

# Perpetual Venues: Extend ROI Through Touch Point Engagement & MicroLearning



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# Agenda

- Virtual Engagement
- Digital Participants
- Touch-Point Engagement
- MicroLearning
- CDC Virtual Platform Initiative (VPI)
- Virtual Engagement Solution (VES)
- Perpetual Venues Concept
- Potential Savings
- Use Cases
- Q&A



# Virtual Engagements

The opportunities and/or occurrences of online technology use that facilitates social or strategic training, learning, research, collaboration, and/or other types of information transfer.



# Stages of Virtual Engagement

When and How to Reach Them?

Awareness



Consideration



Conversion



Advocacy





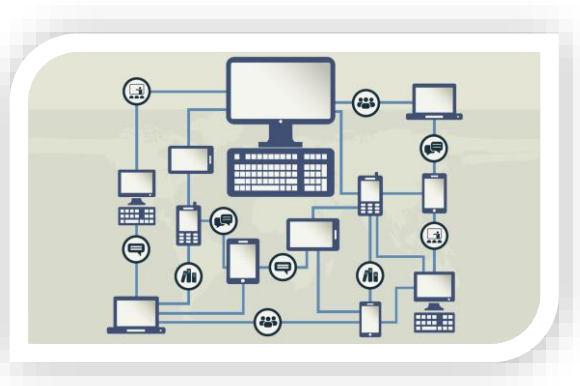
# Optimizing Results in Virtual Engagement



# Understanding the Spectrum of Virtual Engagement

## Finding What is Important to the Digital Participant

- There is a need to analyze and weigh the value of the information to the individual, mission, organization
- Information delivery must happen when the Participant wants it



## Finding the Digital Participant's Points of Engagement

- Where does the Participant get their preferred information?
- Information needs to be disseminated across a variety of preferred technologies, groups, sites, portals and devices to reach the Digital Participant

# Touch Point Engagement Points

## Points to Remember

- Participants want to feel like they are important and that their opinions matter
- Participants want to feel like they are a part of a movement or a caring community
- Participants want to support initiatives and causes that line-up to their values or popular opinion



# Inventory Your Touch Points

<b>Touch Point</b>	<b>Lifecycle Stage</b>	<b>Operational Purpose</b>	<b>Role in Participant Experience</b>	<b>Touch Point Owner</b>	<b>Importance / Impact</b>
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# Inventory Your Touch Points: Take Stock



# Inventory Your Touch Points: Map Creation

## Touch Point

- Websites
- Blogs
- Emails
- Newsletters
- Press Coverage
- Articles
- Events
- Webinars
- Brochures
- Advertisement
- Social media
- Research Papers
- Trainings
- Meetings
- Campaign Deployments
- Help Desk
- Collaboration Groups



