

# ACEC Education Forum



Technical difficulties?  
Call 402.926-7014  
or email  
[Sean.davis@hdrinc.com](mailto:Sean.davis@hdrinc.com)

# *Welcome to the ACEC Education Forum . . .*



**Maria A. Buscemi**

- Moderator and Education Forum staff liaison
- ACEC Manager, Continuing Education System
- Joined ACEC in 2009
- 5+ years of experience managing professional development and/or continuing education programs for membership associations

# *ACEC Education Forum Goals*

Primary goals of the Education Forum are to . . .

- Connect education professionals in an informal, roundtable setting.
- Provide forum for sharing of best practices, discuss problems and solutions, and gain valuable insights into industry trends.

# *Today's Webinar Agenda*

- Introduction to today's Webinar Tool
- Virtual Meeting & Training Facilitation  
Tracy Stewart Terry – CDM
- eLearning Design & Delivery  
Ralph Lassiter – HDR  
Fredd Gorham  
Michael Merritt
- Next Steps for the Education Forum

# *Ralph Lassiter, SPHR, CPT, HCS*



- Education Forum Chair
- HDR Engineering, Inc.
- VP & Director, Training & Organizational Development
- 18 Years with HDR
- 30 Years in training field
- M.S. – Adult Learning  
Drake University

# *Tracy Stewart Terry*



- Education Forum Co-Chair
- Director of Corporate Learning, CDM University
- 10 years at CDM
- 18 years in training field
- M.S. – Training & Development, Lesley University

# *Participating in Citrix GoToMeeting Webinars*

- Raising your hand
- Posing Questions
  - With Webinar Tool
  - “Live”: Introduce self
- Technical Difficulties
  - [Sean.davis@hdrinc.com](mailto:Sean.davis@hdrinc.com) or
  - 402.926-7014



# Virtual Facilitation



*Tracy Stewart Terry*  
*CDM*

eLearning . . .

Design  
Development  
Deployment



*Fredd Gorham  
Michael Merritt  
Ralph Lassiter*

# *Fredd Gorham, BA*



- Sr. eLearning Developer
- HDR, Inc. - Training & Organizational Development
- Programmer/Graphic Designer
- ASTD Member since 2006
- 6 Years with HDR
- 11 years eLearning experience
- 17 years web/multimedia experience
- 23 years graphic design experience

# *Michael Merritt, MAEd*



- Sr. eLearning Developer, Training & Organizational Development
- 1 Year with HDR
- 14 Years in Corporate Training, 8 years in eLearning
- ASTD Nebraska Past-President
- HDR YP Education Chair
- MA – Adult Education Univ. of Phoenix

# *Presentation Goals . . .*

- eLearning Design Process
  - Working with SMEs
- Design Tools
  - **Captivate**
  - Articulate
  - **Flash**
- Documentation, Evaluation, Quizzes

