BenchPrep

Joe Miller

Vice President of Learning Design & Strategy, BenchPrep

Joe Miller is the Vice President of Learning Design & Strategy (“LD&S”) at BenchPrep. Miller is responsible for overseeing the Company’s LD&S team, which creates program designs and delivers the most optimal learning experience for BenchPrep customers through the company’s learning platform.

Prior to joining BenchPrep, Miller spent 12 years in the EdTech space, which included positions at Cengage and Encyclopaedia Britannica with a focus on expanding and transforming digital learning platforms. Miller has helped organizations make these platforms scalable and create more revenue opportunities with his wide-ranging expertise that includes product development, product management, content delivery, and customer marketing.

My Proposal to You:

Let’s Get Learners Engaged!

BenchPrep delivers the world's best online & mobile learning programs

Chicago-Based

2009
Founded

$28.2 M+
Funding Raised

100+
Employees

Enterprise Grade

Cloud-based
(IBM, Amazon)

99.5%
Up Time

LTI & WCAG
Compliant

Learner Focused

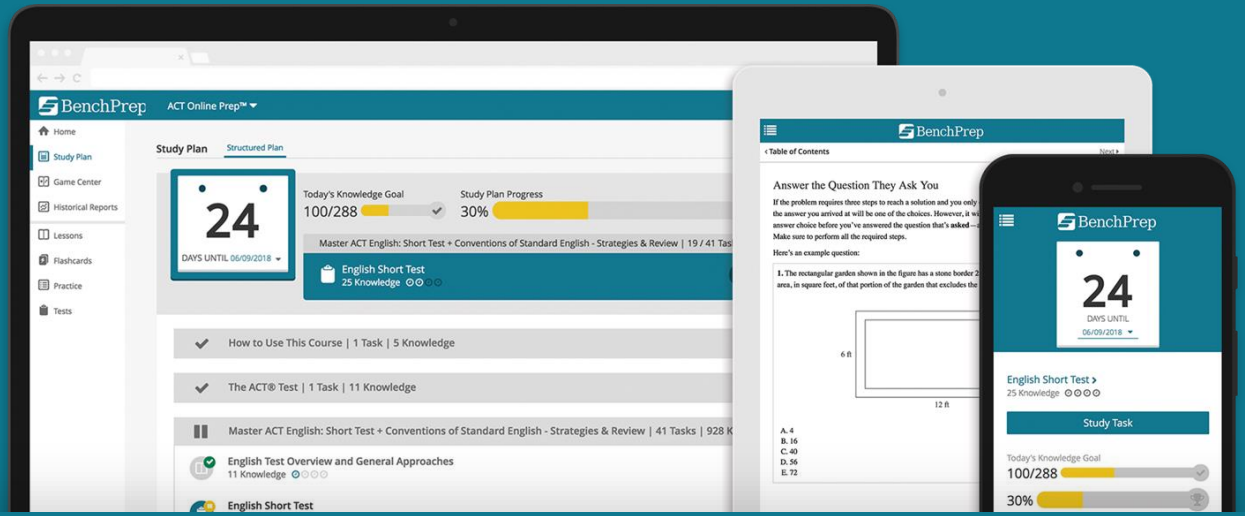
6M Learners

CODiE &
Brandon Hall
award-winning technology

90%
Approval Rating

BenchPrep

BenchPrep is a modern, professional learning platform



Personalized pathways

Competency based

Omni channel

Gamified design

Robust analytics

Content Management

Leading education & training companies use BenchPrep

and more...

Our Challenge

Do you think we are effectively engaging the modern learner?

BenchPrep

The Modern Learner is different

Number of times online every day

early days oaf the internet **5** | today **27**

DISTRACTED...

9 People unlock their smartphones up to **times every hour.**

Knowledge workers are constantly distracted with millions of websites, apps, and video clips.

Most learners won't watch videos longer than **4 min.**

2/3 of knowledge workers complain that they don't have time to do their jobs.

5 Workers now get interrupted as frequently as every **minutes —**

Ironically, often by work applications and collaboration tools

IMPATIENT...

Online, designers now have between

5 and 10 seconds to grab someone's attention before they click away

OVERWHELMED...

41 % of time workers spend on things that offer little personal satisfaction and do not help them get work done.

1%

of a typical work week is all that employees have to focus on training and development

24 minutes a week

UNTETHERED

Today's employees find themselves working from several locations and structuring their work in nontraditional ways to accommodate their lifestyles. Companies are finding it difficult to reach these people consistently and even harder to develop them efficiently.

37% of the global workforce is expected to be "mobile" by the end of 2015

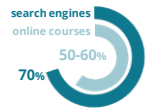
30% of full-time employees Do most of their work somewhere other than the employer's location

20% of workforce comprised of temps, contractors, and freelancers

ON-DEMAND

Employees are accessing information—and learning—differently than they did just a few years ago. Most are looking for answers outside of traditional training and development channels. For example:

To learn what they need for their jobs, employees access:



People are increasingly turning to their smartphones to find just-in-time answers to unexpected problems

COLLABORATIVE

Learners are also developing and accessing personal and professional networks to obtain information about their industries and professions.

~80% of workforce learning happens via on-the-job interactions with peers, teammates, and managers

Learners are:

asking other people

sharing what they know

At Google, 55% of training courses are delivered by an ecosystem of **2,000+ peer learners**

EMPOWERED

Rapid change in business and organizations means everyone needs to constantly be learning. More and more people are looking for options on their own because they aren't getting what they need from their employers.

