e-learning + KM

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Agenda

- Today’s Environment
- What is e-learning?
- What is KM?
- e-learning and KM tools
- Demo
- Closing
Today’s Environment

- Internet & Technology
- E-Commerce – The New Economy
- Education & Learning Methods
- The Result: A growing user base embracing “A New Way of Learning”
The New Way of Learning

Technology and the Internet are changing the way we LEARN

- Web-based learning
- Computer-Based Training (CBT)
- Distance Learning
- Distributed Learning
What is e-learning?

e-learning incorporates new models and methods in learning together with enabling technologies and support services.
e-Learning Environment

- The Education and Knowledge Market
- e-Learning Providers
- Instructional Models
- e-Learning Benefits Created by Technology and the Internet
- Enterprise
The Education and Knowledge Market

- Secondary (K-12)
- Post Secondary (P2)
- Corporate Training (CT)
- Lifelong Learning (LL)
e-learning Components

- Content Management
- Communication & Collaboration Tools
- Assessment Management
- Tools & Utilities (security management, calendar, user profile management, etc.)
- Building Blocks for Integration
- Support Services (mentoring, authoring, etc.)
e-Learning Providers

- Content & Publishing
- Tools & Enablers
- Learning Space Providers (LSP)
- Knowledge Hubs & Portals
- Educational e-Tailers
Instructional Models for Learning

- Instructor-Centered
- Learner-Centered
- Learning Team-Centered
e-Learning Benefits created by Internet Technology

- Cost Effectiveness
- Just-In-Time
- Learner-Controlled
- Self-Paced
- Interactivity

- Accessibility
- Uniformity of Content
- Customizable Content
- Rapid Updates of Content
What is Knowledge Management?

“Knowledge is information with value from the human mind. Knowledge Management is the process of capturing, distributing and effectively using knowledge.” (Davenport, 1994)
What Knowledge Management IS NOT

- Knowledge Management is NOT:
  - A mere application or an expensive IT solution.
    - The role of IT is integrated in the knowledge transformation process.
  - A means of collecting more useless data and information.
    - Knowledge Management, aims to transform data and information to useful knowledge.
What Knowledge Management IS NOT

- Knowledge Management is NOT:
  - A means of introducing even more procedures into the organization.
    - It should help in focusing the procedural requirements of the organization.
  - A solution that can be implemented once and left alone.
    - Knowledge resources and requirements will constantly change. The pursuit for knowledge never ends.
What Knowledge Management IS NOT

- Knowledge Management is NOT:
  - Another term for process re-engineering.
    - It is a different business process that should be given equal importance.
  - Based around toolsets that add complexity but must be seen as adding value for the end user
    - The KMP is built around processes and technology that should provide ease in execution.
What Knowledge Management IS NOT

**Knowledge Management is NOT:**

- A purely electronic delivery of documentation.
  - Knowledge management is not devoid of the cultural aspects of an organization.
- A "quick fix" solution.
  - For KM to be successful it must be integrated with the organization as a whole and viewed as a strategic asset.
Benefits of Knowledge Management

- Improving business decisions
- Assisting customers and increasing customer service and satisfaction
- Enhancing learning within the organization
- Maximizing the potential for re-usability (why reinvent the wheel?)
- Developing culture
Benefits of Knowledge Management

- Expanding market share
- Increasing quality (for example of products, projects)
- Enabling knowledge and experiences to be retained in-house
- Improving information and knowledge flows within the organization
Benefits of Knowledge Management

- Enhancing the accessibility of information and knowledge sources
- Improving productivity
- “Future-proofing” an organization
- Increasing innovation
Benefits of Knowledge Management

- Making better use of (and adding value to) internal systems and resources
- Encouraging growth of knowledge sharing and working
- Improving the leverage of tangible and intangible assets, and enabling their valuation
- Decreasing corporate amnesia
Benefits of Knowledge Management

- Enhancing the accessibility of information and knowledge sources
- Decreasing reliance on external expertise
- Exploiting the internal capabilities that already exist
- Decreasing costs
KM Framework - Technology

- Knowledge Management System Architecture
  - Knowledge Repositories
    - These are computerized databases of documents.
    - These repositories contain the following:
      - Factual / procedural knowledge (ex. Manuals)
      - Best Practices
      - Discussion Databases
      - Corporate Yellow Pages / Directories
      - Subject matter Directories
KM Framework - Technology

- Knowledge Management System Architecture
  - Communication / Transport Layer
    - This layer can be seen as the actual path from the user to the knowledge repositories.
    - This layer can be composed of:
      - Messaging
      - Groupware or Intranet
      - WWW or Internet
KM Framework - Knowledge

- Measuring Knowledge Progress
  - Departmental Level
    - Since the department is composed more of teams working on certain projects sample metrics can be:
      - Surveys
      - Reports
      - Team Performance
  - Organizational Level
    - The organizational metric can be the consolidation of all other metrics within the organizational hierarchy.
KM Framework - Knowledge

- Measuring Knowledge Progress
  - Metrics to be used for measuring knowledge progress through a Balanced Scorecard concept will be different per level.
  - Personal level
    - Surveys
    - Reports
    - Employee Evaluation Reports
e-Learning towards KM

Is e-Learning a subset of KM or is KM as subset of e-learning?
e-learning + KM Tools
A Showcase

- Blackboard
- MindManager
Conclusion

There is a convergence of e-learning with Knowledge Management. The tools currently available in e-learning may also be used to support KM.

“Is KM a subset of e-learning or is e-learning a subset of KM?”  - Rosenberg 2000; Reamy 2003
Thank You