# Inventory Your Touch Points: Phase

**Awareness**



**Consideration**



**Conversion**



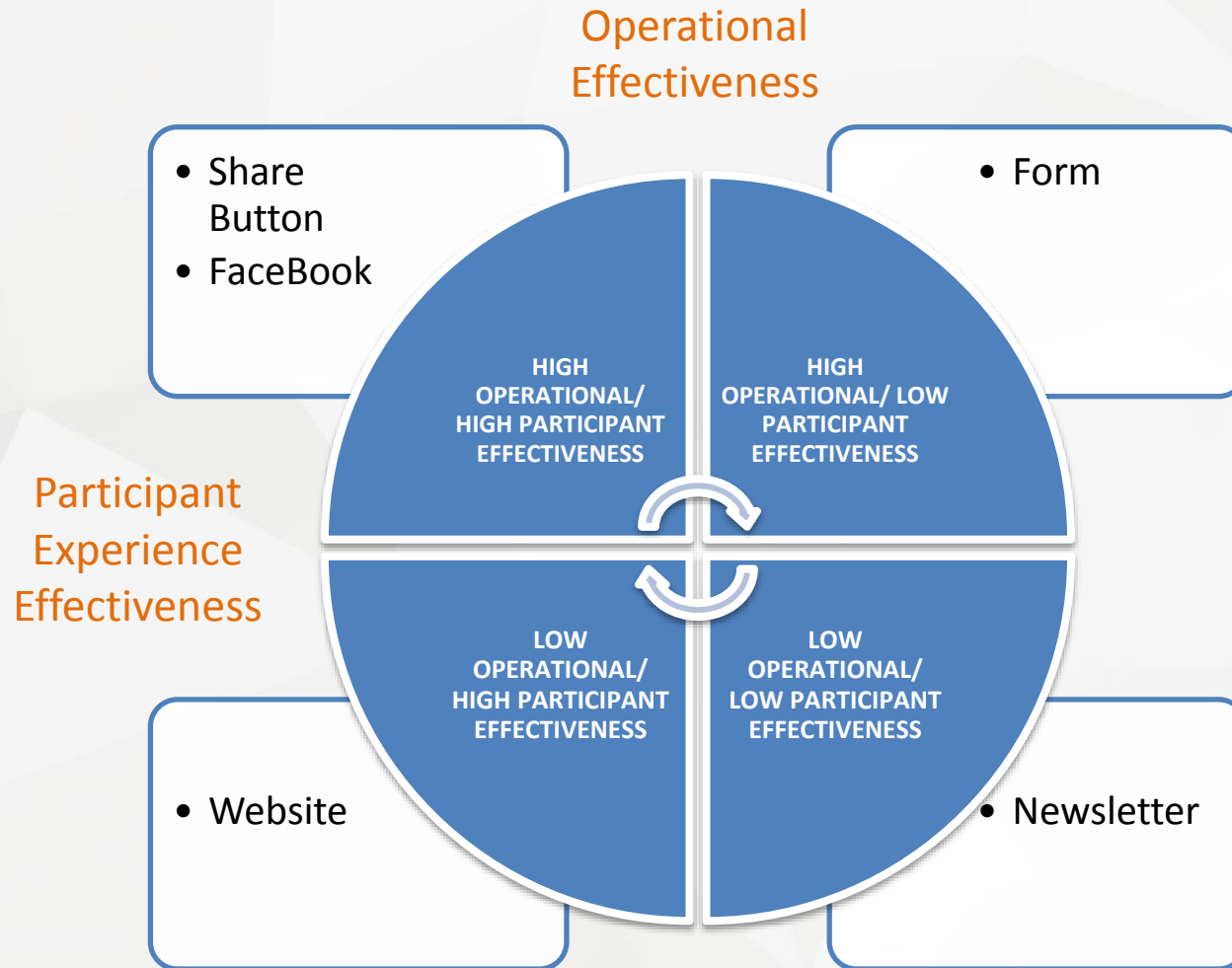
**Advocacy**



# Inventory Your Touch Points: Score

Touch Point	Lifecycle Stage	Operational Purpose	Role in Participant Experience	Touch Point Owner	Impact	Operational Effectiveness	Participant Experience Effectiveness
FaceBook	Identify Part.	Capture Info	Awareness	Communications	8	8	10
Website	Lay Basis	Influence Percept	Consideration	IT	10	4	7
Newsletter	Hurry Conv.	Building Preference	Conversion	Communications	4	3	2
Form	Identify Part.	Capture Info	Conversion	IT	6	10	6
Share But.	Spread Reach	Loyalty Marketing	Advocacy	IT	10	10	10

# Inventory Your Touch Points: Role Effectiveness



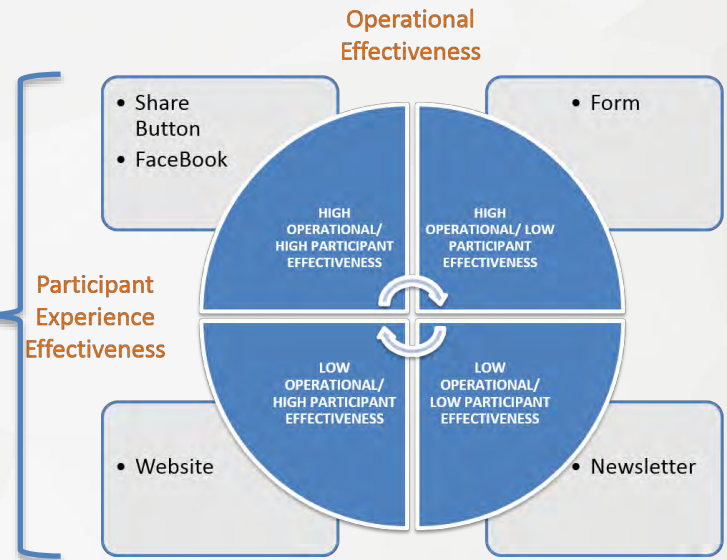


# Touch Point Action Plan

Importance Score

Effectiveness Score

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Share But.	Spread Reach	Loyalty Marketing	Advocacy	IT	10	10	10