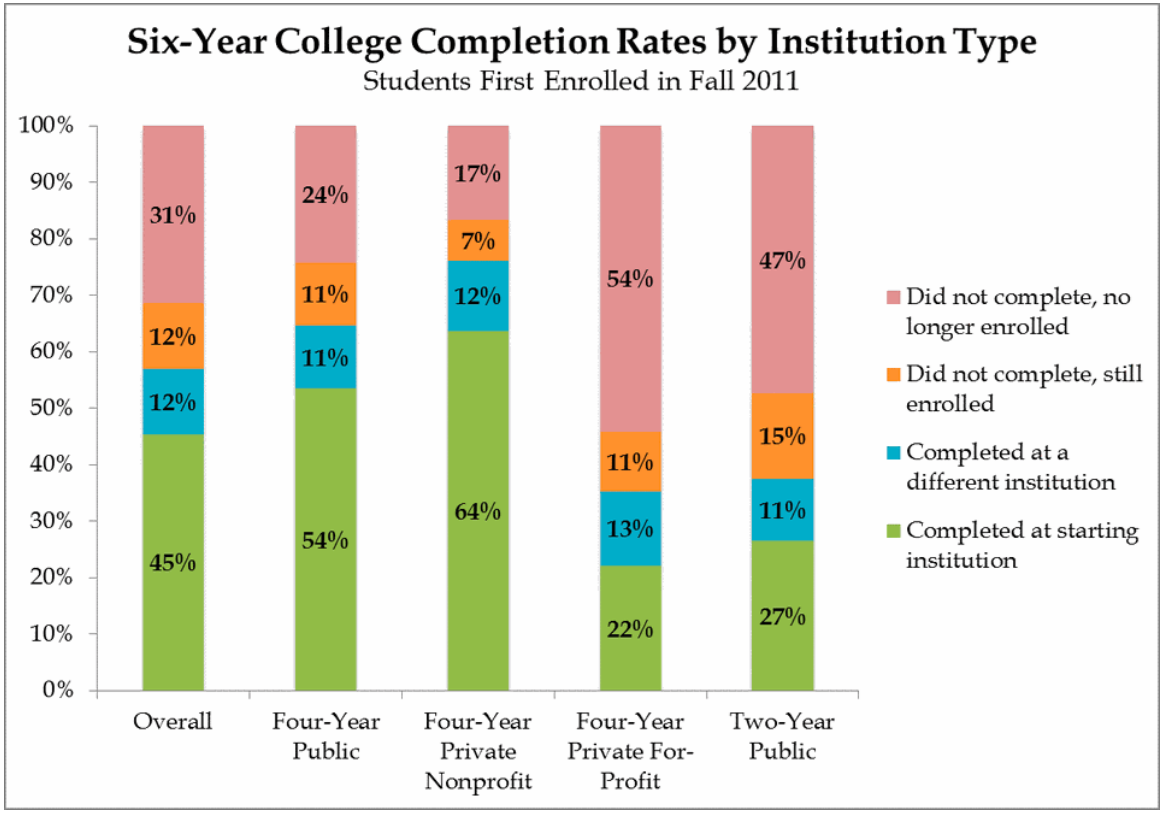
2½ to 5 Half-life (in years) of many professional skills

38% of workers who say they have opportunities for learning and growth at their workplace

62% of IT professionals who report having paid for training out of their own pockets

Source: *Meet the Modern Learner: Engaging the Overwhelmed, Distracted, and Impatient Employee, Bersin by Deloitte, Deloitte Consulting LLP*

College completion rates remain disappointing



The consequences of unengaged learners are far reaching

Drop out rates increase

Success rates decrease

Student Debt Crisis

Lack of socio-economic mobility

Now let's have some fun...

- At three different points in this webinar, you will see **a multiple choice question**.
- Using the chat function, try to answer each one as fast as possible. Just using the answer letter is fine.
- The **first two correct answers** posted for each question earn some cool BenchPrep swag. We'll announce the six winners at the end.
- Got it? Okay, let's practice first. This one doesn't count.

How many times per hour does the average person unlock their smartphone?

A. 7

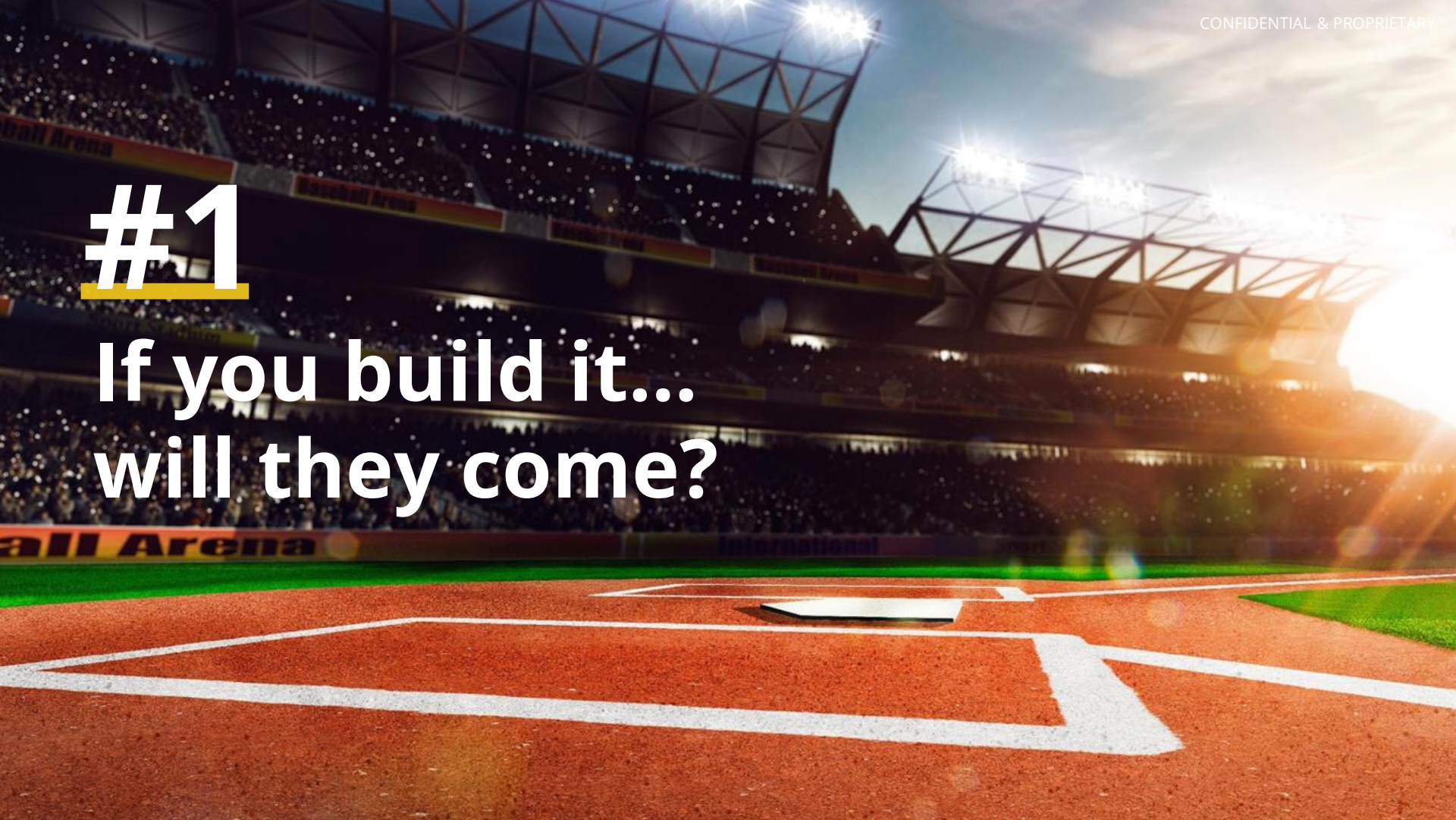
B. 9

C. 11

D. 10

E. 8

How do we better engage learners?



