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**5 Considerations to Making Your Virtual  
Classroom Mobile and Social**  
**Jennifer Hofmann**

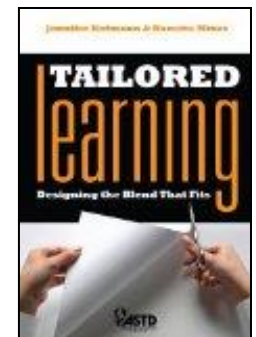
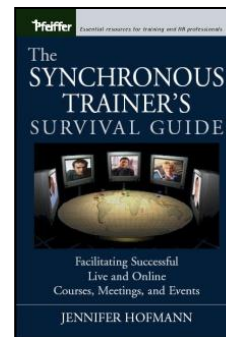
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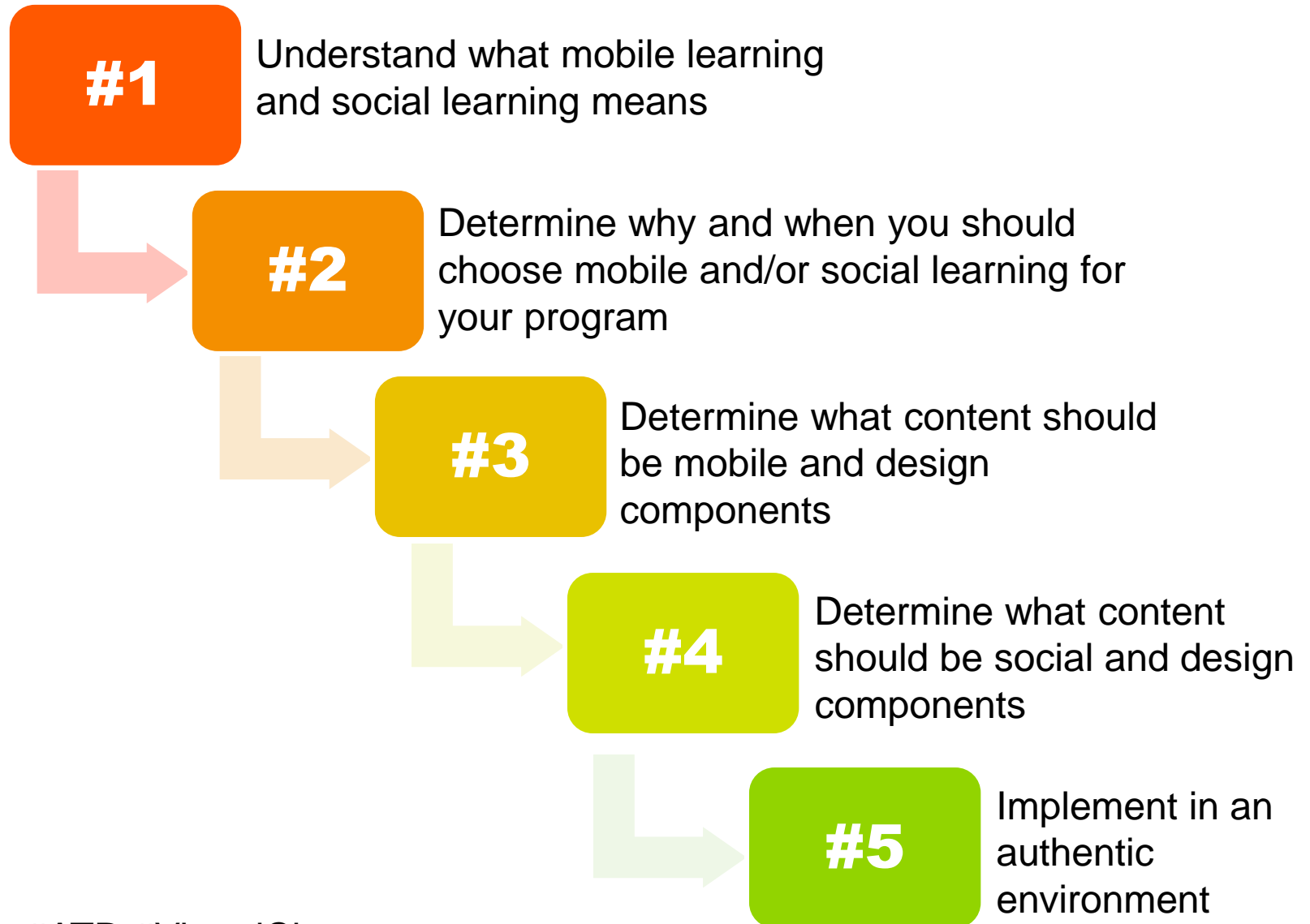