# Touch Point Success

- Experience your organization through your participant's eyes
- Include all Touch Point owners in scoring and corrective actions
- Accept the fact that every interaction matters
- Everyone is responsible for delivering a great experience

# MicroLearning

## What is MicroLearning?

- Provides “bite-size” information to the learner
- Information delivery happens when, where and how the learner wants it
- Solves problems of dwindling attention spans, limited time, shrinking budgets, and evolving technology
- Offers accessibility from a variety of devices such as phones, laptops, and tablets
- Flexible and learner-driven
- Modular and cost effective
- Holistic and meaningful
- Repeatable and broad



# MicroLearning Size

## What is a Correct Length?

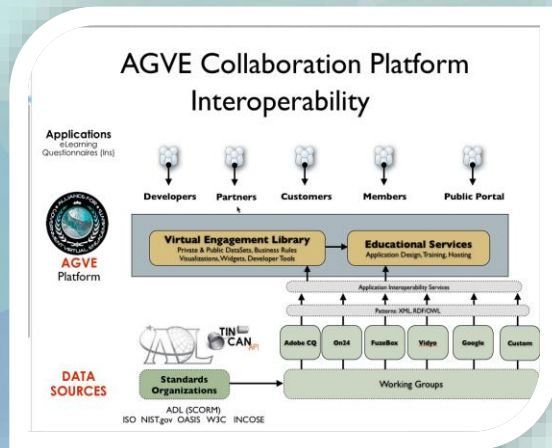
- Keep it short and accessible
- Between only 90 seconds to 5 minutes
- Learning can even takes place quickly
- Keep content less than an hour
- If longer than an hour, use clickable content headings





# Determine Learning Objective

*Know where you're headed before you begin*



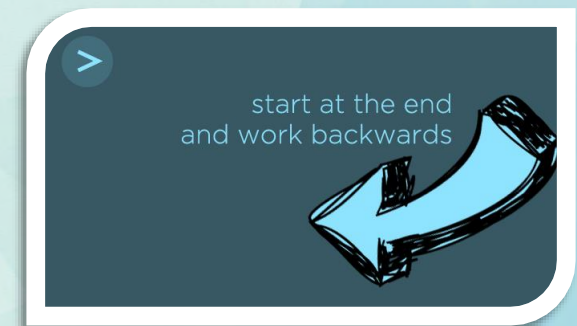
## Employ an Instructional Design Methodology

- Design easy to access and navigate modules or you will lose the learner before they begin
- Determine the current state and needs of the learner
- Define the end goal of instruction
- Create interventions to assist in the transition

## Work Backwards From Your End Goal

### Determine the learning objective

- Identify what to include or exclude in course content
- Select a design and format





# Choose a Rapid Creation Format

*Build it fast to keep them engaged*



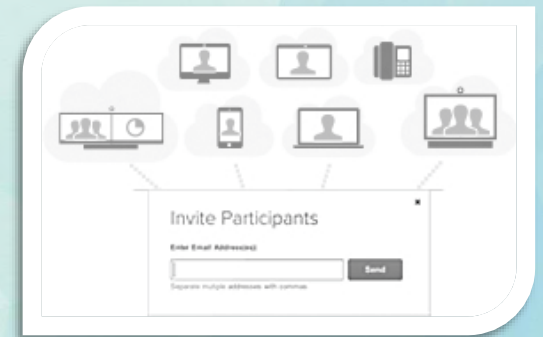
## Go for Rapid Creation

- Select and use a rapid development software
- Select a CMS or LMS
- Select a content repository

