



SVC Dissemination

How to disseminate
eLearning resources
within higher education

How to identify opportunities
for further marketing and
how to design an attractive offering



SVC Dissemination

Goal

To make suggestions, to demonstrate and to discuss scenarios that show how eLearning products and services can be used and reused successfully within higher education and - if possible - made available to further interested users

Scope of SVC Dissemination

Workshop 1 (April 14th, 2007)

Deployment and Maintenance

Workshop 2 (June 14th, 2007)

Market your products and Services

Public Event (October 15th, 2007)

Get in contact with potential partners and users

Creating benefits in using and partnering with IHE

“Education meets Business” / eLearning Outlet



SVC Dissemination First Workshop

Dissemination within higher education

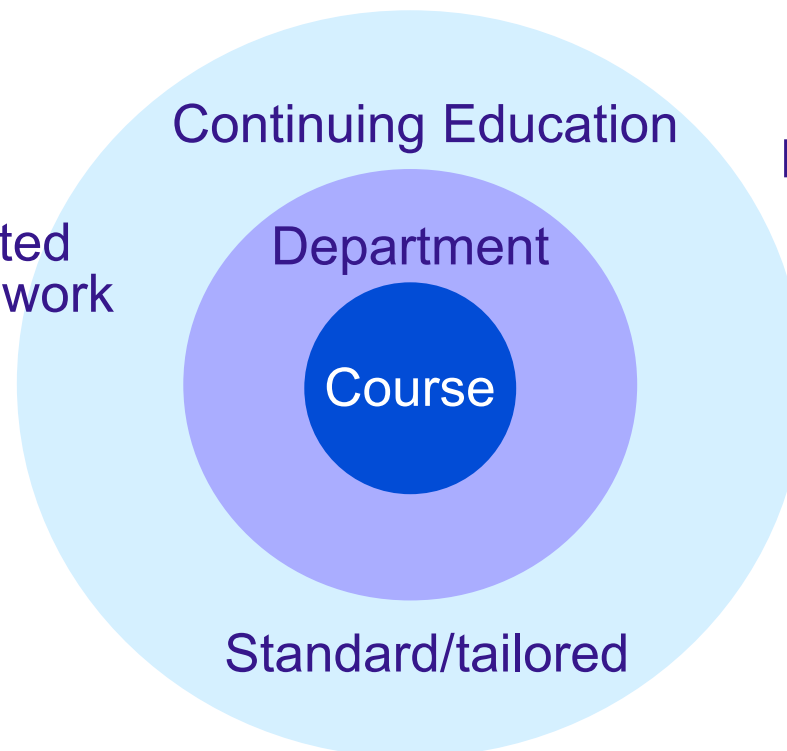
Review



Scenarios: within own institution

Potential

- Long-term use
- Quality of self-directed learning and group work
- Improvement
- Enrichment
- ...



Challenges

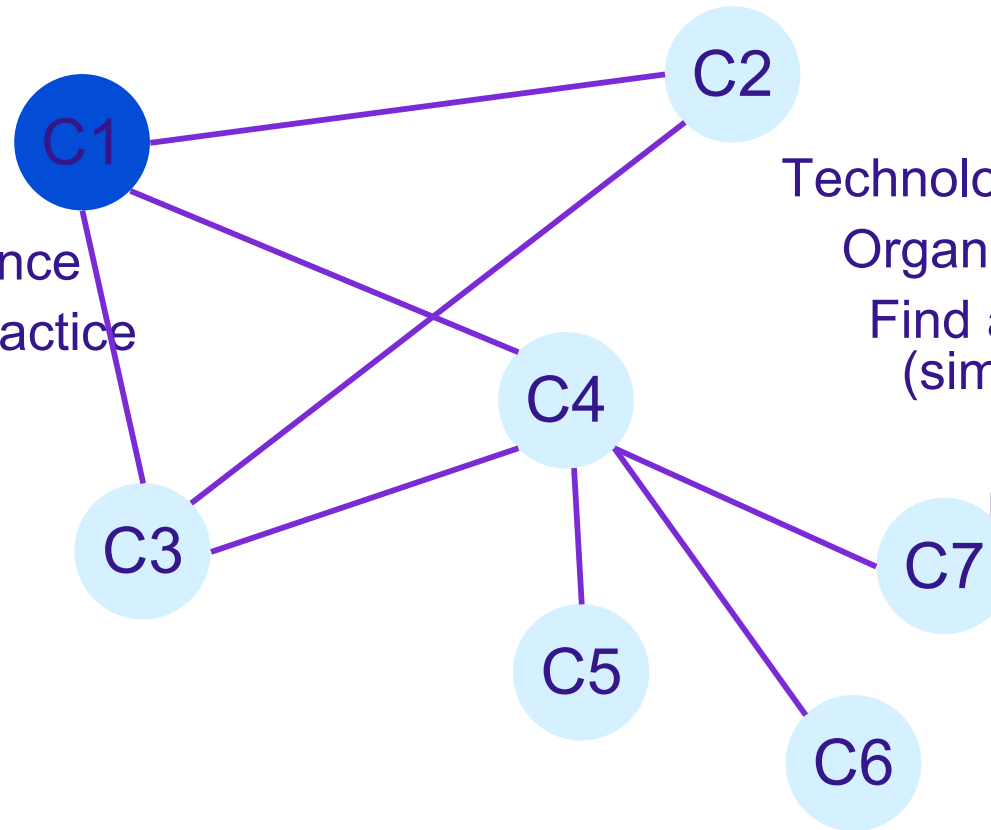
- Running support (dep./inst.)
- Techn. Compatibility
- Legal issues
- ...