E-mail: [jennifer@insynctraining.com](mailto:jennifer@insynctraining.com)  
Website: [www.insynctraining.com](http://www.insynctraining.com)  
Facebook: [www.facebook.com/InSyncTraining](http://www.facebook.com/InSyncTraining)  
Twitter: [twitter.com/InSyncJennifer](http://twitter.com/InSyncJennifer)  
Blog: [blog.insynctraining.com/](http://blog.insynctraining.com/)

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# 5 Considerations for adding Mobile and Social



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# What are Mobile Learning and Social Learning?

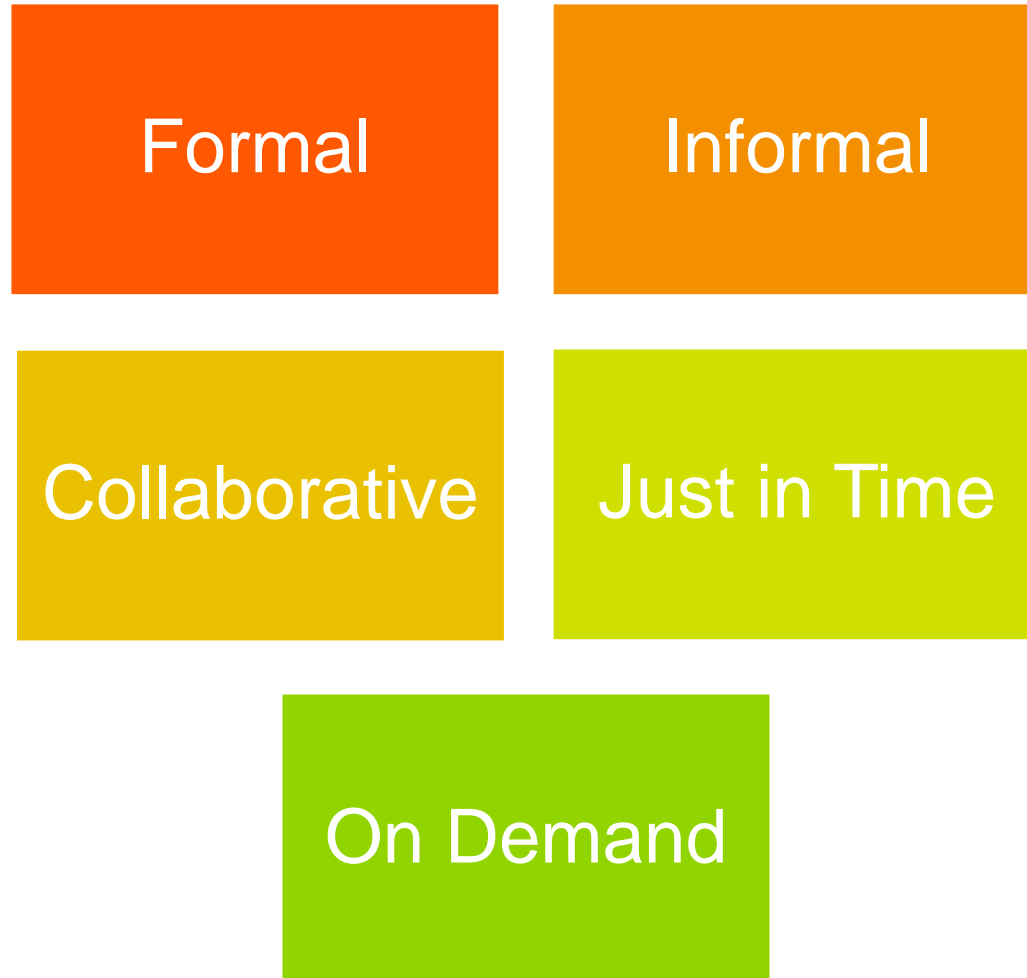
- **Mobile is a question about WHERE people are learning**
- **Social is a question about HOW people are learning and, to a lesser extent, WHEN people are learning**