## Choose a Format

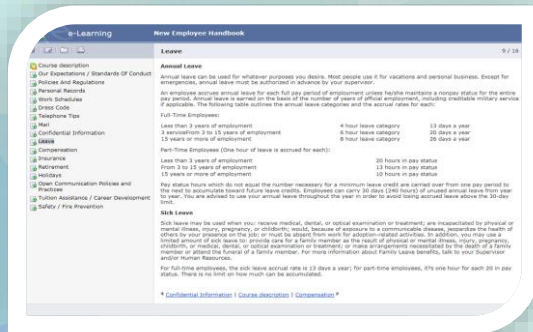
Videos, Games or Quizzes

- Meet the needs of the content
- Meet the needs of the technological infrastructure
- Meet the needs of the target audience
- Meet the needs of time and budget



# Organize & Analyze the Content

*Think 'Less is More'*



## Create an Outline

### Conduct a content audit

- Determine, prioritize and outline the hierarchy of course
- Separate 'must-be-learned' and supportive content
- Prioritize and position essential content up-front

## Do A Memory Check

### Think 'Recall Memory'

- Use 4 or 5 items
- Use meaningful visuals
- Meet the needs of the target audience
- Use meaningful and relevant content





# Make it 'Chunky'

*Less is More with a Micro Lesson*



## Chunk Your Content

Break content into small units

- Reduces complexity
- Fits into an application's appropriate timeslot
- Watchable at any time, in any order
- Presents a broad, holistic perspective of the content

## Keep the Goal in Mind

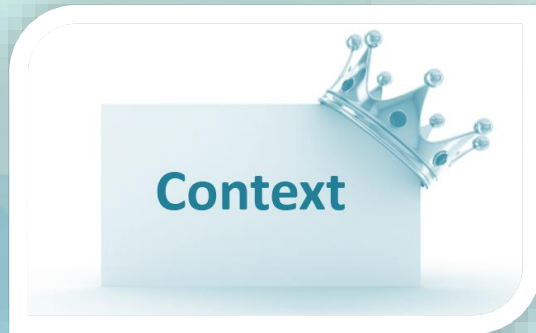
- Ensure units are objective-oriented
- Ensure units are based on experienced need



© David Madison/Corbis

# Make it Engaging

## *Context Takes Precedence Over Content*



### Use Context

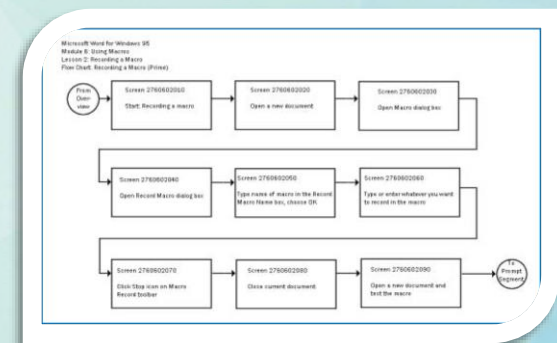
- Forge a connection between micro content and context
- Allow learners to provide examples from their world

### Use Visuals

- Use bullets
- Use numbered lists
- Use graphics

### Use Stories

- Told easily with a picture, animation or few words
- Aid in 'instant learning'
- Adds 'stickiness' to content





# Make it Sticky

## *Develop Your Content in Ways that Stay With Learners*

### 'Sticky' Definition:

Encourages transfer by giving the real world application and a cultural or social context to your content

### Select a Small Idea

- Forge a connection between micro content and context
- Allow learners to provide examples from their world

### Add an Event

- Imagine a relevant scenario
- Describe the scenario as an example

### Embed the Idea

- Play out the event
- Embed the idea in the example

### Make it 'Swirl'

- Facilitate connections by allowing content to "swirl"





# Make it Effective

*Augment Your Content to Make it Better, Faster, Stronger*

## Add Reference Tools

- Add easy-to-navigate reference tools
- Consider clickable table of contents or mobile apps

## Use Gamification

- Gamify content through participant satisfaction

## Use Attention Formulas

- Use the 90 min/20 min/8 min rule when developing modules (minimum)
- Aim for a 90 sec/30 sec/4 min formula when developing modules