#1

If you build it…
will they come?

Case Study: ProLiteracy

- ProLiteracy is the **largest adult literacy nonprofit organization** in the nation.
- ProLiteracy mission: help adults gain the reading, writing, math, computer, and English skills they need to be successful.
- ProLiteracy advocates on behalf of adult learners and the programs that serve them, provides training and professional development, and publishes materials used in adult literacy and basic education instruction.
- ProLiteracy has 1,000 member programs in all 50 states and the District of Columbia and works with 50 non-governmental organizations in 34 developing countries.

adults in the United States cannot read, write, or do basic math above a third grade level.

Q. Would weekly reminders and encouragement affect attendance?

1. Hey ***[insert first name student]***. Class, practice, and hard work will help you improve. We are all excited to have you back in class on ***[insert class day]*** this week. - ***[insert first name staff person]***

   Hey Joe. Class, practice, and hard work will help you improve. We are all excited to have you back in class on Tuesday this week. - Jennifer

2. ***[insert first name student]***, you should be proud for working hard!. Everyone is looking forward to working with you in class on ***[insert class day]*** this week. - ***[insert first name staff person]***

3. Hi ***[insert first name student]***, what you learn in class will help in so many ways! We are happy to partner with you on ***[insert class day]*** this week. - ***[insert first name staff person]***

4. Hey ***[insert first name student]***, you are busy and still making time to learn. You should be proud! We will see you on ***[insert class day]*** this week. - ***[insert first name staff person]***

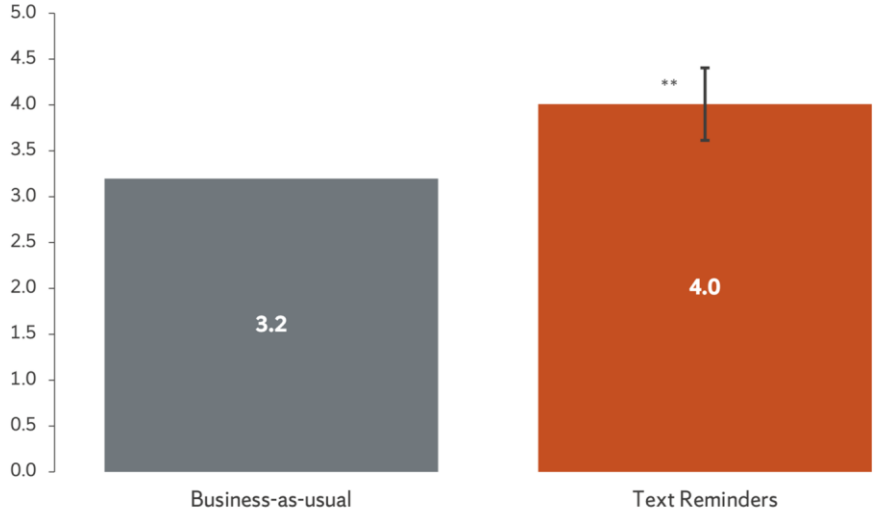
5. ***[insert first name student]***, think about how class will help you reach your goals. We look forward to seeing you in class on ***[insert class day]*** this week. - ***[insert first name staff person]***

Source: https://www.maxwell.syr.edu/uploadedFiles/XLab/ProLiteracy_Results.pdf

Push notifications had a significant impact on engagement

After 8 weeks, students in the intervention group had attended classes for nearly an additional week on average (0.8 more weeks; p-value < .01).[5] Compared to the average weekly attendance in the control group, this represents over a 25 percent increase.

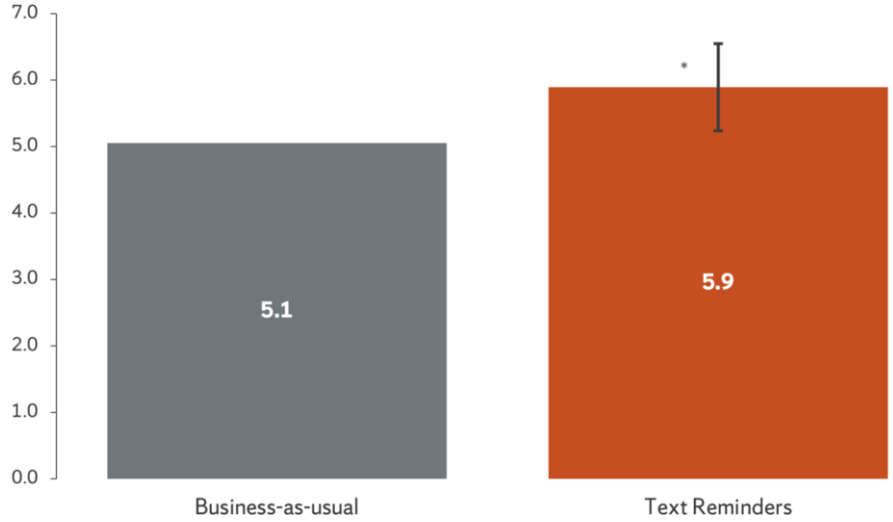
Figure 1: Weekly Attendance (8 weeks)



n = 847 | *** p<.001, ** p<.01, * p<.05

After 15 weeks, the students assigned to the treatment group still attended 0.8 more weeks of classes than their peers in the control (5.9 compared to 5.1 weeks; p-value < .02). This represents a 16 percent increase compared to the average among students in the business-as-usual group.

Figure 3: Weekly Attendance (15 weeks)



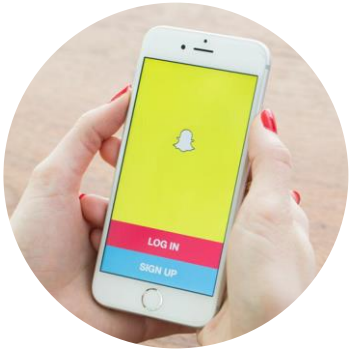
n = 847 | *** p<.001, ** p<.01, * p<.05

Source: https://www.maxwell.syr.edu/uploadedFiles/XLab/ProLiteracy_Results.pdf

There are additional ways to help get learners to engage with your learning platform

