

Doing More With Less: Developing a comprehensive training program on a tight budget

Presented by: Bill Scerra, Learning Officer Everbridge and Matt Lee, founder and CEO Envisiontel



About Envisiontel

2004 2005 2006 2007 2008 2009 2010 2011 2012 2013 2014



Multimedia Production



Adobe Reseller/Solution Partner



Moodle Solutions



Salesforce Integration Consulting



EnlightenCRM Launch



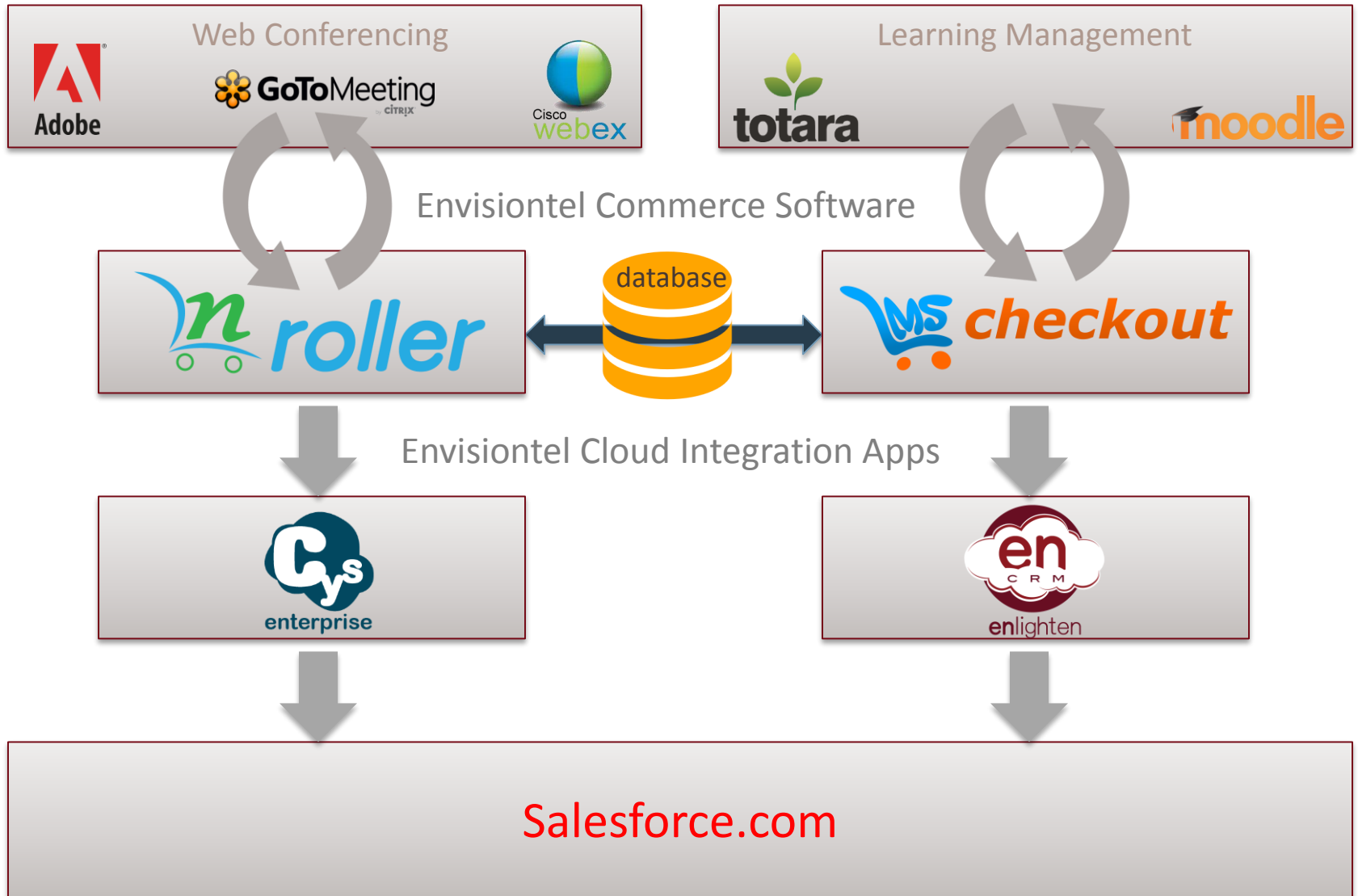
Totara Partner



CYS Launch



Envisiontel Ecommerce



Envisiontel Customers

Elearning



Continuing Education



Introduction

Bill Scerra

Learning Officer
Everbridge



Question?

