





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



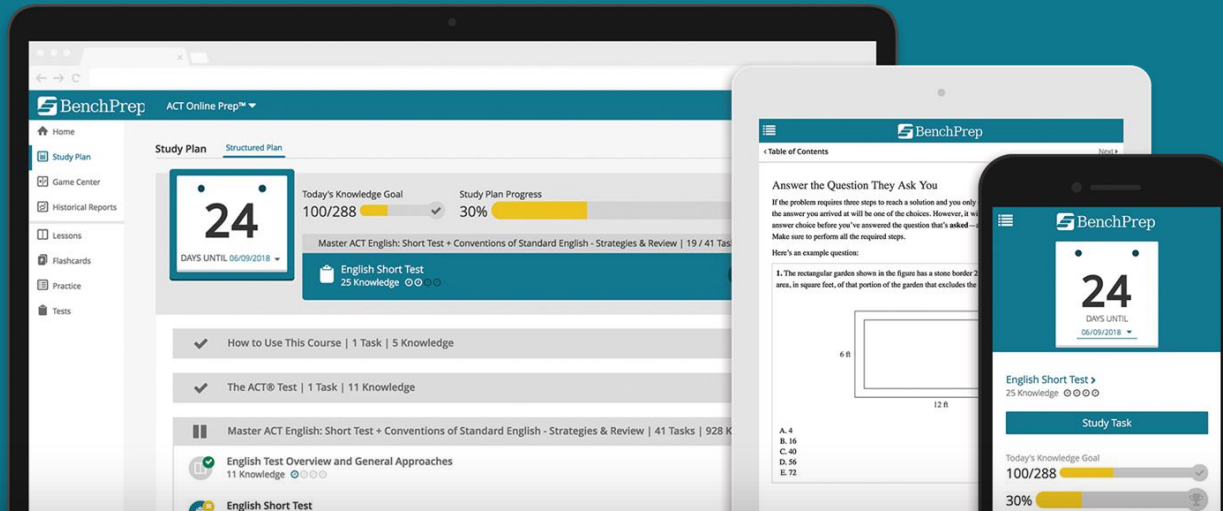
Learner Focused

6M Learners

**CODiE &
Brandon Hall**
award-winning technology

90%
Approval Rating

BenchPrep 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?**



The Modern Learner is different

Number of times online every day

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

OVERWHELMED...

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

DISTRACTED...

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

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



1%

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

24 minutes a week

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 **5 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

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

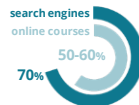
30% of full-time employees do most of their work somewhere other than the employer's location

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 of their own courses they want, getting what they need from their employers.