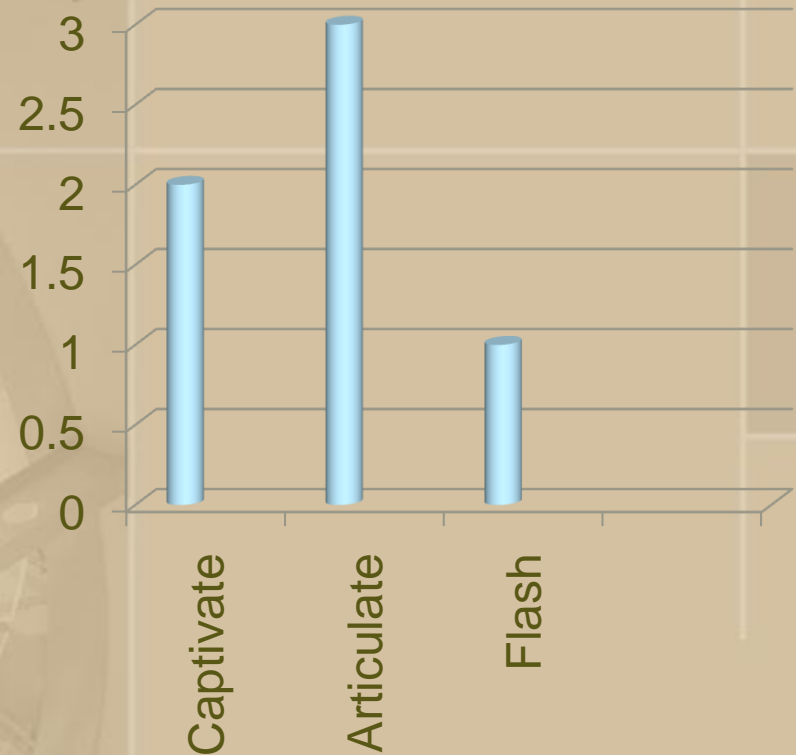
# *eLearning Design*

**Delivering via eLearning: Yes = 4; No = 3; NR = 2**

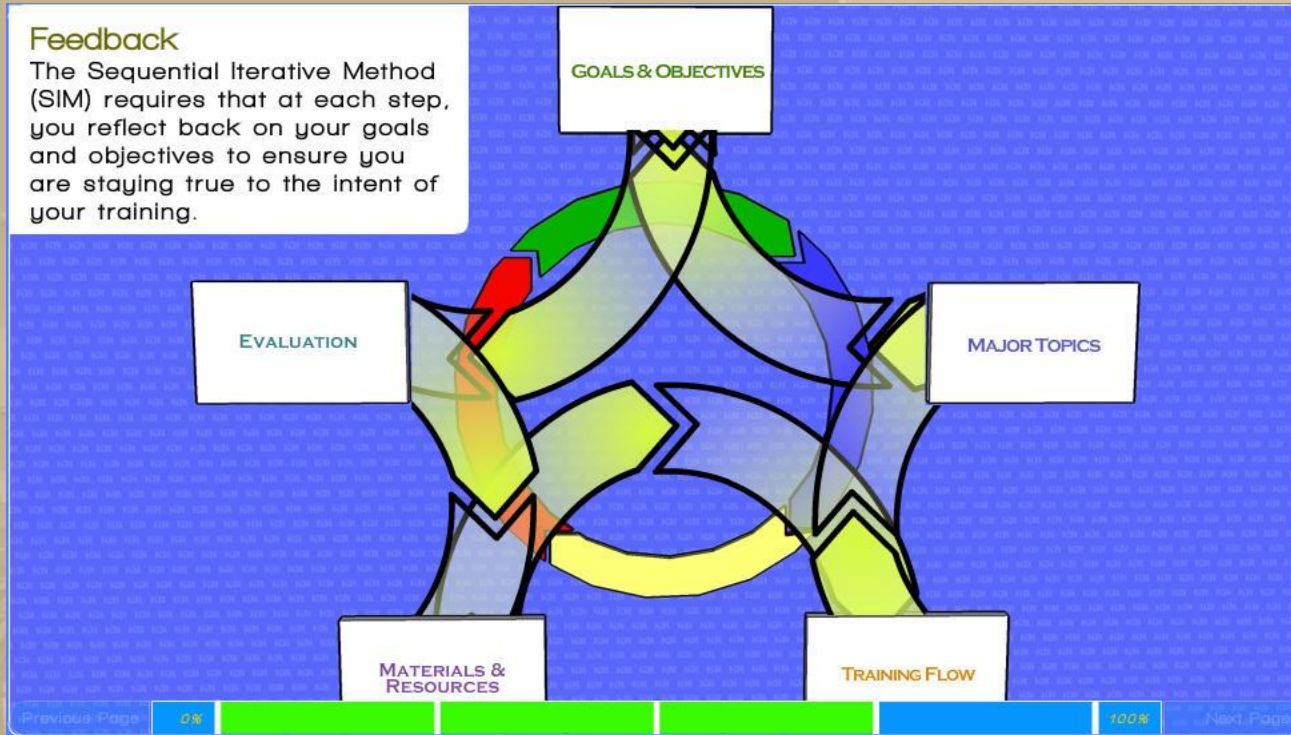
## **Barriers**

- Time for employees to participate
- Innovative design
- Graphics to replace text
- SME follow through
- Interactivity