“Can you tell us a little about Everbridge and yourself?”



What does Everbridge Do? Our Environment

*The World's Leading
Unified Critical
Communication Provider*

*When every second counts,
Everbridge connects
the right people and devices,
whether around the corner
or across the globe,
with the right information.*



Trusted Platform: 2,500+ Customers – Large and Sophisticated

CORPORATE

FINANCE

HEALTHCARE/ BIOTECH

HIGHER EDUCATION

GOVERNMENT

TRANSPORTATION

ENERGY



Nuclear Electric Insurance Limited



Ann & Robert H. Lurie Children's Hospital of Chicago



ECKERD COLLEGE



Northern Illinois University



TOUROS UNIVERSITY CALIFORNIA



Homeland Security



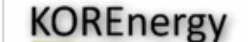
CITY OF NEW ORLEANS



OMA



DALLAS/FORT WORTH INTERNATIONAL AIRPORT



Everbridge and Government

Public Safety/Emergency Notifications

- Severe Weather & Natural Disasters
- Civil Unrest, Threats, & Hazards
- HAZMAT, Fires, HVAC & Facility Issues

Employee Communications

- On-call Scheduling
- Travelling Employee Outreach
- Staffing and Accountability Messages



IT Alerting / Critical System Notifications

- Real-time alerting to system issues or outages
- Threshold triggered notifications

Operational Communications

- Incident Response Team Outreach & Collaboration
- Mobile Incident Communications

GOVERNMENT SOLUTIONS



EMERGENCY
RESPONSE



SITUATIONAL
AWARENESS



IT INCIDENT
RESPONSE



OPERATIONAL
INCIDENTS;



EVERBRIDGE
NETWORK

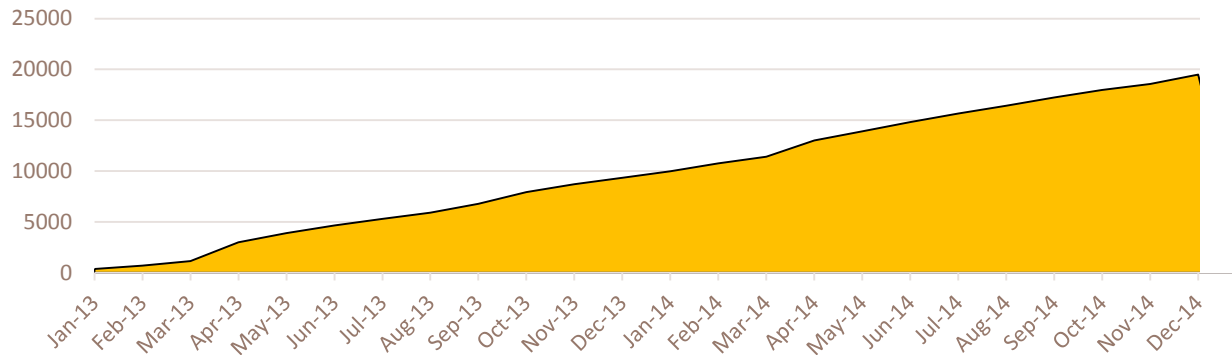
Question?

“How would you describe the learning environment there at Everbridge?”