Half-life (in years) of many professional skills

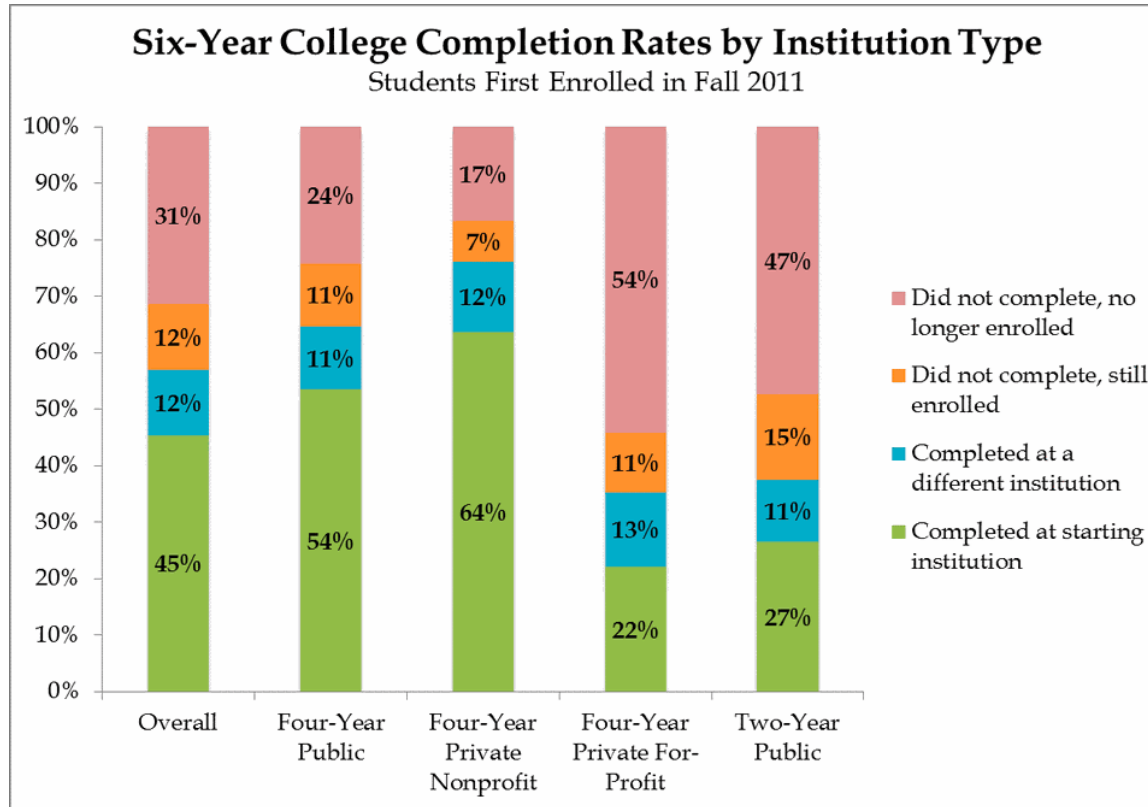


of workers who say they have opportunities for learning and growth at their workplace



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

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?**

all Arena

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

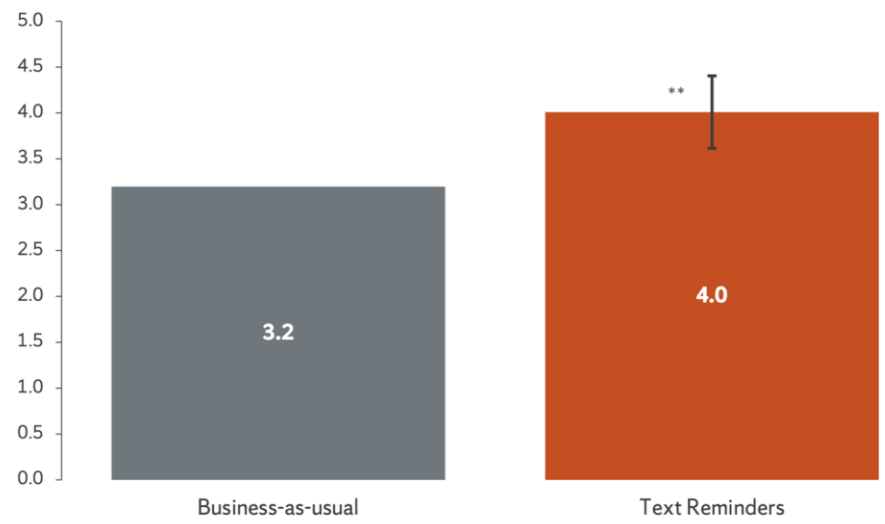
2. **[insert first name student]**, you should be proud for working hard!. Everyone is looking forward to working with you in class on **[insert class day]** this week. - **[insert first name staff person]**
3. Hi **[insert first name student]**, what you learn in class will help in so many ways! We 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]**

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.

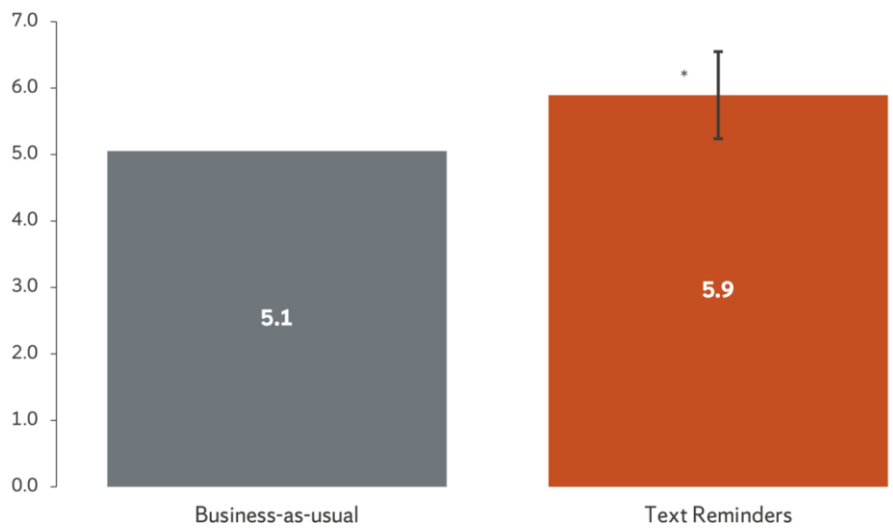
After 15 weeks, the students assigned to the treatment group still attended 0.8 more weeks of classes than their peers in the control (5.9 compared to 5.1 weeks; p-value < .02). This represents a 16 percent increase compared to the average among students in the business-as-usual group.

