



Case Studies

Virtual College in partnership with:
Developing People Globally
Norwell Engineering
JISC
Interserve

Inspiring learning for all





Developing People Globally

The challenge

Developing People Globally, the international organisation delivering high quality HR and management courses to people across the world, were receiving over 100 enquiries each month via their website for an online programme on human resources management.

They approached us help them transform their CIPD-accredited Level 5 Human Resources Management course from a blended to fully online option.



Objectives

- Grow the CIPD portfolio.
- Increase market share.
- Maintain high-quality learning.

Working together

To make sure the proposed learning solution would meet DPG's objectives, we took their team through a full scoping process. Our joint focus was on keeping the learner's experience at the heart of the solution, avoiding unnecessary technology or features. We built on their trusted approach of using case studies as educational tools, and combined it with our comprehensive knowledge of pedagogical models.

The solution

The final e-learning centres on a virtual 'business district' with an HR consultancy at the core. Learners are 'employed' by the consultancy and, through each module of the qualification, visit and support different businesses in the district. Interactive tactics were used to consolidate learning, like drag-and-drop or 'complete the sentence' tasks. Bite-sized chunks of information with the option to explore more resources in detail makes this in-depth qualification easier to absorb, without sacrificing the high level of educational content appropriate for a Level 5 course.

The results

- More than 500 enrolled learners, including 40 internationally.
- Significantly lower withdrawal rate – just 2% compared to 23% for their blended option.
- Higher profit margins: 80% for this online-only course, versus 50% for blended.
- 97% of completing learners recommend the course.

“Thanks to the way the project was managed, this was the least stressful product launch we’ve ever had.”

Gail Power, Head of Operations at DPG

Norwell Engineering

The challenge

Norwell Engineering, who have managed over 200 oil well projects in 45 countries, approached us with a radical new idea for the oil and gas industry: high quality, affordable training in technical skills which could be done anywhere in the world, by employees from any business. Their aim was to revolutionise the industry by improving access to skills and generating credible evaluations of employees' abilities.



Objectives

- Easily-accessed online learning.
- Full learner management and records.
- Retain industry-leading position.

Working together

Over five years, the project's founder Mike Adams had developed a 50-module course containing all the necessary technical expertise learners would need to absorb. We worked with Norwell to make this information as engaging and educationally sound as possible, bringing our understanding of international learners and effective assessment to the project. We also used our knowledge to develop a three-year learning strategy for the project to aid Norwell in successfully rolling out the new project.

The solution

The final e-learning, Norwell EDGE, uses our proprietary Learning Management System (LMS) – Enable – to manage and track each learner, allowing them to document their skills progression easily and credibly. The course uses summative assessments, PDFs, responsive e-learning, 3D learning assets and other SCORMwrapped content to communicate and test learners' knowledge. The success of the system was guaranteed by a two-month live beta test we ran with Norwell, allowing us to make changes based on feedback before the final launch.

The results

- Over 1,600 learners now using Norwell EDGE.
- 7.5 out of 10 average mark for ease of use of the system.
- Quality of the learning material ranked at 8.3 out of 10.
- Local and international press coverage.
- 9 out of 10 users would recommend it to others in their field.

“This vision means more to me and my colleagues than just a start-up business; it is a new way of delivering a service that is so integral to the future success of the industry.”

Mike Adams, Norwell EDGE founder

JISC

The challenge

JISC, a not-for-profit organisation who support learners in post-16 and higher education, approached us to create and deliver digital content for health and social care courses.

This content had to meet recently-changed National Occupational Standards and be mapped against NVQ and SVQ levels 2 and 3. JISC wanted the content to be engaging for learners and support a behavioural shift towards person-centred care.

The Jisc logo consists of the word "Jisc" in white lowercase letters on a solid orange rectangular background.

Objectives

- Engaging and realistic learning.
- Meeting national standards.
- Going against stereotypes of social care.

Working together

After an initial tender, we worked closely with JISC to understand their needs. They were keen to represent the vast demographic employed in health and social care in the e-learning, and provide realistic, thoughtful activities which would help their learners truly absorb knowledge. We took them through our qualification mapping process and used our extensive experience of working with health and social care organisations to select the most appropriate forms of learning material.

The solution

We developed and delivered educational assets for nearly 20 units of content, including dementia and learning difficulties care, based on an innovative website format which allows the learner to access content in the order that was most appropriate for them. Scenario-based games help learners practice new knowledge in a safe environment, while the graphic design is modern, appealing, and different from anything else on the market.

The results

- Around 90 pieces of educational content created.
- Including 40 interactive challenges.
- Nearly 100 corporate sign-ups to the training in five weeks.

"This programme has been a game changer in my HR career development."

Learner feedback



Interserve

The challenge

Interserve, the UK-based support service and construction company that provide education for 14,000 apprentices every year, wanted to enrich their learners' experience with a widespread digital transformation programme. Apprenticeship standards had changed to include greater time learning 'off the job', and Interserve wanted to ensure their resources were high quality, engaging and easy-to-implement for their tutors.



Objectives

- Mapping new apprenticeship standards.
- Transforming to a digital approach.
- Developing excellent resources.

Working together

Our work on Interserve's project began in January 2017, where we mapped their existing e-learning content across seven apprenticeship standards in management and health and social care. We worked with Interserve to fit their condensed project timescales, taking just six months between the original scope and first roll out. We looked closely at their existing content, ensuring visual consistency across their wide-reaching bank of educational material and making recommendations on developing new resources.

The solution

This comprehensive digital transformation project covered content mapping against qualification learning outcomes, in-depth delivery plans, content recommendations and resource creation. We also supported Interserve in developing lesson structures for their tutors so they felt confident in using the resources, and made sure our learning management system, Enable, integrated seamlessly with their existing systems. By collaborating with Interserve, we created 90 new pieces of e-learning content which enhance their learners' experience and help them achieve their learning outcomes.

The results

- 90 brand new pieces of e-learning content.
- Over 200 hours of new content developed.
- Over 1000 learners enrolled onto their blended programmes in 2018.
- Working with Interserve on five more apprenticeship standards.

“Having access to Enable and Virtual College's vast library of eLearning resource is a massive benefit to us when building our Apprenticeship curriculum. It supports us in building curriculums based on a blended learning approach and also provides our Apprentices opportunity to stretch through additional teaching and learning. The use of Enable modules also gives us all greater flexibility to plan the learning and development around our work schedule.”

Matthew Smith, Interserve Learning and Employment

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