# Where Does Modern Learning Take Place?



# When Does Learning Take Place?



# So Why Go Mobile with the Virtual Classroom?

- **Mobile learning and mobile devices are everywhere!**
- **Learners choose for their own convenience**
- **Designed mobile experiences are CONTEXTUALLY APPROPRIATE for mobile workers and mobile tasks**
- **Issues:**
  - Small screen size
  - Multiple devices
  - Different experiences for learners
  - If it isn't an authentic experience you will have a lecture



# Establish Credibility to Overcome Resistance

- **When is it best to utilize mobile virtual classrooms to train my workforce?**
  - When the mobile device provides instructional fidelity
  - When there is a compliance requirements to just have people show up (Butts In Seats)
  
- **Why shouldn't learners attend lessons designed for the desktop virtual classroom on mobile devices?**
  - When Breakout rooms, application sharing, and whiteboards are included in the design, they may exclude the mobile learner
  - Programs designed for desktop learning are often 2 hours or more- it is difficult for mobile learners to engage for that long



# Pros & Cons of BYOD

## PROS

- Builds on existing 'technical literacy'
- Encourages participating outside of the workplace
- Supports special needs

## CONS

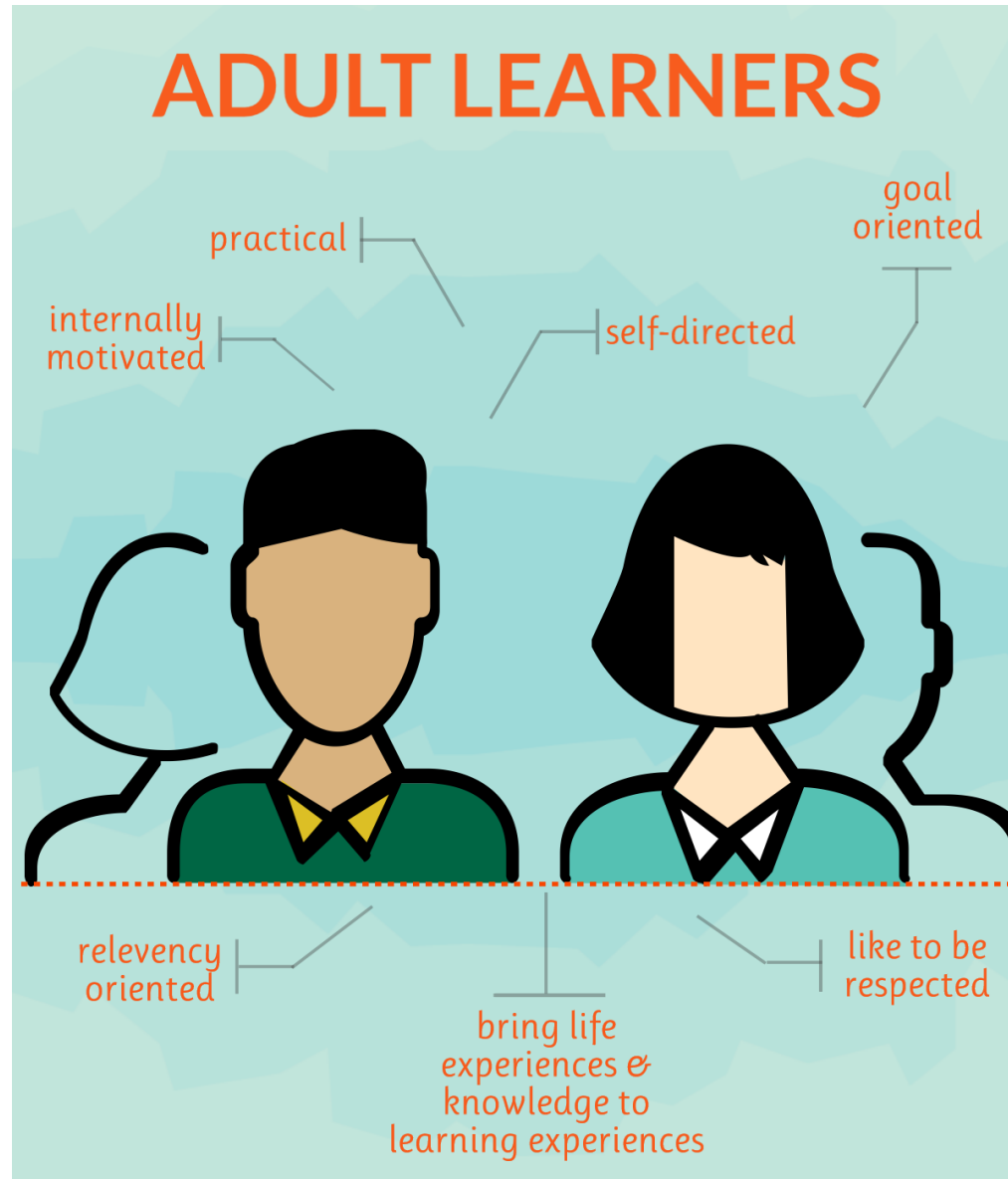
- All devices are not created equal, and therefore learners have different experiences
- Learners need to know their own tech
- Lessons need to be designed for the lowest common denominator
- IT still has some lingering concerns about BYOD