Figure 1: Weekly Attendance (8 weeks)



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

Figure 3: Weekly Attendance (15 weeks)



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

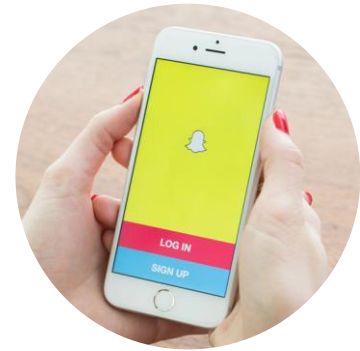
There are additional ways to help get learners to engage with your learning platform



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



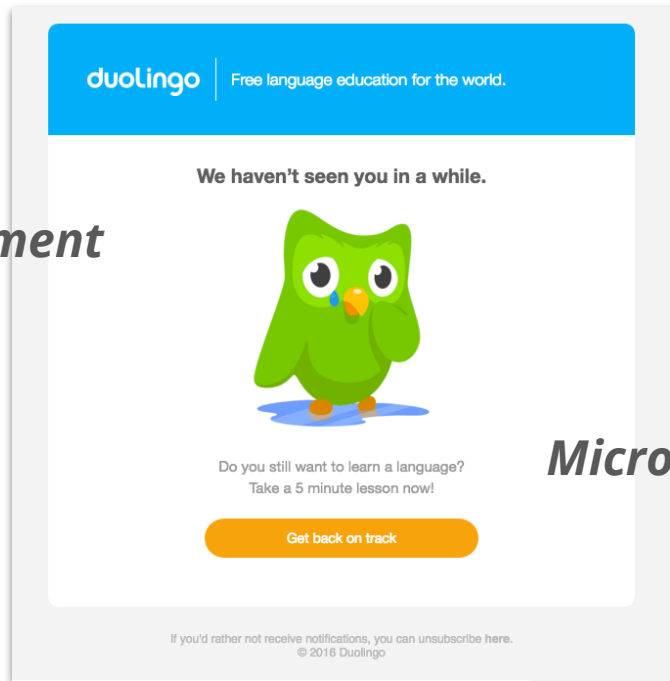
Incorporate “achievements” and “streaks” as part of the learner’s journey

Example:

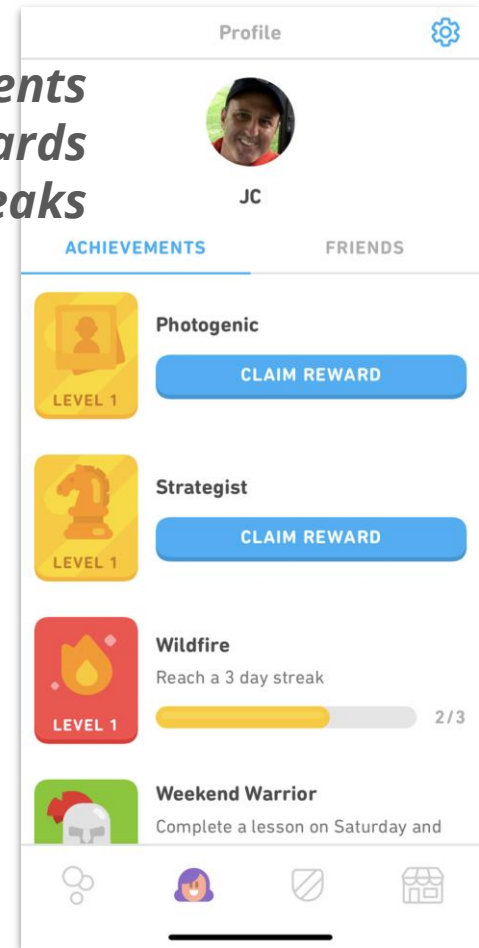


*Achievements
Rewards
Streaks*

Re-engagement



Microlearning



Example: ACT[®] Online Prep[™]

