Designing and Delivering Online Professional Development to a Global Audience

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Presentation Overview

This presentation is mostly “show and tell” with some explanations and discussion:

- About the Learning Nurse
- Quizzes for assessment and learning
- e-Learning approaches and examples
- Promotion and marketing
- Issues and challenges
Learning Nurse

The Learning Nurse Resource Network is a website that provides online assessment and professional learning opportunities for nurses.

About Learning Nurse

"Just thought I would let you know I think this is a wonderful tool. It is 3 a.m. and what better way to spend a night shift than brushing up on some important topics for quizzes. Not sure I am as sharp as I would like to be, but oh well, all in the learning process I guess. Thanks again for this tool. I will be recommending it to my colleagues for sure."
Learning Nurse – Key Features

LearningNurse.com:
- Was developed with the needs of nurse learners in mind
- Is a no-hassle website – free, no registrations or logins
- Keeps irrelevant “noise” to a minimum, e.g. no advertising or pop-ups permitted
- Provides a neutral, confidential and safe learning environment for informal professional development
- Provides just-in-time, manageable chunks of learning that are available anywhere and anytime
- Collects and shares data about online learning and nurses’ professional development needs.

Learning Nurse – Reasons

LearningNurse.com was created because:
- It was an area I was familiar with
- It could potentially reach a huge global audience
- I wanted to demonstrate that there are creative and cheaper solutions to managing health care costs
- It provides a mechanism to research and learn about effective online learning
- It forces us to develop and expand our own expertise
- It showcases our work and capability
- I wanted to!
Learning Nurse – Our Users

LearningNurse.com traffic statistics – Jan. 1 to Nov. 12, 2010

- 22,000 unique visitors (IPs); traffic growing every month
- 38,300 visits with 760,000 page views and 72.6 GB bandwidth
- 24 hour traffic with many visits during night shifts
- 24% of visitors spend 15 minutes or more per visit
- 15% of visitors spend 30 minutes or more

Most popular pages are:

- LN Tests and Quizzes – 40,000 page views
- Test and Quiz Center – 18,000 page views
- E-Learning Centre – 4,800 page views
- Professional Development – 4,700 page views

Learning Nurse – Our Users … 2

LearningNurse.com users come from all over the world:

- 51% from United States – 44 states (VT, GA, VA, CA)
- 20% from Canada – all 10 provinces (BC, SK, ON, MB)
- 8% from United Kingdom
- 7% from Australia – VIC, NSW, SA, QLD, TAS
- 4% from the Philippines, 2% from India, 1% from Saudi Arabia and 1% from New Zealand
- 5% from 26 other countries – Malaysia, Jordan, Jamaica
Learning Nurse – Our Users … 3

LearningNurse.com users are loyal, repeat visitors:

- 85% come directly from a bookmark or URL entry
- 12% come from search engines – Google (71%), Yahoo (16%) and Bing (9%)
- 3% from links at other websites
- 134% of visitors bookmark the Learning Nurse website
- Most common search terms are variations of “nursing quizzes” (54%) and “learning nurse” (30%)

Tests and Quizzes

Online tests and quizzes are useful as a self-assessment tool and are also great for interactive learning.
Tests and Quizzes

- Online quizzes first used to convert client paper tests to make marking, recording and analysis easier
- These online quizzes became very popular
- Provide a great “reality check” to self-assessment tools
- Learning Nurse has 102 quizzes with 6,602 questions
- By far the most popular component of the website; 50 to 200 quizzes completed every 24 hours
- We typically use multiple choice / response, matching and true / false type questions
- True / false probably better for interactive learning quizzes than assessment / evaluation tests

Tests and Quizzes ... 2

- Quizzes often randomly select 25 or 30 questions from a larger pool of items
- Questions and responses are randomized
- Questions submitted one at a time with correct answers provided after each response
- Quizzes created in Word, copied to QuizCreator, published to Flash and uploaded to the website
- Quiz results anonymously captured to database table
- Quiz results available in real-time on the website
Tests and Quizzes … 3

- Modify html code to include META tags and add links for search engine optimization and cross promotion
- Research shows that “discovery” learning is 4 times more effective than simply reading or listening
- Priority is to continue to develop more quizzes – but on what topics?
- More research needed to determine most effective design, e.g., use of narration, images and music.

