Chat Transcript from "Learning Business Trends & Predictions" Webinar

Delivered live by Jeff Cobb & Celisa Steele of Tagoras on December 13, 2018

13:00:50   From Jeff Cobb : We're recording today's session. Tomorrow we'll send out information about how to access to the recording and the slides. We'll also let you know in that e-mail how to claim CAE.

13:01:02   From Rebecca C : Thank you.

13:01:21   From Jeff Cobb : Our pleasure!

13:01:28   From Jeff Cobb : We want to hear from you! Use the Q&A option to ask us questions or share comments with us. Use the Chat option to share comments with other attendees.

13:02:01   From Jeff Cobb : To find our interviews with Rohit Bhargava, check out the Leading Learning Podcast at https://www.leadinglearning.com/episode-66-curiosity-curation-rohit-bhargava/

13:03:55   From Jeff Cobb : Get our interview with Heather McGowan on the Leading Learning Podcast at https://www.leadinglearning.com/episode-130-future-of-learning-and-work-heather-mcgowan/

13:10:50   From Jeff Cobb : If you haven't participated already, we'd love your input on the trends survey--take five minutes before EOD tomorrow, 12/14: https://www.tagoras.com/trends19

13:13:09   From Jeff Cobb : Comments welcome - how does this jibe with what you are doing or planning?

13:15:12   From Todd S to All Panelists : Deliver learning at the moment of need and targeted instead of a list of general courses.

13:17:09   From Todd S to All Panelists : Redesigning our content to be small and targeted to allow for better personalization and a cafeteria type approach instead of a prescribed approach.

13:17:21   From Linda B to All Panelists : I think you mean that context will rule content. Or you are missing a 'by' in the slide. *[NOTE: The implication we intended to*

share was, "Context will rule content." We inadvertently reversed it on the slide and what we said during the live Webinar. We have corrected it in the recording and slides.]

13:18:34   From Laura S to All Panelists : Are there tips or best practices around effective marketing of these products?

13:19:47   From karin v to All Panelists : Online courses in the pipeline will all be much shorter -- 15-30 minutes vs 24, 15, and 5 hours.

13:22:17   From Linda B : Thanks for making that clear. I've experienced such typos myself!

13:22:57   From Julie W : We are also figuring out how to repurpose content in smaller courses

13:23:02   From Todd S to All Panelists : Advice on Recession proofing an associations ed program? Value is critical, but will pricing play an even bigger role?

13:23:49   From Julie W : How do you think that making shorter courses is going to impact how CEUs are collected? Most people don't bother with courses under an hour.

13:24:28   From karin v : Julie - we're trying to get a handle on that as well.

13:24:38   From Brittany R to All Panelists : For those who are shortening the length of their programs or microlearning, do you have any type of credentialing that goes with that. We've been a little stuck because our credential is in 1 hour increments for CEUs

13:24:41   From Todd S to All Panelists : Interesting comment Julie, I was not aware of that.

13:25:25   From Charu G to All Panelists : Will agency like IACET accept CEUs earned via shorter content e.g. 15 mins or less?

13:25:30   From Melanie F : Great question, we too have that concern.

13:25:32   From Laura P : Yes Julie, small chunks, then grouping them into other products….mixing the pot!

13:26:15   From Mark N to All Panelists : We're pushing to be more data driven but we're facing a steep learning curve in the realms of data collection, data analysis, reporting, and then being disciplined about making decisions based on data. One complicating factor is that everyone is asking for data in their area without a clear sense

of what action they will take or what decision the data will help them make. No real question here--just an observation of a learning curve my organization is going through.

13:27:25   From Laura S : Build your own CEU playlist by bundling the smaller chunks

13:27:36   From Diane E : I'm curious if anyone offers payment plans for larger educational products. If people are being laid off, they may want to get certifications to be more competitive in the job market, but the 4-figure price tags could be challenging while unemployed.

13:28:00   From David J to All Panelists : In our experience, state government regulators and licensing staff are getting more comfortable with online learning and shorter chunks of education, but I agree this is still a huge area of concern.

13:36:05   From Jeff Cobb : Brittany - You may want to see/listen to https://www.leadinglearning.com/episode-81-rolling-out-digital-credentials-stephanie-owen-nwfa

13:36:30   From Jeff Cobb : And https://www.leadinglearning.com/talking-10-minute-cpe-and-talent-with-josh-goldman

13:39:39   From Jeff Cobb : Diane: Interesting question re: payment plans - I've seen many edupreneurs offer payment plans for large courses/certificates (though not true certifications). Cannot think of an example of a membership org doing this.

13:41:13   From Pamela B to All Panelists : What is AR VR

13:41:41   From Jeff Cobb : Augmented Reality and Virtual Reality

13:42:38   From Mark N to All Panelists : When VR and AR aren't so dependent on expensive equipment, it will be much more scalable

13:43:21   From karin v : I looked into AR for our new courses. We couldn't justify the cost. Hopefully $ will come down over next year or two.

13:45:04   From Jennifer D : Even with the new AR/VR tools, it's still very labor intensive to create these learning experiences. We're hoping the tools get easier to use and further streamline the development process.

13:46:24   From Vincent E : I imagine cost is one of the driving factors that puts these three things at the bottom of the list. Return on investment is always at top of mind.

13:46:52　　　From Jeff Cobb : Yes, I'm sure that's a big factor, Vince.

13:47:31　　　From Jeff Cobb : Jennifer - Yes, agreed. We definitely have not "crossed the chasm" yet, but seem to be accelerating some toward it.

13:48:24　　　From Jeff Cobb : To follow up on earlier comments, here's a link to the Value Ramp for anyone who needs it: https://www.tagoras.com/value-ramp

13:49:58　　　From Laura P: Do you have a detailed agenda for this? My boss and I are interseted in attending this.

13:52:12　　　From Laura P: Makes sense-thanks!

13:52:27　　　From Julie W: The 2018 LTD program was fantastic! Especially for a small staff organization

13:53:14　　　From David J: What companies are providing AR production/consulting in the association space at this point?

13:53:20　　　From Diane E: VR with 360 video can be much less expensive versus VR with custom illustration.

13:54:26　　　From Mark N to All Panelists : Does WebCourseworks offer consulting on AR? They do a lot in the medical space, I think including AR

13:54:41　　　From Raffaele V to All Panelists : I am familiar with Kognito; they are based in NY and develop outstanding simulations around health

13:54:49　　　From Diane E: Check out Learning Ninjas

13:57:49　　　From Laura P: Thanks for this webinar! Didn't realize till I did some googling that we're already doing VR for our medical courses. Should have answered that survey question differently. ;)

13:57:54　　　From Julie W: We are actually trying to educate our association members about how AI and voice recognition can help their businesses, not ours! LOL. We should practice what we preach...

14:00:35　　　From Mark N to All Panelists : Thanks Celisa & Jeff! Great stuff as always!

14:00:40　　　From Julie W: Thank you! See you in February!

14:00:41　　　From Kathy Z: Thank you!

14:00:55   From Jessica E to All Panelists : Thank you!

14:00:56   From Kristi M to All Panelists : Thank you.

14:00:58   From Chett B to All Panelists : Many thanks! Very informative session.

14:01:11   From Diane E: Thanks!

14:01:11   From Mark N to All Panelists : Happy holidays to you

14:01:19   From Jillian S to All Panelists : thank you

14:01:24   From Jeff Cobb : Thanks everyone!

14:01:32   From Jeff Cobb : Happy Holidays!

14:01:50   From Jen M to All Panelists : Thanks!