## **Design Tools**



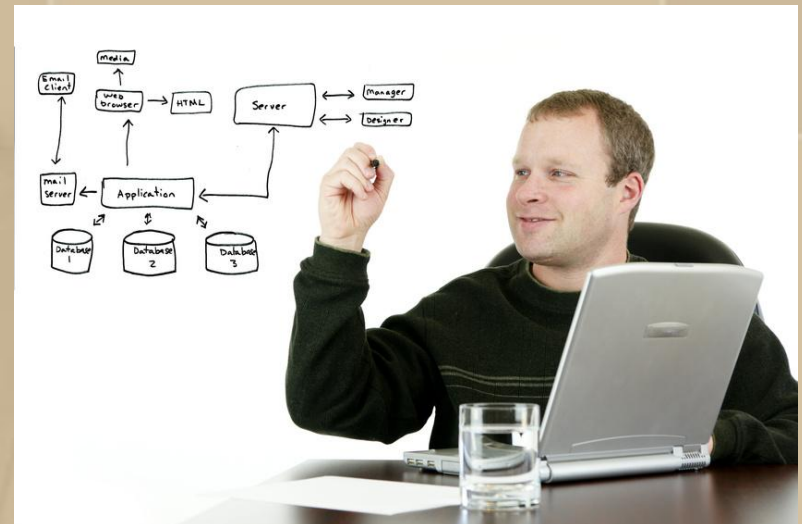
# *eLearning Design Model*



- SME's are critical to success but can be a barrier!
- Service Agreements are executed for each project
  - SMEs complete an Instructional Design Tutorial
  - eLearning projects are handled as client projects

# COURSE DESIGN & DEVELOPMENT

- Needs Assessment
- Template design
- SME develops content & storyboard
- Import Content
- Create Knowledge Checks
- Align Content with Adult Learning Principles
- Beta Review with Client
- Finalize Course Design
- Design Course Evaluation
- Deploy Course



# *Tools Available*

- Just to name a few:



# *Adobe Captivate*



## Benefits/Uses:

- Software Demonstrations
- Interactive Simulations
- Branching Scenarios
- Quiz/Survey Options

## Publishing Options:

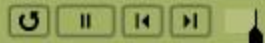
- Flash, HTML, AutoPlay CD/DVD
- .exe, .app, .F4V
- PDF
- SWF publish conversion for iPhone

# Captivate Example

Slide Title	Duration	Status
○ Before you get S...	00:10	
○ Before you get S...	00:09	
○ Sustainability at ...	00:16	
○ Michaela Wittma...	00:39	
○ HDR Staff Comm...	00:02	
○ Part 1	00:12	
▼ Part 1	01:06	
○ Dick Bell Co...	00:02	
○ Facilities, Buil...	00:07	
○ FERM - Natur...	00:15	
○ FERM - Wind ...	00:09	
○ FERM - Wast...	00:08	
○ FERM - Mobility	00:13	
○ FERM - Water	00:07	
○ John William ...	00:02	
○ Part 2	00:09	
▼ Part 2	03:31	
○ Taking Sustai...	00:12	
○ Expanding th...	00:45	
○ Sustainable S...	00:37	

Find 00:26 / 15:05 Minutes

## Sustainability at HDR



# Captivate Example #2

GoToMeeting Corporate : Schedule a Webinar - Microsoft Internet Explorer provided by HDR Inc.

https://www1.gotomeeti... Identified by VeriSign Live Search

Edit View Favorites Tools Help

Favorites GoToMeeting Corporate : Schedule a Webinar

Now with GoToW

## Schedule a Webinar

Enter the Webinar details below, then click Save and Continue. [See how to create a Webinar in 3 easy steps](#)

- my webinars
- Schedule a Webinar
- Webinar History
- Generate Reports
- Support

1. Webinar Details 2. Branding and Theme 3. Registration

The details entered here will be used to create all the Web pages and emails your attendees see.