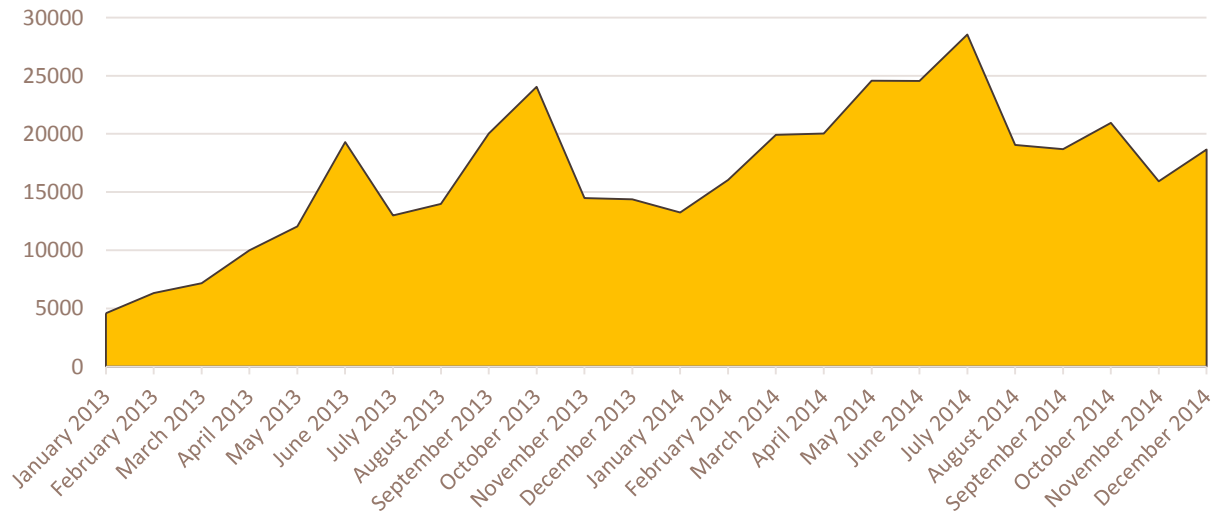


Metrics from 2013 to 2014 based on our LMS Everbridge University Usage

Enrolled Users



Lessons Viewed



Training When I Arrived 2012



Monday	Tuesday	Wednesday	Thursday	Friday
			Webinar	
On Site Course				
			Webinar	

- Everbridge was negotiating with Envisiontel to set up an LMS
- Training was webinars and a few onsites monthly

What were the needs?

- Integrate with a CRM (Salesforce)
- Silo training for employees, partners, and customers
- Update training due software updates twice a year
- Provide support for our clients to use the product suite
 - Simple UI
 - Flexible with many options
 - Best Practices
- Expand training to handle administrator and dispatchers
 - Needed Product Certification for Best Practices and Mass Notifications Message Sending
 - Way to identify someone with full product competency

Training Team

- Bill Scerra (Learning Officer)



- Rob Larson (Everbridge University Architect)



Questions from the audience?



Question?

“What can you tell us about the strategy you implemented to create all the content and courses for this large of an audience?”



Rapid and Agile Development was a Requirement

- Focus on tools that were flexible enough to handle most of our training
 - Adobe Captivate created lessons that were granular and modifiable
- Provided video and audio based lessons
 - Text to Speech (TTS) for quick updates and modification
 - Allowed localization of captions (export, translate, import, localized TTS voice)
 - Used SCORM

Used a Form of Microlearning

Courses made up of lessons that were 10 minutes or less

- Easier to modify
- Easier for customer consumption – rather than dedicating hours, workers could see a lesson or two as time permitted
- LMS provided 7x24, anytime, anyplace, any pace training wherever the internet access is available – e.g. Boingo WiFi on flights, Starbucks, home, or work
- Use of lessons in one or more courses – for same tasks required in different products
- Very specific focus with a table of contents for Just in Time training
- Quizzes where we had the bandwidth to assess competency

Vendor Requirement

- Need a vendor who will act as a partner and mentor
- Requirements included
 - Responsive support
 - Multi-platform Expertise (Salesforce integration)
 - LMS and Content proficiency
 - Ability to provide customizations
 - Global access

Staff Requirements

Every person hired needs to be a top performer

- Value of Rob for instructional design, rapid development, technical expertise, and management.
- Got value from interns in very specific and managed areas
 - Reviewing course updates
 - Creating a security course and exam with training and SME help

Questions from the audience



Question?

“What new technologies or techniques do you plan to implement to meet future challenges and growth?”



Future Needs

Due to growth we need to move from a limited LMS to Totara that offers us

- More freedom in UI and branding
- Learning paths we could adapt to customer needs (for a price)
 - Targeted programs of courses that are customized for a site
- Better mobile delivery
- Better reporting for our team and customers
- Stronger API support for further integrations

Future Needs

Due to growth we need to move from our currently limited LMS to Totara which offers us:

- More interactive content
- The ability to go from stand-alone course and lessons to scheduled weekly or monthly delivered courses with
 - Required time parameters,
 - Forums for collaboration
 - Pass/Fail exams to acknowledge competency
- Better certification support and tracking

Questions from the audience

