

Redacted Online Academy Evaluation Report

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Redacted Online Academy Evaluation Report	1
Purpose of the [Redacted] Academy Review	2
Process and approach	2
Findings	3
Recommendations	6

Purpose of the [REDACTED] Review

Pure & Applied performed a review of the [REDACTED] Academy with the aim of answering some of organisation’s pressing questions about how to improve the [REDACTED] Academy (“Academy”) and achieve strategic goals including:

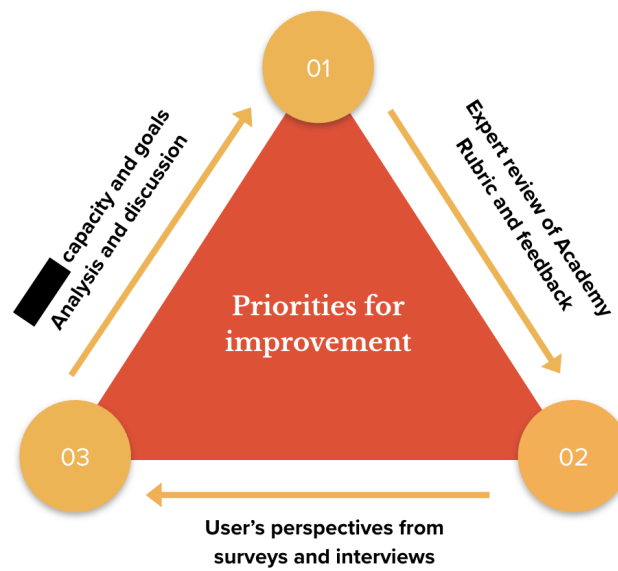
- Having access to better data-driven sight of performance in the future,
- Insight into the strengths, weaknesses, and opportunities for the Academy from an education perspective,
- Suggestions on how to increase enrollment and better serve stakeholders.

Process and approach

With expertise in eLearning product development and evaluation, and eLearning marketing, we designed an evidence-based process to assess [REDACTED]’s situation, provide constructive feedback and make concrete recommendations for how to make progress toward the organisation’s goals with all parties – factoring and leveraging existing resources and capacity.

Research instruments and methods:

- Information gathering from team and existing documentation,
- A customised evaluation rubric based on [REDACTED]’s goals, learners, and the Academy’s design and configuration,
- A learner survey with multiple paths,
- Learner interviews.



Findings

In this section you will find the highlights of our findings from across the project, including (1) consultations and discussion with the [REDACTED] team, (2) our expert review of the Academy content and user experience, and (3) learning from your community through surveys and interviews.

Data from all three steps can be found [here](#) and there are undoubtedly even more insights to be extracted if you were to apply different lenses of analysis. Our main lens in this project is to improve the Academy in order to promote **enrollment**.

Expert Review

Pure & Applied held meetings during the month of May of 2022 with the [REDACTED] team and its regular contractors, including [REDACTED] from [REDACTED] and [REDACTED] from [REDACTED], to gather holistic information about organisational goals, processes and the Academy. Pure & Applied asked questions and made observations through every meeting regarding the Academy's development and maintenance processes and marketing efforts.

Pure & Applied reviewed the Academy's content, user experience and user interface using a custom rubric aligned to organisational goals, philosophy of learning, learner personas and technical context approved by [REDACTED] in advance.

Main findings from expert review evaluation:

- **Process** – The learning design and development, improvement processes, and the management of the Academy is shared between [REDACTED] and [REDACTED]. This shared process contains opportunities for improvement in the areas of:
 - (1) strategizing the content in the short and medium term according to different learner and audience types,
 - (2) planning and tracking content effectiveness, and,
 - (3) content creation.These opportunities can promote the production of higher quality content, enrollment rates, and even memberships.
- **Moodle/UX** – The user experience can be improved by replacing the Moodle “skin” or “theme” with a more modern and user-friendly one. Learners can benefit from greater control, customization, improved navigation and findability of courses and other content available on the Academy over their lifetime with the Academy.
- **Analytics** – Additional data can be surfaced from Moodle to support marketing efforts by updating it and connecting it to Hubspot directly, by using Zapier, and/or by adding a 3rd-party learning analytics tool, such as [Intelliboard](#) or [LearnerScript](#).
- **Learning** – Video content can be improved by implementing best practices for elearning and visual design.
 - Shortening video duration and using video for specific purposes.

- Diversifying media types within the Academy – text, audio, interactivity, downloadable resources.
- Reducing cognitive load with less animation and number of graphics on the screen at a given time.
- Promoting accessibility through subtitles.
- **Learning** – ██████ Academy currently lacks opportunities for active learning, such as interactivity or collaboration. Interactivity can promote engagement and retention. For example: adding a quiz to each lesson (assessment *for* learning), adding interactive questions (using H5P for example), adding a forum and creating other kinds of assignments or projects that can take place inside or outside of the Academy.
- **Learners** – Not a lot is known about the ██████ learners regarding their Academy experience(s) and learning preferences. After identifying this gap, we decided to use the survey to learn more about them.
- **Learning** – The current learning experience is self-paced, which is good for busy professionals, but is very solitary. Self-paced learning without the ability to engage with an active community can deter engagement, community building, learning and brand loyalty.