Send other engagement communication about your course

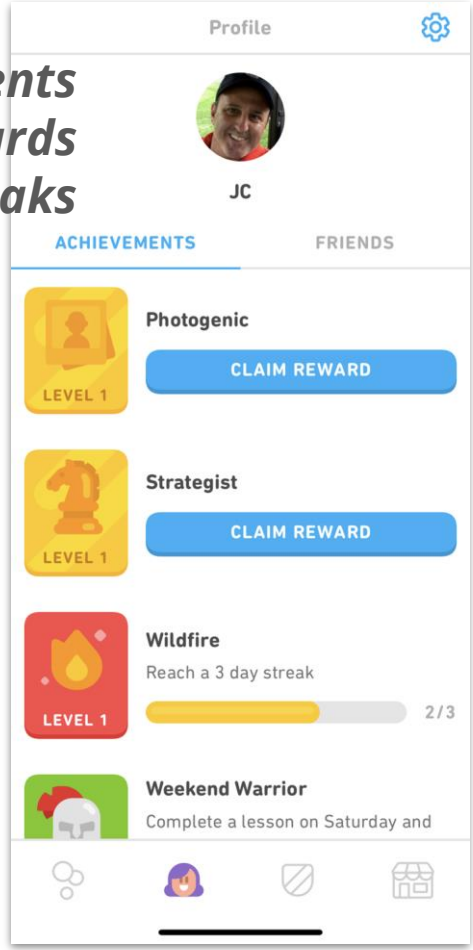
Communicate to learners about other value-add items your organization offers that may not be related to the course directly



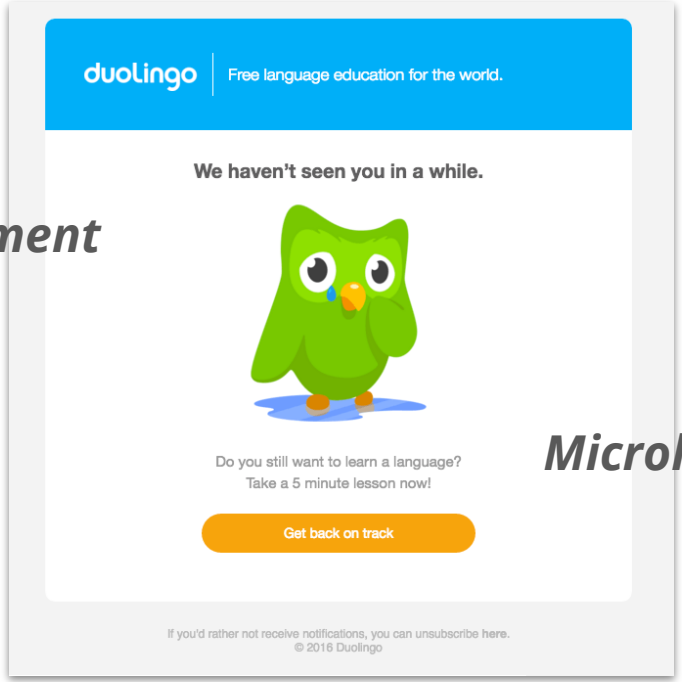
Incorporate “achievements” and “streaks” as part of the learner’s journey

Example: duolingo

Achievements
Rewards
Streaks

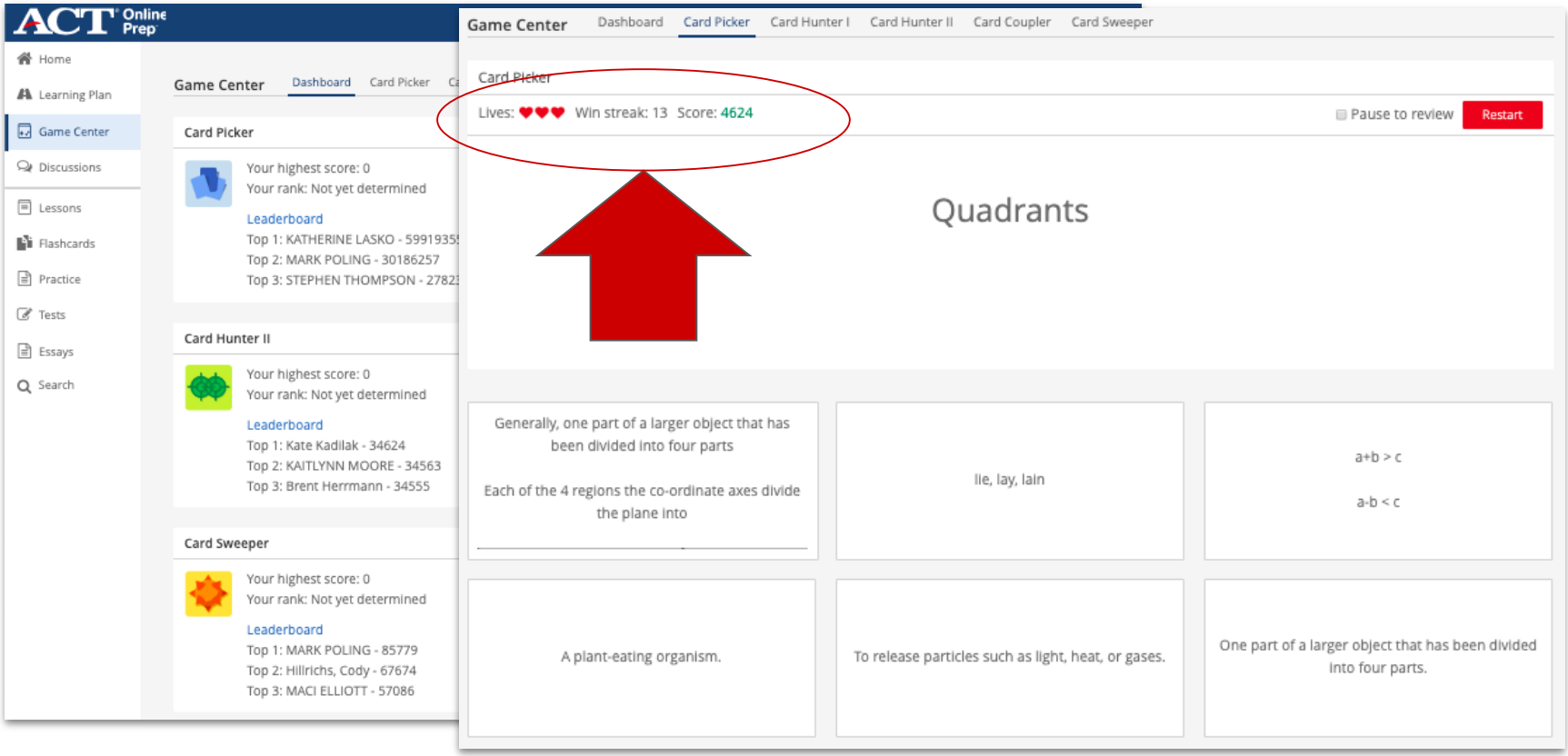


Re-engagement



Microlearning

Example: ACT® Online Prep™



Duolingo's 5-minute lessons are an example of what learning design theory being applied?