The screenshot displays the ACT Online Prep Game Center interface. On the left is a navigation sidebar with options: Home, Learning Plan, Game Center (selected), Discussions, Lessons, Flashcards, Practice, Tests, Essays, and Search. The main content area is titled 'Game Center' and includes sub-sections for 'Card Picker', 'Card Hunter II', and 'Card Sweeper'. Each section shows a user's highest score (0) and rank (Not yet determined), along with a 'Leaderboard' listing top performers.

The 'Card Picker' game is currently active. Its status bar shows 'Lives: ❤️❤️❤️', 'Win streak: 13', and 'Score: 4624'. A red oval highlights this status bar, and a large red arrow points upwards towards it. The game title 'Card Picker' is also circled in red. To the right of the status bar are 'Pause to review' and 'Restart' buttons.

The 'Quadrants' game is displayed below. It consists of a 2x3 grid of boxes. The top-left box contains a math problem: 'Generally, one part of a larger object that has been divided into four parts' and 'Each of the 4 regions the co-ordinate axes divide the plane into'. The top-middle box contains the text 'lle, lay, lain'. The top-right box contains the equations $a+b > c$ and $a-b < c$. The bottom-left box contains the text 'A plant-eating organism.'. The bottom-middle box contains the text 'To release particles such as light, heat, or gases.'. The bottom-right box contains the text 'One part of a larger object that has been divided into four parts.'

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?

SKILL 1 SCENARIO

What is the **least integer n** for which $0 < \frac{4}{n} < \frac{5}{9}$?

A. 6
B. 8
C. 10
D. 11
E. 12

0:23 / 3:06

What did you notice about the use of Skill 1? How did he use Skill 1 to demonstrate proin elit lectus, auctor ut odio nec, dictum lacinia nunc?

Continue on to see insights that apply to Skill 1.

Source: Richardson

Rate Your Confidence

Low Medium High

Continue »

Category: Math Correctness: All

2 of 2

$$(x - a)^2 + (y - b)^2 = r^2$$

Did you get it right?

No Kinda Yes

Content Types and Styles

Question 1 of 2

Review Answer ON

Click on the grid to plot the point on the coordinate plane.

Q. Point F at (-4, 1)

Confidence Level:

Low Medium High

Confirm

Difficulty Level: Unrated

Coordinate plane grid with x and y axes ranging from -6 to 6.

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

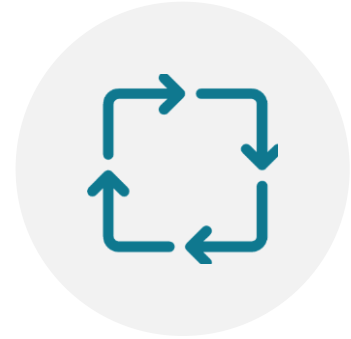
In addition to confidence levels, there are other ways to boost learner confidence