Scenarios for inter-institutional networking

Potential

- Additional content
- Synergies maintenance
- Exchange of best practice
- Funding EU
- ...



Challenges

- Technological compatibility
- Organizing maintenance
- Find adequate partners
(similar target/groups)
- Legal issues
- Product standards

RESULTS SURVEY

Workshop - General Impression:	Average rank: 3.8	1 = not helpful - 4 = very helpful
Parallel Sessions:	Average rank: 2.6	1 = not helpful - 4 = very helpful
Key Notes:	Average rank: 2.7	1 = not helpful - 4 = very helpful

Main benefits / most important findings of the workshop:

- seeing what others are doing
- networking / Contacts
- exchange of experiences
- being involved
- legal update / issues
- getting new inputs (e.g. for further planning steps)
- there is a life after SVC

- no real benefits
- no real answers
- most of the talks was very subjective

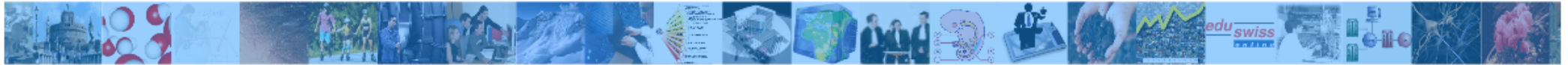


RESULTS SURVEY

Main benefits / most important findings of the workshop:

- seeing what other are doing -> **future events 'Public Event' / SWITCH**
- networking / Contacts -> **future events 'Public Event' / SWITCH**
- exchange of experiences -> **future events 'Public Event' / SWITCH**
- being involved -> **future events 'Public Event' / SWITCH**
- legal update / issues -> **Publication**
- getting new inputs (e.g. for further planning steps) -> **future events 'Public Event' / SWITCH**
- there is a life after SVC -> **future events 'Public Event' / SWITCH**

- no real benefits
- no real answers
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RESULTS SURVEY

Open questions (in the are we handled in the workshop):

- copyright issues -> **Publication**
- how to become an entrepreneur without disposing sufficient resources and knowledge -> **Publication**
- what does it mean to be in competition with 'professional eLearning providers' -> **Public Event**
- how to choose between different opportunities, how to implement them -> **Publication**
- how to contact universities, communities, potential users in other countries -> **2nd Workshop**
- what is the near future of large learning management systems as WebCT

Which aspects have you missed?

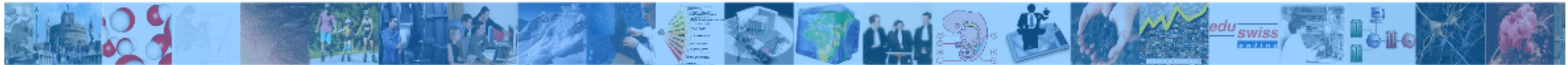
- point of view of professional eLearning providers
(what are their strategies, how do they marketing, ..) -> **Public Event**
- alternative sources of funding, for example from foundations, EU -> **Public Event**
- more active communication from "Berne" would be good; SVC could be an 'export article'
- expanding individual experiences -> **future events 'Public Event' / SWITCH**
- hear the point of view from 'purchaser' of some SVC projects like Nestlé -> **2nd Workshop**
- the issues of law could be even extended -> **Publication**



EXPECTATIONS (RESULTS SURVEY)

What do you expect from the second workshop:

- guidelines for designing good eLearning programs
- more detailed information
- information on sources of funding (e.g. for the dissemination of eLearning courses and services)
- more hands-on advice (who are experts, who can support me)
- more practical examples
- tips & tricks how to market eLearning products (e.g. from users who already 'invest' in SVC projects)



SVC Dissemination, Workshop 'Market your Products and Services!' Programme, Thursday June 14th, 2007

10.00	Arrival, coffee & cake	
10.30	Welcome	Prof. Dr. Marcel Jufer EPFL, President Steering Committee SVC
10.40	Review first Workshop Overview	Prof. Dr. Urs Gröbriel FHNW, Member of the Steering Committee SVC Christian Hohnbaum Coordinator SVC
10.55	SWAP^{CH} – The Swiss E-Learning Hub New platform for the national and international exchange of eLearning products and services (product database, repository, public event)	Prof. Dr. Urs Gröbriel FHNW, Member of the Steering Committee SVC Dr. Rolf Brugger SWITCH, Project Manager eLearning Services
11.15	Market research How to identify possible target groups? Presentation, workshop, questions, discussion	Werner Reimann, Senior Research Consultant DemoSCOPE
12.30	Networking Lunch	
13.45	How to write a business plan? Presentation, workshop, questions, discussion	Martin Vecchi, Executive Director, Head E-Solutions, UBS
14.45	Coffee Break	
15.15	Advertise your product and negotiate with enterprises Presentation, workshop, questions, discussion	John Allen Head of Learning and Training Business Excellence, Nestlé
16.45	Wrap-Up, next steps	Prof. Dr. Urs Gröbriel FHNW, Member of the Steering Committee SVC Christian Hohnbaum Coordinator SVC
17.00	Apéro	



Wrap-Up

- How to identify the market and potential actors outside of higher education (market research)
- How to check if it makes sense to offer your products and services (business plan)
- How to make an attractive offer and how to negotiate with interested parties



Public Event

- **Location:** BEA Expo in Berne
- **Date:** October 15th 2007, 1.30 – 6 p.m.
- **Aim:**
Presentation of attractive eLearning products of Swiss institutions in higher education, fostering contacts between IHE and other institutions
- **Target groups:** IHE (Swiss and foreign), corporations, eLearning producers, foundations
- **Program:** Two keynotes, poster session (max. 50 products), workshops, apéro (networking)