# Test and Retest

*High Performance is a Product of Continuous Strategic Alignment*

## Test & Retest Your Learners

- Generate exams, assessments, surveys and branded certificates for learners
- Track participation, engagement, and completion rates

## Test & Retest Your System

- Gather feedback, repeat and plan the next training faster
- Use an LMS to present your MicroLearning modules, and to gather deep reporting and data analysis to build data-driven learning

# Virtual Platform Initiative (VPI)

- VPI was established in 2011 to address the gap in CDC's ability to conduct frequent, cost-effective knowledge exchange activities with stakeholders
- VPI has been a game-changer, with the mission to innovate – by leveraging products from industry that can be enhanced to create new solutions for addressing collaboration challenges in government





# Virtual Platform Initiative (VPI): VES Project

## Virtual Engagement Solution (VES)

**Description:** VES is the immersive web-based communication and collaboration platform that allows users to navigate life-like virtual rooms, encounter live and pre-developed content, and interact with other virtual participants using a variety of built-in networking tools.

**Suggested Use:** Medium to Large-scale events (250 – 3,000 people)

**Status:** In use at CDC



Shown: CDC Public Health Informatics Virtual Event

# Perpetual Venues Concept

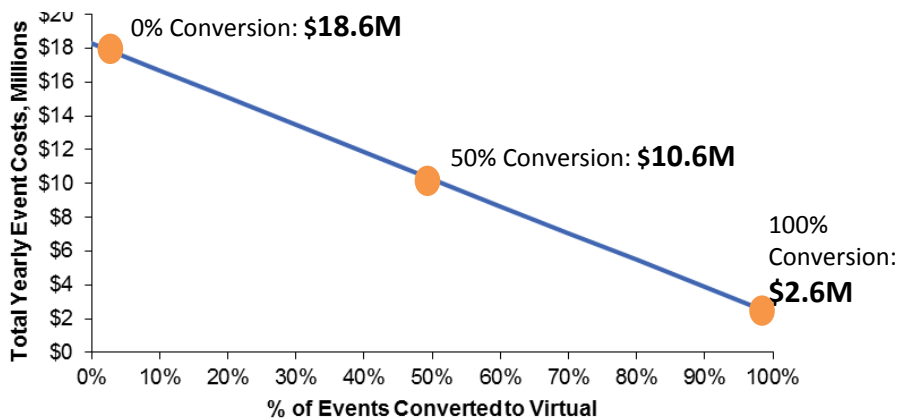
VES acts as an immersive code “wrapper” - combining multiple collaborative technologies together – replicating ‘real-world’ learning and training. Adding to this model, a Perpetual Venue concept is created by extending this capability persistently.



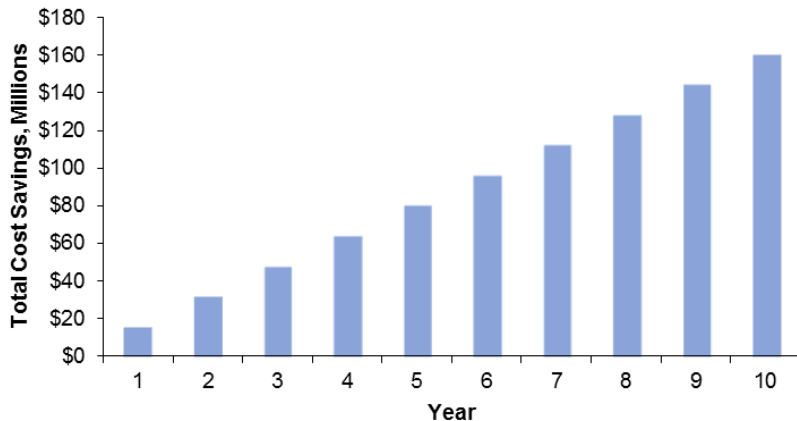
# Perpetual Venues: Cost Savings

**Question: What cost savings could organizations expect to see using PVs?**

**Total Agency Event Costs Decline Dramatically as More In-Person Events Become Virtual**



**Total Cost Savings Exceed \$160M Over 10 Years**



## Key Financial Figures

- Virtual events cost 96.5% less than in-person events (\$16,574 vs. \$474,704)
- CDC saves an average of \$460,000 for each event converted from in-person to virtual
- CDC needs to convert approximately 1 in-person event to virtual to offset virtual event annual costs
- CDC can realize cost savings more than \$160M over 10 years, and introduce significant budget flexibility