**Can you really engage  
mobile participants?**

# Mobile Microlearning – Keep Your Lessons Short

- **Omit discussions about agenda, objectives, and introductions.**
- **Create a resource page**
- **Don't teach all the tools up front – teach them in context**
- **Send a summary at the end**
- **Use a producer to keep track of engagement**

# So Why Add Social Components to the Virtual Classroom?





# 4

## Steps of **VIRTUAL DESIGN** in detail..



Identify instructional goals and performance objectives.

What's in it for the program sponsor and what's in it for the learner?



Determine potential assessment needs/techniques for each objective.

If you aren't assessing if learning is taking place (for EVERY learner), it's not training. It's a webinar.



Determine if collaboration would improve the learning outcomes.

Why bring people together at the same time if they aren't working together?



Determine if the VC is an authentic training environment for each objective.

Are learners going to use the new skill at their desk? Then go with virtual learning for this objective.

Is it a face-to-face skill? Then consider a blended program.

# Socializing the Virtual Classroom



# Ideas for Social Learning DURING a Live Class

- **Group Chat**
  - Twitter with a set hashtag
- **Wiki & Synchronized web browsing**

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# Ideas for Social Learning AFTER or IN BETWEEN Live Classes

- **Blogs**
  - Use content and questions from live program to create blogs to share
- **Forums**
  - Take lessons outside of the classroom into a discussion forum
- **Learning Communities**
  - Content discussions and questioning
- **Text Messages**
  - Daily tips

# Don't be Socially Awkward

- **Typical challenges include:**
  - Learners find constant activity in the chat area to be distracting.
  - Learners don't see the relevance in social activities.
  - Learners may go off point in social discussions, posting comments that are considered rude or that might cause compliance departments to become concerned.

