Blended Learning: Newest Trend in Training

Melissa Asher, Director, Training & Development
Karen Evans, Training Manager
Agenda

What is Blended Learning

Why Now

What Works

When & How

Lessons Learned
Have you taken or participated in a blended learning event?

A. What’s that?
B. Maybe...
C. Yes, for sure!
What IS blended learning?
Benefits

- Cost Savings
- Less Travel
- Flexible
- Digital Skills
- Multiple Modalities
WHAT IS

blended
learning?

WHY NOW?
Experience with online learning → Expectations of new workforce → Perception Change
Seven years ago....

The Year of the MOOC

By LAURA PAPPANO  NOV. 2, 2012

Clockwise, from top left: an online course in circuits and electronics with an M.I.T. professor (edX); statistics, Stanford (Udacity); machine learning, Stanford (Coursera); organic chemistry, University of Illinois, Urbana (Coursera).
Today

On average 15% completion rate...
COMPLIANCE

STANDARD

REGULATION

POLICY

LAW

REQUIREMENT

RULE
ATD 2018
State of the Industry
### TABLE 5:
Average Percentage of Formal Learning Hours Used via Different Delivery Methods

<table>
<thead>
<tr>
<th></th>
<th>Live Instructor-Led</th>
<th></th>
<th>Self-Paced</th>
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<tbody>
<tr>
<td></td>
<td>(a) Instructor-Led</td>
<td>(b) Instructor-Led</td>
<td>(c) Instructor-Led</td>
<td>(d) Self-Paced</td>
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<td></td>
<td>Classroom</td>
<td>Online</td>
<td>Remote</td>
<td>Online (e.g.,</td>
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<td>Consolidated</td>
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<tr>
<td>2017 (n = 399)</td>
<td>54.28%</td>
<td>8.88%</td>
<td>4.33%</td>
<td>23.29%</td>
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<td>2016 (n = 299)</td>
<td>48.78%</td>
<td>11.13%</td>
<td>5.35%</td>
<td>22.23%</td>
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<tr>
<td>2015 (n = 310)</td>
<td>51.21%</td>
<td>9.06%</td>
<td>5.35%</td>
<td>18.94%</td>
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<tr>
<td>2014 (n = 336)</td>
<td>50.89%</td>
<td>9.61%</td>
<td>6.05%</td>
<td>18.78%</td>
</tr>
<tr>
<td>2013 (n = 340)</td>
<td>55.38%</td>
<td>9.38%</td>
<td>5.38%</td>
<td>15.55%</td>
</tr>
<tr>
<td>2012 (n = 475)</td>
<td>54.58%</td>
<td>9.98%</td>
<td>5.17%</td>
<td>13.32%</td>
</tr>
<tr>
<td>2011 (n = 461)</td>
<td>58.68%</td>
<td>9.19%</td>
<td>4.55%</td>
<td>11.19%</td>
</tr>
<tr>
<td>2010 (n = 442)</td>
<td>60.75%</td>
<td>7.66%</td>
<td>4.60%</td>
<td>11.98%</td>
</tr>
</tbody>
</table>


Are you seeing a shift in the way people learn? In what way?
Generation Z’s Learning Preferences

ONLINE ENGAGEMENT
+
FACE-TO-FACE INTERACTION

GEN Z ENGAGEMENT
Social Learning

Social Context

• Peer interactions

Instructor Managed

• Meaningful exchange
Social Learning

Over half of each generation feels motivated to be around their colleagues at work, with Gen Z valuing it the most.²

- 71% Gen Z
- 69% Millennial
- 56% Gen X
- 54% Boomer

Over half of each generation values the ability to collaborate with instructors and/or other learners via forums, groups, or Q&A session while taking a course.²

- 63% Gen Z
- 72% Millennial
- 59% Gen X
- 57% Boomer

Source: LinkedIn
Technology Enablers

◆ Better experience
  » More stable
  » More accessible
◆ Better tools
  » Virtual instructor-led
    o WebEx, Adobe Connect, Citrix GoTo, Zoom
  » LMS
    o Discussion boards, pre- and post-work (videos, articles)
◆ Shorter chunks
The Forgetting Curve

Source: Hermann Ebbinghaus, Memory: A Contribution to Experimental Psychology, 1885/1913
Typical Forgetting Curve for Newly Learned Information

First Learned

Reviewed

Retention

100%
90%
80%
70%
60%

Days

0 1 2 3 4 5 6 7
Successful Blended Learning – What Works

◆ Focus first on learning outcomes
  » What do you want to achieve
  » How will you know

◆ Choose the methods, tools and technologies to support and enable your objectives

◆ Plan and map it out
Successful Blended Learning – What Works

No one “right” way

Context

Audience

Content/Objectives

Resources
When to Blend

Learners are widely dispersed

Content in easily chunked into “bite-sized” pieces

Just-in-Time learning

Reduce time away from core work

Decrease travel costs
Design It
What tools have you used or experienced? How did they work?
Lessons Learned

◆ Ensure participants are “tech-ready”
◆ Tech support
  » Learners
  » Instructors
◆ Clear guidelines and instructions
  » How to access
Lessons Learned

- Spend the time upfront to design and map the course
- Build in accountability
- Orient learners to expectations
- Back-up plans!
The Power of Blended Learning

- Personalized
- Flexible
- Promotes Ownership
Melissa Asher, Director
masher@cpshr.us
916-471-3358

Karen Evans, Training Manager
kevans@cpshr.us
916-471-3341