Surveys

Having conducted our expert review, we aimed to fill our knowledge gaps and validate our assumptions with a learner survey. The reason this step is crucial is that expert standards and community standards and expectations can differ. Understanding the learners enables ██████ to validate and prioritise the greatest risks or opportunities that may exist within the suggested improvements of the expert review. See analysis [here](#) on page 25. See raw survey data [here](#).

Our survey went out to 12,198 ██████ email subscribers and was responded to by 355 email subscribers.

- **Strengths:** Learners appreciate the Academy, especially those who have completed a certification.
 - Learners like the videos and the content within them.
- **Areas of improvement:**
 - The learners ability to network and collaborate,
 - Active learning opportunities through interactivity within lessons and after lessons,
 - Frequency of assessments,
 - Awareness of the Academy, its offerings and the immediate and long-term value of being an Academy member. A subset of subscribers lacked an awareness of the Academy,

- Some email subscribers had false assumptions about the Academy. I.e. that it had associated costs.
- Respondents requested more advanced topics, certifications, and diversity of perspectives within the content. Using the same instructor for all content has diminishing returns.
- Learners want more certification pathways – emphasis on having more pathways and progressions of learning.
- Learners want deeper content and different perspectives.
- Learners want opportunities for collaboration and interactivity.

Interviews

Four (4) interviews were conducted as a part of this evaluation. The interview recordings can be found [here](#). There are additional survey respondents who are willing to be interviewed and who still can be interviewed if additional insight is desired. Potential interviewees can be found [here](#).

- Learners are hoping for more collaboration and interactivity.
 - When we suggested a forum, 4/4 interviewees said they would likely not engage. One interviewee said they would want it to be moderated as these spaces can become problematic when unmoderated.
 - 4/4 interviewees want to connect and they want to build a community around [REDACTED] and your mission. They want to learn from each other, network and get involved with people who share their commitment to [REDACTED].
- 4/4 interviewees felt [REDACTED] needed greater brand awareness.
- 4/4 interviewees want more lessons with organisation partners and vendors. We heard in our conversations that this was a concern of [REDACTED]'s. We were sure to ask a follow up to clarify the impact of this change on perceptions. When asked how collaborating with organisation partners and vendors would change the learner's perception of [REDACTED] they said it would make the organisation more credible.

Recommendations

Listing top 4 priority areas in no particular order. These are firm recommendations worth implementing in the short and medium term. **Pure & Applied factored potential impact for the organisation and the learner, feasibility, and time to implement in these recommendations.**

These are all recommendations to improve internal processes and to improve enrolment for [REDACTED]. In the following section we will invite you to weigh in on these priorities as well and hope to engage in a discussion with you about them.

Note for team: We will discuss these areas in our meeting together on [REDACTED] to identify what should be focused on in the short and medium term based on your capacity.

- **Moodle Theme and Existing Courses**

- Updating Moodle and implementing [Edumy](#) theme to modernise the look and improve the user experience.
- Consider creating easier and more obvious navigation and pathways for learning.
- Consider simplifying and providing greater access to relevant resources (sales collateral, case studies, job aids, implementation guides, other).
- Customization and progress dashboard for individual learners.
- Consider creating quizzes for each lesson to improve interactivity and retention of information.

- **Future course development processes**

- Consider developing learner personas based on survey results to inform what content should be developed and for whom.
- Consider mapping out a data-informed process to content strategy and development (this process will allow you to align your content creation and overall strategy for the Academy).
- Consider creating more certifications or pathways by leveraging existing courses and videos.
- Consider adding text and downloadable tools and resources (like job-aids) to drive more engagement and knowledge transfer.
- Consider greater involvement of [REDACTED]'s team to determine topics and strategy. All team members have a stake in how content can support their work (marketing, Sales, Learning, Community engagement).

- **Improve discoverability and credibility with marketing**
 - Consider amplifying the perceived value and use cases of the Academy with certifications, badges and other rewards.
 - Consider leveraging existing online communities – Reddit for discussion and LinkedIn for professional networking and job opportunities.
 - Consider bringing more community members into the organisation via content development, case studies, [REDACTED] Live. These people will help you build capacity and use their platforms to promote [REDACTED].
 - Consider vendor-related content development as a means to attracting learners, business developments (memberships), developing the brand and building awareness.

- **Long-term Community Engagement**
 - Capacity for supporting the Academy is currently divided between [REDACTED] and [REDACTED]. Adding internal capacity around feedback gathering, and other elements of Academy upkeep and review can support the health and effectiveness of the Academy.
 - Consider gathering substantial feedback twice a year to inform content strategy, improvements, and identify opportunities.
 - Consider creating an advisory of your learners who you can consult and learn from on a quarterly basis.
 - Consider different forms of [REDACTED] to promote discussion and build community (i.e. webinars, presentation, Q&As). [REDACTED] can consider this above the release/integration of a forum internal to the Academy for the short term.

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