virtual class environment, there is a need to draw the students into discussion and critical thinking. More over, instructors aim to bring the discussion back to what real world companies and specific organizations are doing and more specifically what the students are seeing within their own organizations.

1.2.1 Interaction Strategies

Interactivity is crucial in a virtual environment. The following strategies are used to keep students engaged.

- Use of the "hand" tool to get people to raise their hand in accordance with a question.
- Use of the chat area of the training room for questions.
- Use of the application viewer to go to live websites; adding in real examples and taking students to websites they can use as a reference.
- Use of the tools for the class, text editor, a graphical tool etc to break up the screen presentation.
- During lab work, private messages are sent to each student to ensure they are doing 'ok' and see if they require any assistance.
- Each student takes turns demonstrating what they have done in a lab. They can share their desktop and walk everyone through what they did.
- Interaction is the key, after every other unit, instructors ask the students what their favorite part was, or what the "Ah-ha" moment was for them.

Summary

Through Web Age University (WAU), we strive to provide a comprehensive and premier quality educational experience for our clients. It is only through the commitment of our staff, well-defined, processes, and the diligence of curriculum designers, developers, and courseware instructors that we are able to achieve these goals. We welcome any input or improvements that you may have for this process.