A. Behaviorism

B. Engagement theory

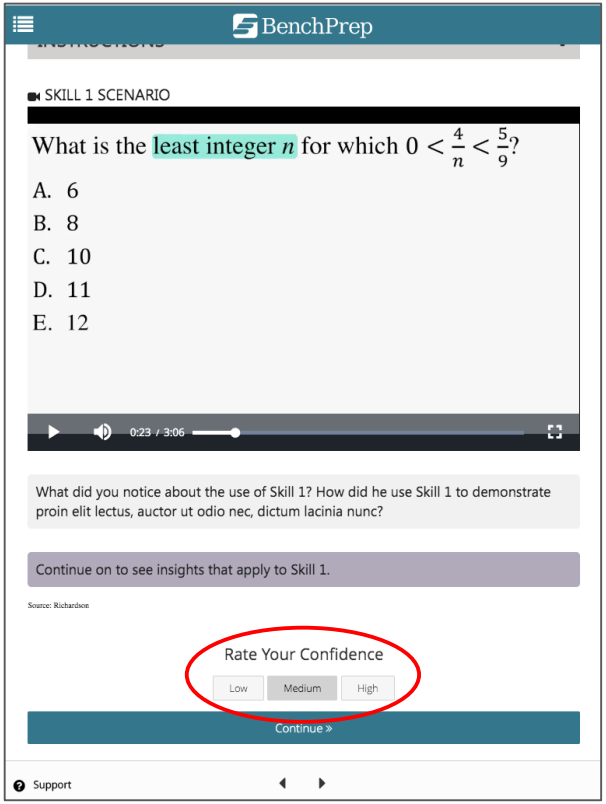
C. Social learning

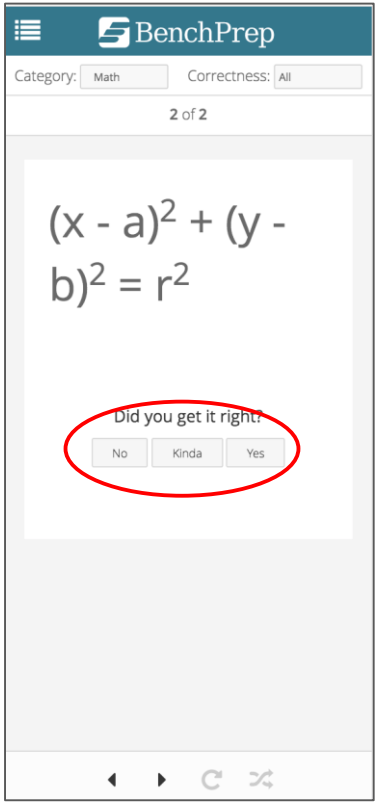
D. Microlearning

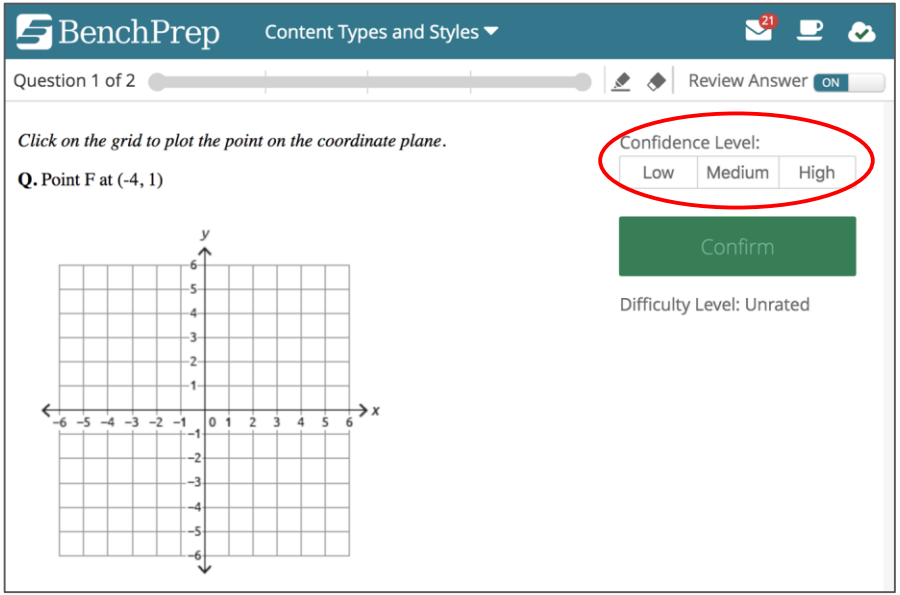
E. Relativity

#2
Learner confidence is as important as competency

Q. Does helping learners better understand their confidence level improve engagement?







Utilizing confidence levels directly correlated with positive user engagement

- The **75th percentile** of confidence level users answer **36%** more questions than the **25th percentile** of confidence level users

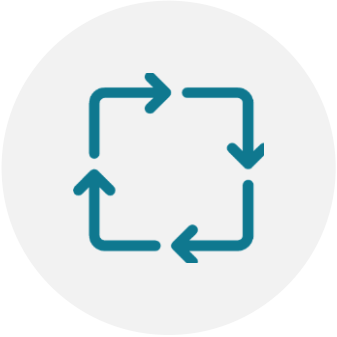
- The **top 10%** of confidence level users answered nearly **5X** more questions than the average user

Takeaway: Promoting confidence level usage and understanding how they factor into your product mix can be very valuable

In addition to confidence levels, there are other ways to boost learner confidence

A clean and intuitive user interface (UI) eliminates confusion and provides clear direction

Omnichannel delivery ensures your user experience (UX) aligns with the expectations of today's learners



Palatable remediation options within your learning ensures they don't need to leave to get the coaching and instruction they require

Fill in the blank:

Learner confidence is as important as _____.