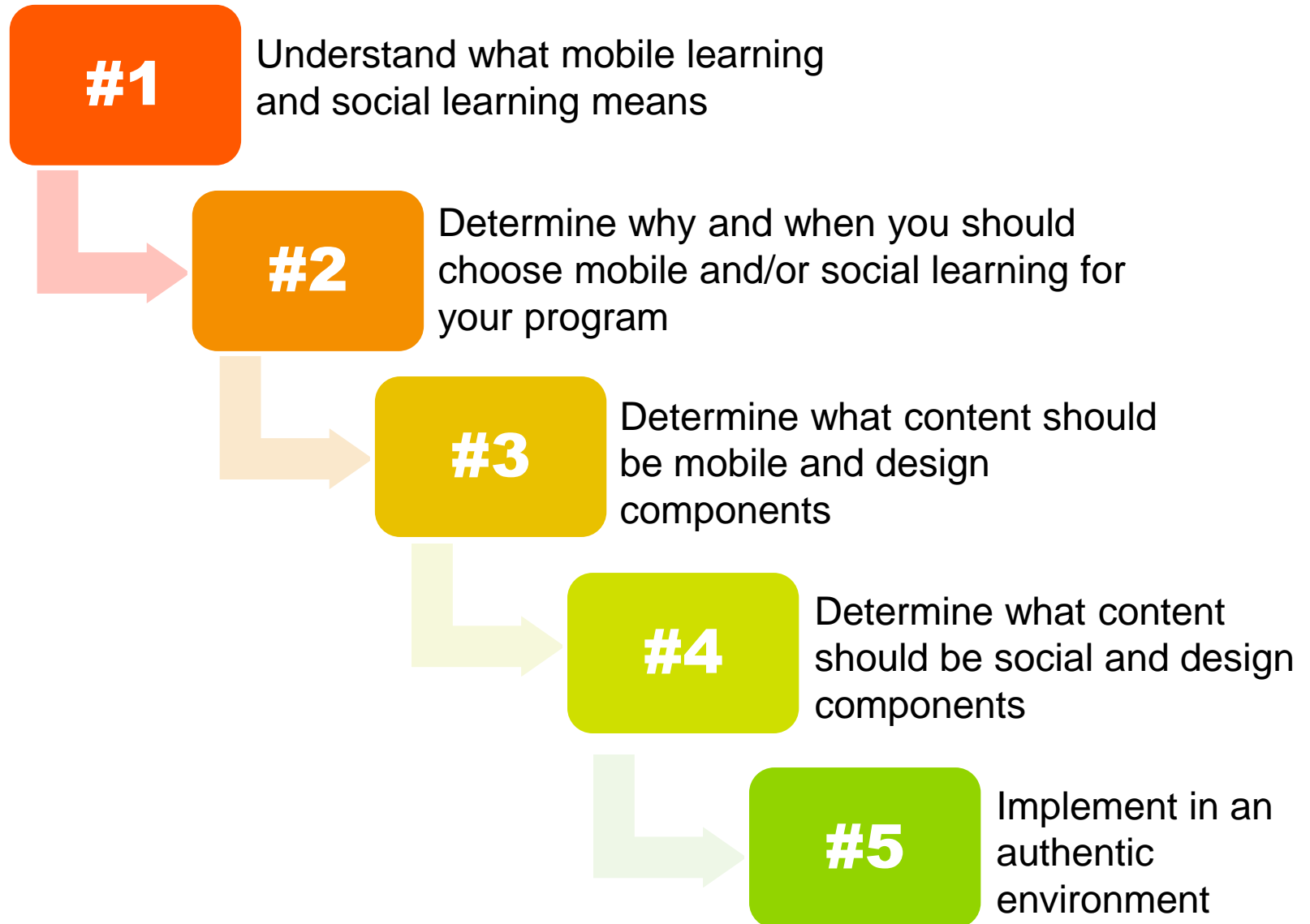
# Can we effectively have mobile and social components together?



# Implement in an authentic environment



# 5 Considerations for adding Mobile and Social



# Tweetable AHAs

- **What is your biggest takeaway?**



# Questions? Comments?



# More Information...

- Check out the website: [www.insynctraining.com](http://www.insynctraining.com)
- Download the whitepaper and infographic: <http://info.insynctraining.com/atd-5-steps-to-making-your-virtual-classroom-mobile-and-social>