*Financial data extrapolated from 2012 HHS event data, applied to CDC use-cases.*



# Perpetual Venues: Cost Savings

**Question: What other benefits could organizations expect to see using PVs?**

- **Security:** Meets strict FISMA and FedRamp security requirements
- **Compliance:** Assists in complying with numerous agency and Executive Branch initiatives
- **Accessibility:** Reaches geographically dispersed participants while remaining Section 508 and 21<sup>st</sup> Century Communications & Video compliance
- **Data Analytics:** Data of participant activity can be used to make informed decisions
- **Flexibility:** System can be customized to accommodate additional technologies and functionality as needed
- **Fosters Online Communities:** Joins colleagues virtually through engaging online interactions and educational experiences
- **Green Alternative:** Reduces carbon emissions associated with travel to in-person events

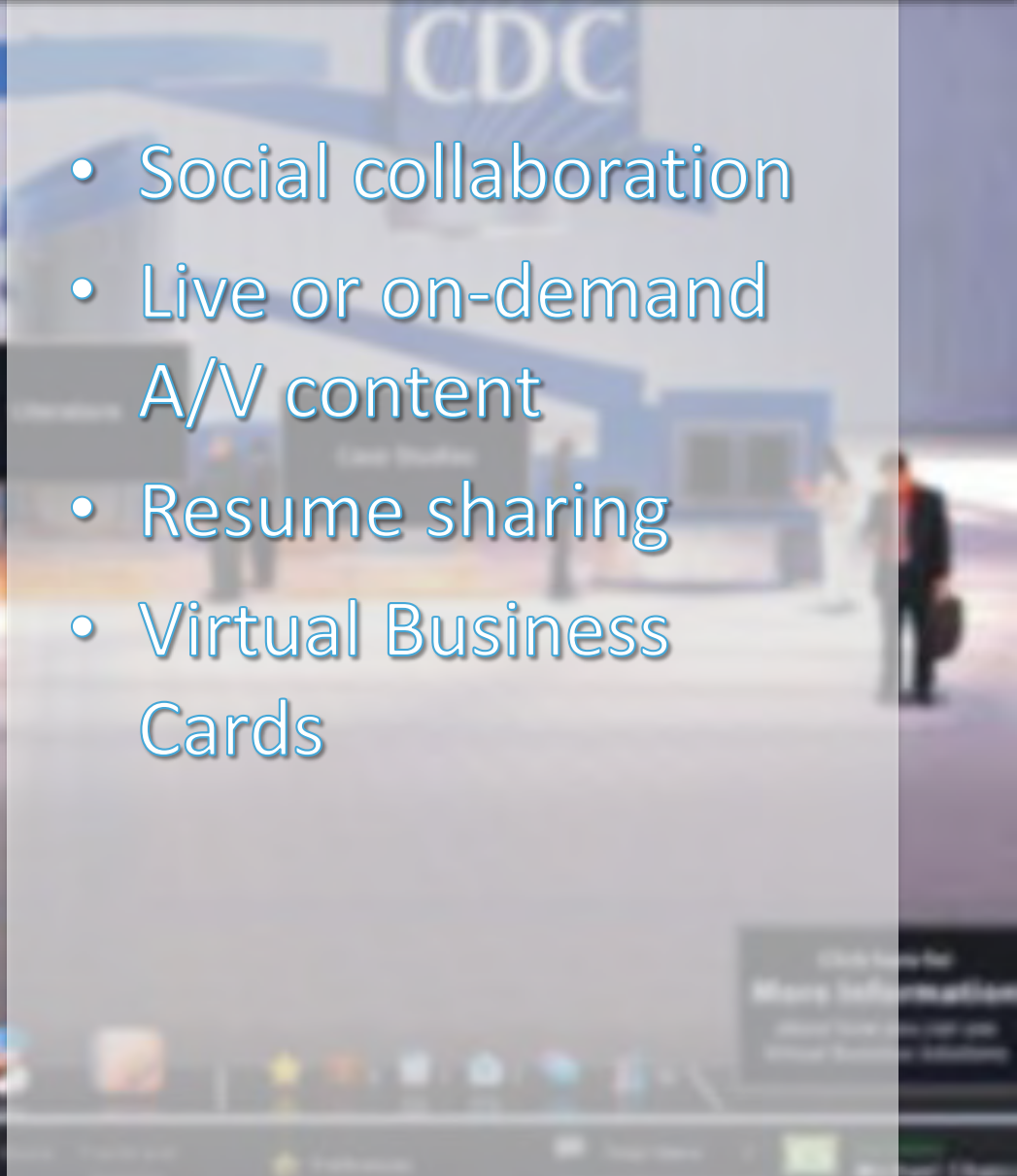


# Prospective PVs: Virtual Offices



# Prospective PVs: Recruitment and Job Fairs

- Social collaboration