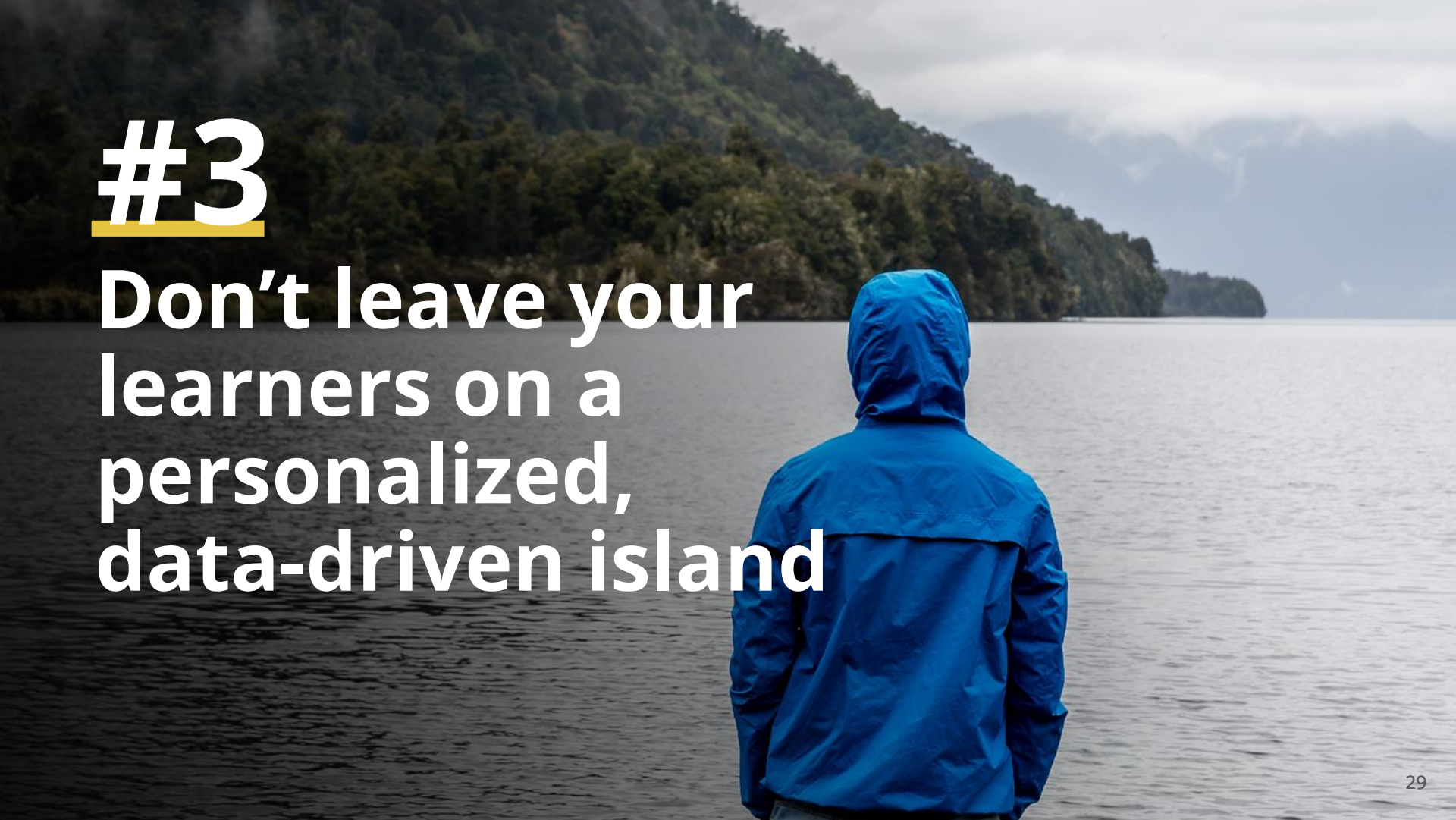
A. Courage

B. Correctness

C. Competency

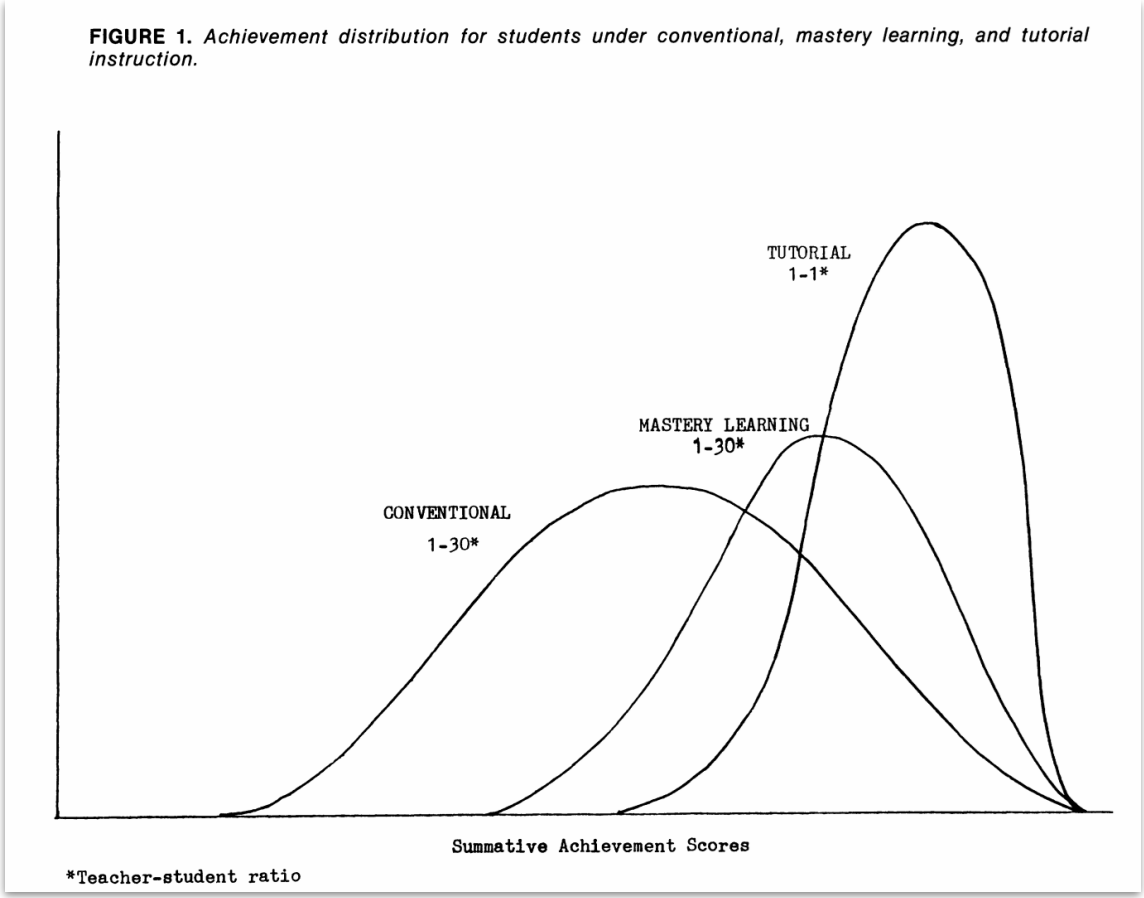
D. Competitiveness

E. Copacabana

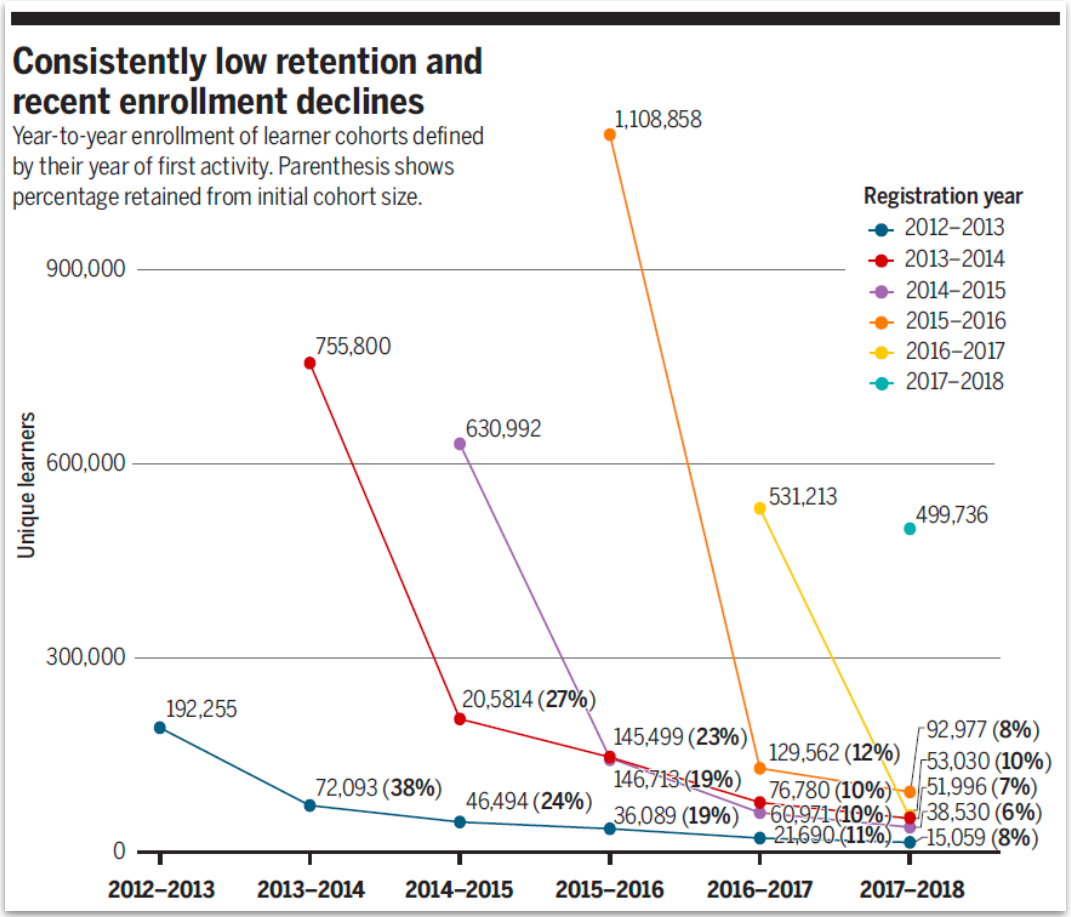

#3
Don’t leave your learners on a personalized, data-driven island

Bloom's two-sigma problem:

average student tutored one-to-one using mastery learning techniques performed two standard deviations better than students who learn via conventional instructional methods



Why MOOCs Didn't Work?



Source: The MOOC Pivot by Justin Reich, José A. Ruipérez-Valiente Link

Case Study: Springboard