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



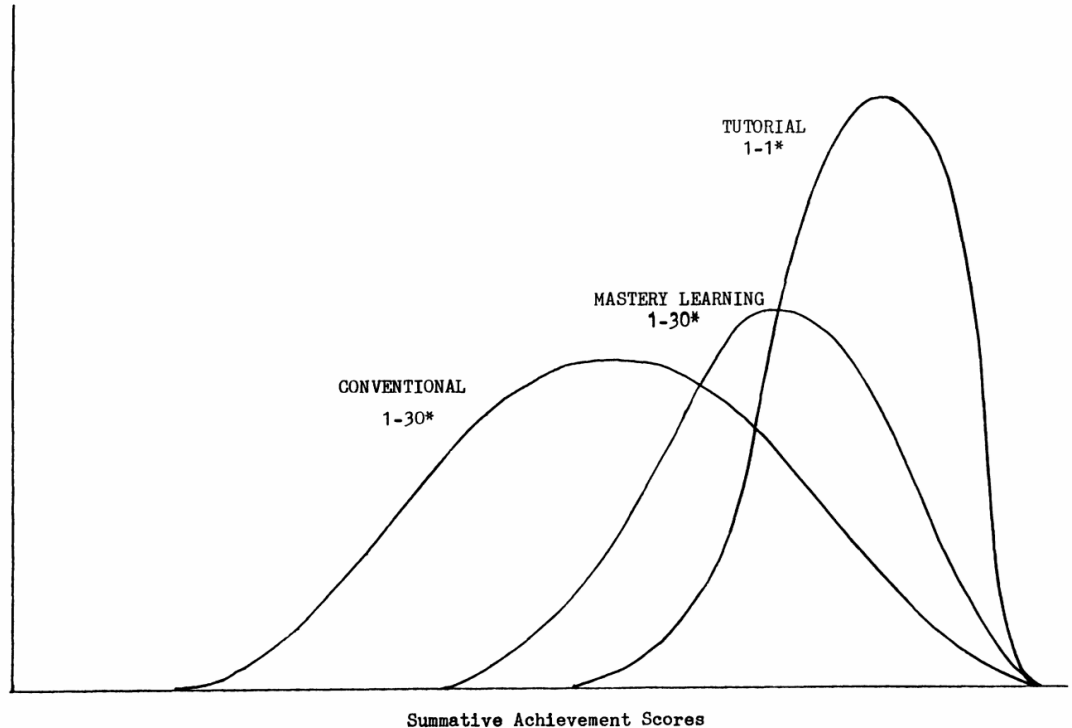
#3

**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

FIGURE 1. Achievement distribution for students under conventional, mastery learning, and tutorial instruction.