Demo LN Test and Quiz Center
http://www.learningnurse.com

e-Learning

Examples of different e-Learning models that have been developed and are being evaluated.
e-Learning

The e-Learning component is intended to provide convenient learning opportunities for nurses.

- Original plan was to use quizzes to identify learning needs and then use e-Learning modules to address them
- Quizzes have become an important and the preferred learning tool
- Evolved as a way to provide additional learning opportunities for members using our competency system
- Use rapid e-Learning technology ... PowerPoint with added narration and converted to Flash video
- Embedded quizzes for feedback and evaluation (scores not tracked or recorded)

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e-Learning ... 2

The e-Learning component is intended to provide convenient learning opportunities for nurses.

- Limited development so far due to lack of time, resources and direction
- Still trying and evaluating different strategies and models
- Prefer to use professional narrators (male and female)
- Have three e-Learning types:
  - Learning Nurse Modules
  - Learning Nurse Nuggets
  - Learning Nurse Simulations

Demo LN e-Learning Center
http://www.learningnurse.com
Personality Diagnostics

Tools to assist nurses to assess personality dimensions that may impact successful work performance.

Personality Diagnostic Tools

- Quiz type tools that provide measures and comparisons for basic personality characteristics
- Immediate scores and feedback
- Tips on being more effective (for some)
- Scores and results are anonymous
- However, ALL data and scores saved to database for research purposes
- Demographic data collected to provide comparison across groups (gender, nurse type, years nursing, and work environment)
- Not nearly as popular as the quizzes.
Personality Diagnostic Tools … 2

- Here are the personality tests along with numbers completed for each:
  - Conflict Resolution Profile (N=217)
  - Time Management Profile (N=184)
  - Preferred Learning Style Profile (N=175)
  - Listening Profile (N=108)
  - Empathy Profile (N=97)
  - Work Stress Profile (N=94)
  - Analytics Profile (N=86)
  - Acceptance of Diversity Profile (N=78)

Promotion and Marketing

Strategies and techniques used to make nurses and nursing students aware of the Learning Nurse website.
Marketing Challenges

Even though the response to the Learning Nurse site has been very positive, making nurses aware of it has been difficult and challenging.

- Two mailings to all RN and LPN national, provincial / state associations in Canada and USA
- Presentations at 2 LPN AGMs (BC and MB)
- Mailing of letter and brochures to CNOs at 800 USA hospitals
- Mailing of letter and brochures to 400 in-service education co-ordinators in US hospitals
- Distribution of thousands of brochures through LPN Colleges in Canada

Marketing Challenges … 2

Marketing activities:

- Mailing to CEOs of health regions in western Canada
- Search engine optimization – friendly urls, links, META tags, good content
- Forums – interest from other developers
- Newsletter (quarterly) – posted on website with e-mail notifications sent to key nursing organizations
- Prepare, distribute and post research reports and articles based on our data and experiences
- Use Twitter – @learningnurse – to provide ongoing updates and news about the LN site
Issues and Challenges

Some of the issues and challenges that we have faced with the Learning Nurse website.

Issues and Challenges

The Learning Nurse initiative has faced some interesting issues and challenges. These include:

- Limited time and resources
- Do not qualify for any funding support
- Lack credibility among nursing organizations
- Concerns about the quality and universal applicability of content
- Many nursing associations to deal with
- Getting the word out
- Not enough feedback
- What happens to site after I’m gone?
Presentation Summary

Promotion

About Learning Nurse

Issues and Challenges

Tests and Quizzes

e-Learning

Resources

Here are some of software tools we use to create e-Learning modules and quizzes.