Schedule Similar Webinar:  
Choose one... Manage

Webinar Name:  
New Webinar

Description: ?  
The description will be used in your Webinar Invitation Email and Registration page.

Enter the webinar title

Internet 100%

# *Adobe Flash*



## Benefits/Uses:

- High end Presentations, Tutorials, etc.
- Software Simulations
- Interactive Simulations
- Branching Scenarios
- Quiz/Survey Options

## Publishing Options:

- Flash, HTML, AutoPlay CD/DVD
- Image (.jpg, .gif, .png)
- Desktop application (.exe),
- Video (.F4V, AVI, Quicktime)
- PDF, DWG
- SWF publish conversion for iPhone & iPad

# Flash Example

SafeDriving: HDR's Vehicle Policy (00:14 / 29:23)

**HDR UNIVERSITY**  
*Partnerships for Performance Excellence*

Navigation Closed Caption

1. Welcome to The HDR Vehicle Policy
2. Goals & Objectives
3. Driver Definitions
4. Eligibility
5. MVR Points System Evaluation
6. Prohibited Actions
7. Knowledge Review 001
- ▶ 8. Accidents
12. Knowledge Review 002
- ▶ 13. Driver Responsibilities
- ▶ 17. Safe Driving Tips
19. Knowledge Review 003
20. Conclusion



Safe Driving:  
HDR's Vehicle Policy Review

SLIDE 1 OF 20 PLAYING 00:14 / 00:25

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# Flash Example

SafeDriving: HDR's Vehicle Policy ( 11:36 / 29:23 )

**HDR UNIVERSITY**  
*Partnerships for Performance Excellence*

Navigation Closed Caption

- 1. Welcome to The HDR Vehicle Policy
- 2. Goals & Objectives
- 3. Driver Definitions
- 4. Eligibility
- 5. MVR Points System Evaluation
- 6. Prohibited Actions
- 7. Knowledge Review 001
- ▶ 8. Accidents
  - 12. Knowledge Review 002
  - ▶ 13. Driver Responsibilities
    - ▶ 17. Safe Driving Tips
      - 19. Knowledge Review 003
      - 20. Conclusion



## Knowledge Review 1

**INSTRUCTIONS:** To answer the following questions, click and drag the appropriate Driver icon onto the HDR vehicle to indicate the correct answer. Once placed, click on **Check Answer** to check your answer. Select **Reset** to change your answer. Select **Next Question** to move onto the next question.

1. A \_\_\_\_\_ Driver is generally an employee working in the field.



Required Driver



Both



Incidental Driver

Check Answer

Reset

Press on an object to drag it.



SLIDE 7 OF 20

PLAYING

00:00 / 00:19



# *Continuing Education Credit*



HDR is a Registered Provider with the AIA/CES.



HDR has been approved as an Authorized Provider by The International Association for Continuing Education and Training (IACET) since 1995.



American Institute of Certified Planners

# *Level 2 Evaluation*

## **Quizzes**

- Placed at the end of a training module
- Question reflect all of training module's content
- Scored
  - Users who finish with 80% or better correct answers are recorded
  - Users who fail to make the 80% mark are sent back to retake or review the quiz

## **Knowledge Checks**

- How they differ from quiz or test questions
- Branching from knowledge checks

# *ACEC Education Forum . . .*

- Next Steps
- Listserv Participation
- Fall Conference
- Evaluation