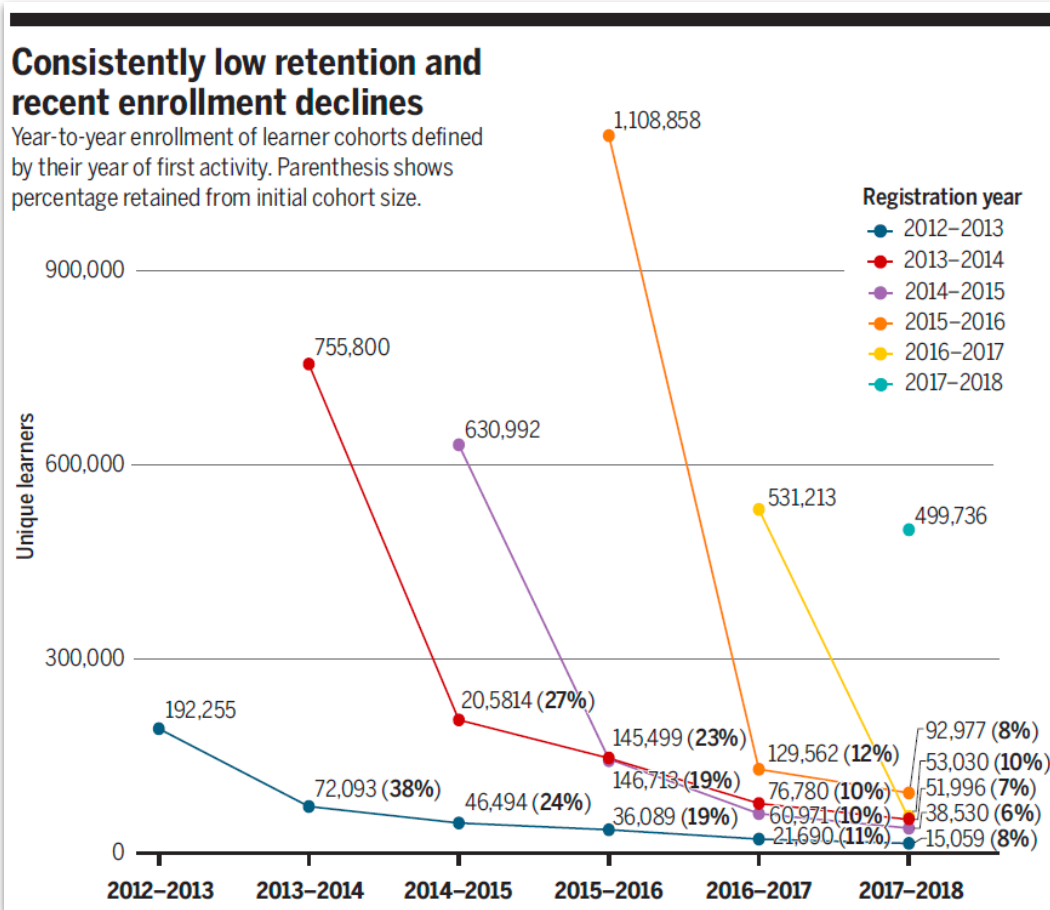


*Teacher-student ratio

Why MOOCs Didn't Work?

Consistently low retention and recent enrollment declines

Year-to-year enrollment of learner cohorts defined by their year of first activity. Parenthesis shows percentage retained from initial cohort size.



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.

Lessons Table of Contents Confidence Levels Notes Bookmarks

Variations in Pay - Overview

Variations in Pay

Pay ranges must be periodically evaluated and adjusted to reflect organizational and market changes. Red circle rates, green circle rates, and cost of living adjustments are some of the techniques used to adjust to these changes.

In the following lessons, you will learn more about these topics in-depth.

Rate Your Confidence

High

Medium

Low

Continue >

Report Content Errors

Discuss Filter

What do you want to discuss...

GK what are red circle rates and green circle rates?

Topic: Created: 2 months ago by Gwladys Kabore 2 replies

Reply to this Comment

JN This refers to compensation issues. Red circle means you are paying above the pay range (a problem) and green circle means you are paying below the pay range (also a problem). Your approach to fixing those problems might be different, but these issues must be addressed.

John Newton, SPHR (BenchPrep HR Expert) replied a month ago

LM In the next example of a red circle rate, the company is knowingly going to give the accounting manager the pre-determined performance increase of 7% even though this puts them above the range (making it a red circle rate) - Are all red circle rates done purposefully? or can there be red circle rates that happened due to oversight as well?

Laura McAtee replied a month ago

Discussions Public

Discuss Filter

What do you want to discuss...

PM Is there any content regarding 'Salary, Non-exempt'?? On the PHR Exam in May, there was a scenario regarding

Topic: Exempt and Non-Exempt Status Created: 2 days ago by Patrick Moran

Reply to this Comment

NM Does anyone know how I can reset benchprep so I can start studying from "zero" again? Thanks!

Created: 15 days ago by Nicole Modic

Show all Replies Reply to this Comment

DM I passed my SPHR!!!! Thank you for such a great learning system!

Created: a month ago by danielle mcdearman

Show all Replies Reply to this Comment

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

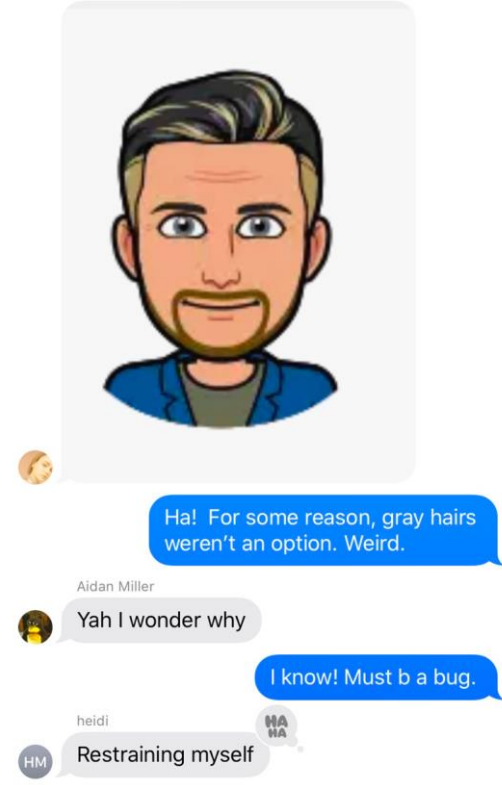


Get executive
sponsorship



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

But fair warning... your kids may not get it.



Q&A