Overview | Learning online | **How mentorship works** | Tuition & Comparison

How will a mentor help you?

In every Springboard course, you get a personal mentor who works in industry - who you will meet online, 1-on-1, each week.

Technical guidance

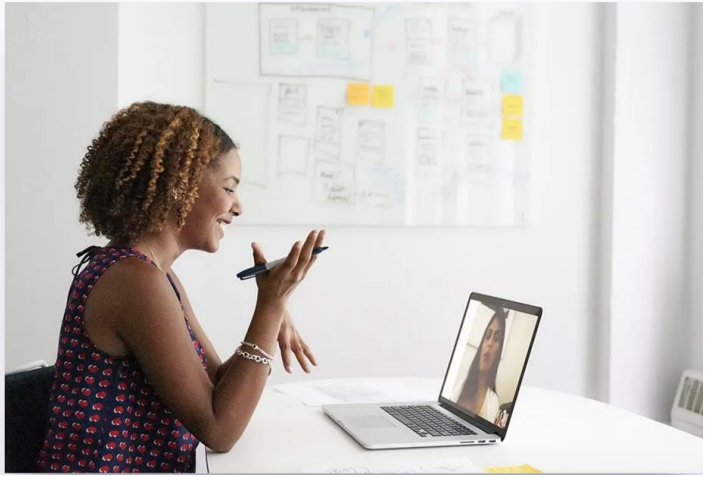
- ✔ Reviews of projects and exercises
- ✔ Challenging your approach
- ✔ Help with execution

Career advice

- ✔ Industry insights
- ✔ Interview tips
- ✔ Job search advice

Accountability

- ✔ Setting learning goals
- ✔ Tracking progress weekly



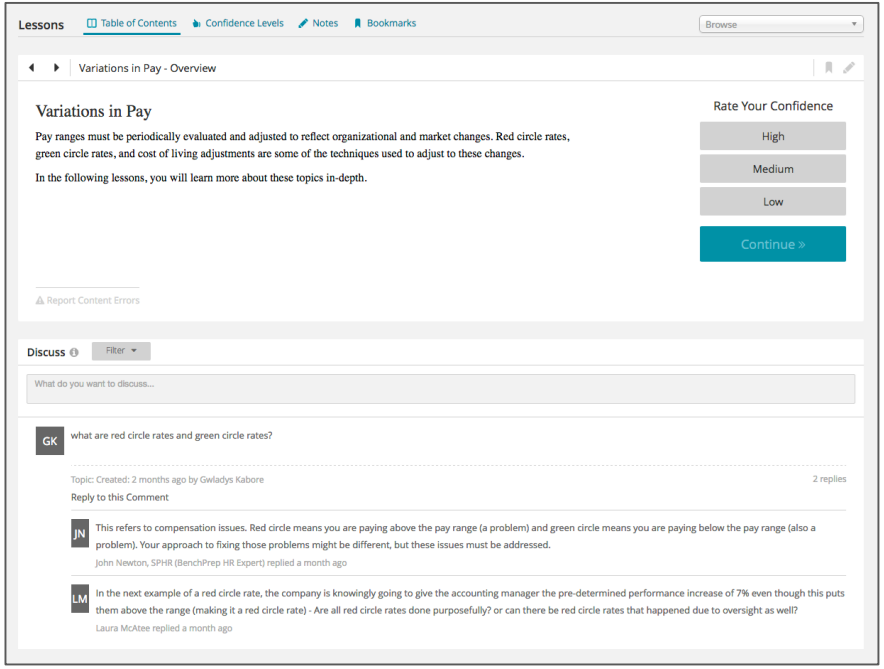
Research shows that by having a mentor, you are:

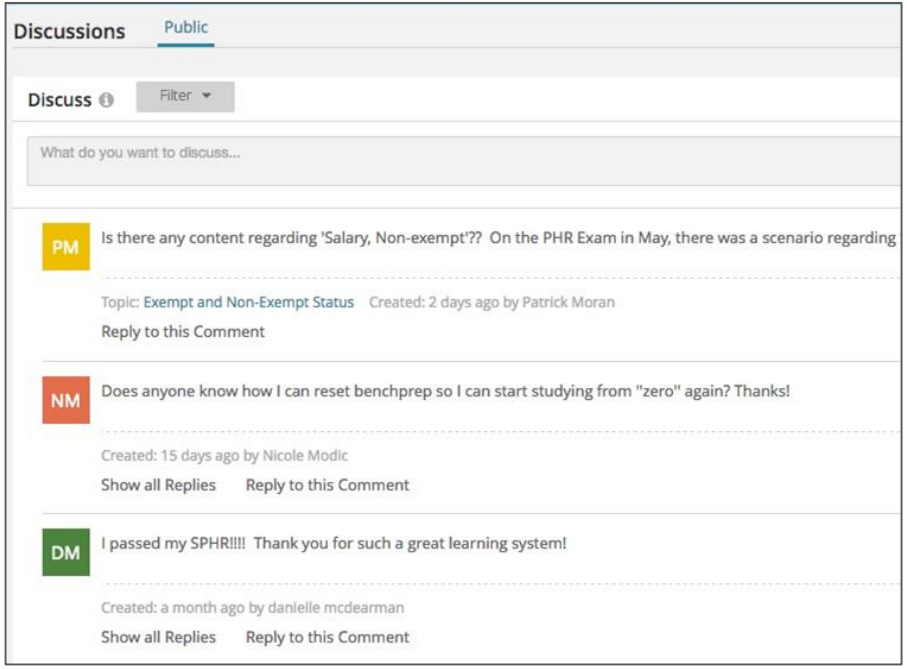
20% more likely to get a raise (Source: Forbes)

6x more likely to get a promotion (Source: Forbes)

Contextual peer-to-peer online discussions can improve engagement

BenchPrep data shows that the average online discussion participant is **15X** more active within the learning platform than a user who doesn't utilize discussions.





What is one of the most common reasons mentioned for why MOOCs didn't work as expected?

A. Too expensive

B. No live teacher engagement

C. No live student engagement

D. Teacher-to-student ratio too large

E. Pop quizzes too hard

Sooo.... What do I do now?

Understand your customer

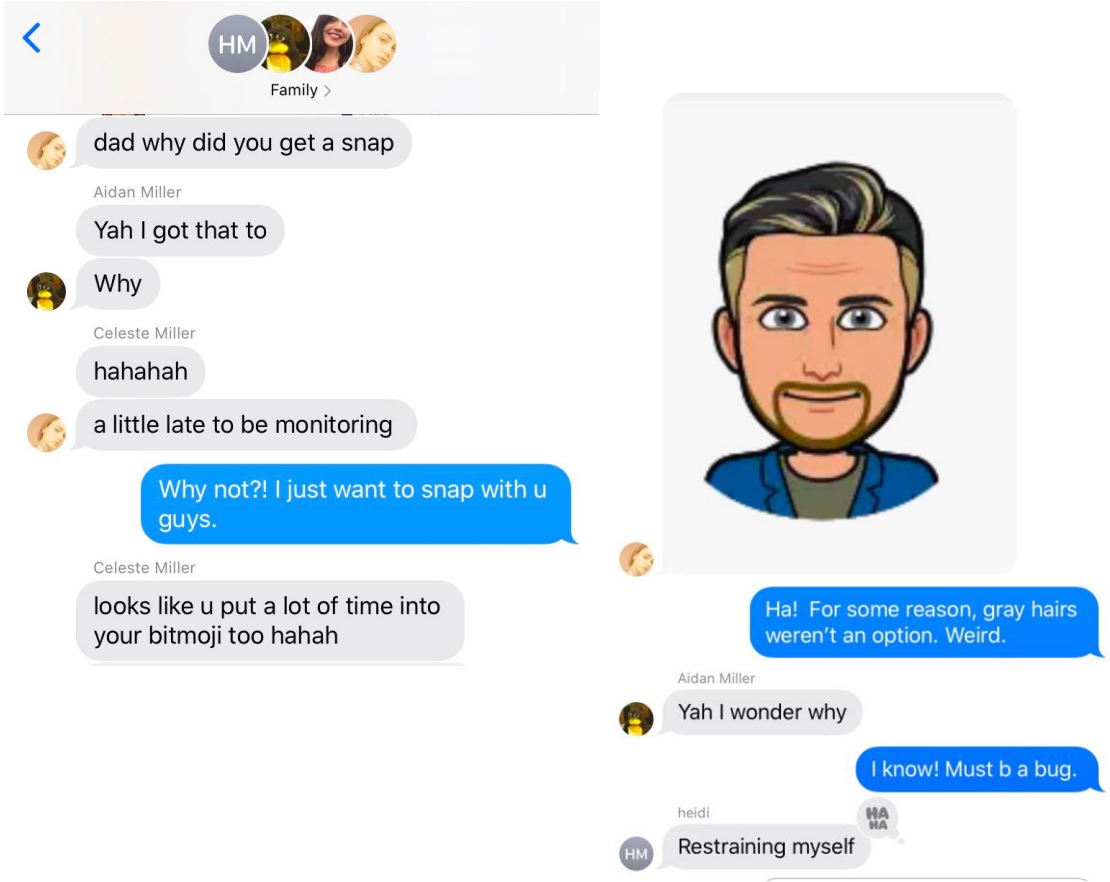
Conduct a self-assessment of current learning engagement

Leverage internal & external data to make better decisions

Get executive sponsorship

Immerse yourself in apps that know how to engage. Start gaming.

But fair warning… your kids may not get it.



Q&A