- Live or on-demand A/V content
- Resume sharing
- Virtual Business Cards



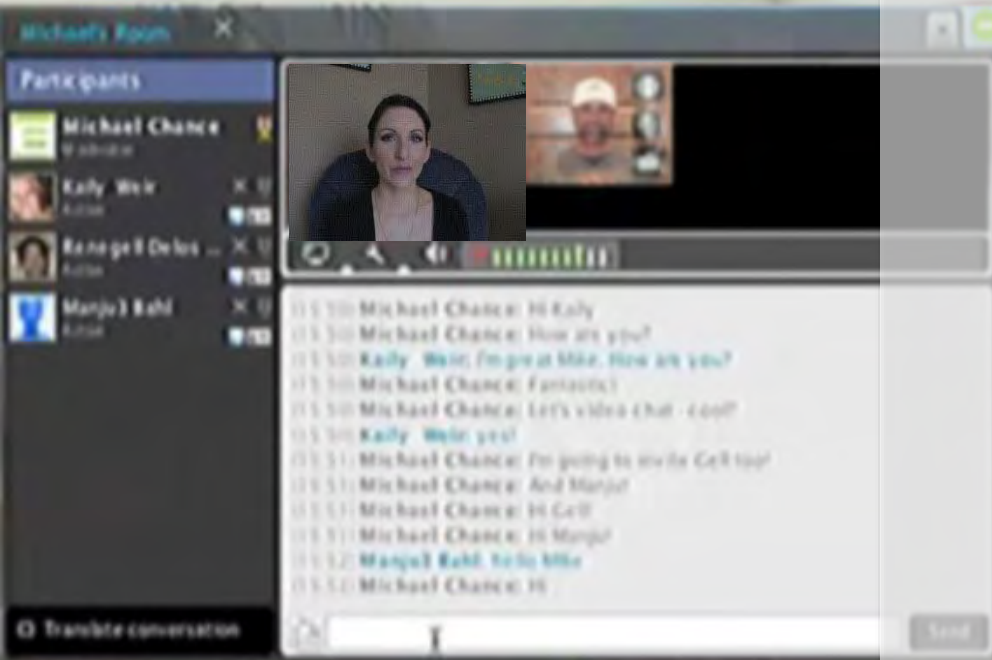


# Prospective PVs: eLearning Integration

Potential Use Case: Learning Management System Integration

- Instant access to existing and new information
- Mobile communications
- LMS systems integration

# Prospective PVs: Orientation/On-Boarding



- Live collaboration
- Live or on-demand training content
- Document sharing
- Job Training
- Culture Infusion



# Prospective PVs: Virtual Classroom



# Prospective PVs: Telehealth

Potential Use Case: Remote Surgery Consultation and Training



Your screen is being shared

Lobby

Preferences

Total Users	1
In This Area	1

Available  
**Scott Wilson**  
Edit Profile  
Edit Registra



# Summary

- Virtual Engagement
- Digital Participants
- Touch-Point Engagement
- MicroLearning
- CDC Virtual Platform Initiative (VPI)
- Virtual Engagement Solution (VES)
- Perpetual Venues Concept
- Potential Savings and Use Cases