**E-Learning:**

**Articulate Presenter:** [http://www.articulate.com](http://www.articulate.com) The perceived leader in e-Learning tools. Converts PowerPoint presentations to Flash video. New version just released. $800 USD

**Wondershare PPT2Flash Pro:** [http://www.wondershare.com](http://www.wondershare.com) Converts PowerPoint to Flash video. Not as many features as Presenter but still a good program. $200 USD

**Adobe Captivate 3:** [http://www.adobe.com](http://www.adobe.com) Multipurpose e-Learning development tool that includes simulations and quizzes. Steep learning curve. $700 USD

**Character Builder:** [http://www.mediasemantics.com](http://www.mediasemantics.com) Software to create animated characters that can be used for learning units. $295 USD plus extra for additional characters and clothes
Resources … 2

Here are some of software tools we use to create e-Learning modules and quizzes.

Tests and Quizzes:

**Articulate QuizMaker:** [http://www.articulate.com](http://www.articulate.com) New version just out with branching, media and other features. However, database tracking was NOT included in this release. $700 USD

**Wondershare QuizCreator:** [http://www.wondershare.com](http://www.wondershare.com) Similar to QM above, but does allow for recording results to database. Also, developing Quiz Management System (QMS) for better test tracking, reporting and analysis. $260 USD

**IGiveTest:** [http://www.igivetest.com](http://www.igivetest.com) This is a browser-based system built on PHP and MySQL. It is a complete test management and tracking system. Fewer question types and media capability compared to the two above. $370 USD

Resources … 3

Here are some of software tools we use to create e-Learning modules and quizzes.

Audio:

**Audacity:** [http://audacity.sourceforge.net](http://audacity.sourceforge.net) The is an open source audio recording and editing program. It is great for capturing narration, cleaning it up and then importing it into e-Learning or quizzes. Free.

**Sony Sound Studio:** [http://www.sonycreativesoftware.com](http://www.sonycreativesoftware.com) A consumer version of a recording and editing program. Easy to use and provides excellent results. $55 USD

**Sony Sound Forge 9:** [http://www.sonycreativesoftware.com](http://www.sonycreativesoftware.com) This is the professional version of their audio recording and editing software. Has more features including better noise reduction and quality enhancement features. $300 USD

**Plantronics DSP 400 USB microphone:** Plug this microphone into your computer’s USB port, open Audacity and record quality narration. Get at Best Buy for about $100
Here are some of software tools we use to create e-Learning modules and quizzes.

**Media:**

- **Auto Run Typhoon:** [http://www.autoruntyphoon](http://www.autoruntyphoon) This is a software program for creating menus and organizing content on a CD-ROM or DVD. $30 USD
- **Camtasia Studio:** [http://www.techsmith.com](http://www.techsmith.com) Probably the best program to capture computer screen activity. Great for developing software use tutorials. $300 USD
- **Snagit:** [http://www.techsmith.com](http://www.techsmith.com) This is a screen capture utility that is useful in capturing any screen content for use in e-Learning and demo programs. $50 USD
- **Swish Video 3:** [http://www.swishzone.com](http://www.swishzone.com) This program does an excellent job in converting different video formats to Flash. Flash is the preferred format for e-Learning and quizzes. $50 USD

**Development:**

- **EasyGen:** [http://www.easygen.com](http://www.easygen.com) This software helps create interactive web pages using PHP and MySQL. However, very steep learning curve and somewhat flaky. Poor support. $160 USD
- **PHPRunner:** [http://www.xlinesoft.com](http://www.xlinesoft.com) This is another PHP and MySQL development tool. Relatively easy to use and creates interactive forms and lists quickly. Also, has the best database Reports creation tool on the market. $400 USD
- **SQL Manager for MySQL:** [http://www.mysqlmanager.com](http://www.mysqlmanager.com) This software is one of the best for managing your MySQL databases and related tables. Great for importing and exporting data from other applications, as well as copying tables across databases. $175 USD
Resources … 6

Here are some of software tools we use to create e-Learning modules and quizzes.

E-Mail:

SendStudio (E Marketing Software): http://www.interspire.com This is a web-based mass e-mailing program. It has many useful features and is very fast. Allows for importing of external data to manage mailing lists. $450 USD

Contact Information

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