

Stella O'Neill CRI

Top tips for creating eLearning:

- Marketing is vital
- Make use of support networks both online and face to face – the Charity Learning Consortium community was invaluable.
- Keep it simple and don't tell people what they already know
- Find out how the subject relates to staff's everyday experiences
- Let people know why it's important to them/ the organisation
- Involve users in content creation and testing
- Relate it back to scenarios they recognise

"Marketing the eLearning took more time than anything else, so don't underestimate this. A steady campaign before the course was even created, with visual teasers, helped to raise awareness of why the learning was important – not just for the organisation but for all staff and service users. We tried to use humour to create memorable posters, which were in key places online to ensure the subject was in everyone's minds.

"I've learnt so much about design from the experience, and if I was starting again I would also:

- Have less text on a page to make it easier for people with dyslexia
- Make the next and back buttons in scenarios more glaringly obvious
- Test in multiple browsers and devices

"With an update to our data protection policy, we're relaunching the course so luckily I've been able to try and address these points."



Laura Skilton, Flexible Learning Specialist at Cats Protection

Top tips for creating eLearning:

- Get users to test the activity early on. We waited until we had a near complete beta version but then needed to make some quite substantial changes. If we had sent them a proto-type/ alpha version we would have avoided this.
- I always test my developments with friends and family first, they give honest feedback and getting them to test very early prototypes helps you spot any user experience issues, it's amazing how people will have a different experience to the developer.



- You can develop an activity like this in Storyline in a number of ways: finding the best one early on will save you time. I originally had each interaction on a new slide, this meant when I changed the design I had to change it on every slide. The final version uses layers and states, which means changes are now much easier to make.
- If you are new to Storyline make use of the community and the Charity Learning Consortium 'Ask the Expert' sessions before you start development.

Nicola Tyzack, The National Autistic Society

Top tips for creating learning resources with no budget:

- When I was given the task of finding a solution to not only encourage learners, but to offer them ongoing support, I was didn't know how I could find time to address this. I needed a fix that would be easy and sustainable. The main thing I learnt was to look at what you already have available to you and see if you can use it for another purpose.
- The use of WebEx was pretty straight forward and I am considering coaching other colleagues to run these sessions themselves, so there would be a variety of hosts. This will also benefit them as a learning opportunity, as well as freeing up my time. If I started again, I'd be inclined to involve a colleague from the start, so it's a joint project with more than one voice delivering the content.
- Finding free software was a great bonus and the fact that it can be used for other projects will prove invaluable. Consider what else you can do with something in the long term as you may be very surprised.
- Make sure you script sessions or videos and that the content is easy to follow and relevant to your audience.

Nicola Tyzack, The National Autistic Society

Lessons learnt from implementing the Toolkit for Managers

- Consider how you can build a new resource into your current offering and make it work for you and your learners. We already had the outline of our programme, but the addition of the Toolkit was of great benefit as it meant we could be directive and engage our staff with more online resources and the Moodle platform as a whole.
- Definitely do an online live demo as part of your launch plan. To show our staff how the site looked and worked in real time was really useful. People engaged with it and wanted to know more there and then. If I did it again, I would probably do more live demos to create more interest.
- By limiting access to the Toolkit just to our managers we are making it an attractive benefit.

