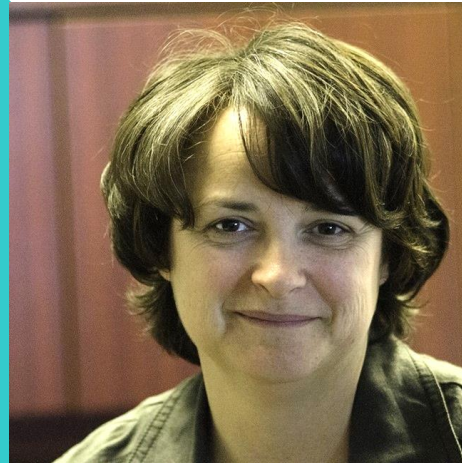


Implementing a New Learning Environment at Rogers Communications



**Kevin
Mulcahy**

**Author and Partner,
Future Workplace**



**Liz
Matthews**

**Director, Design &
Development,
Rogers
Communications**

Who Are We?

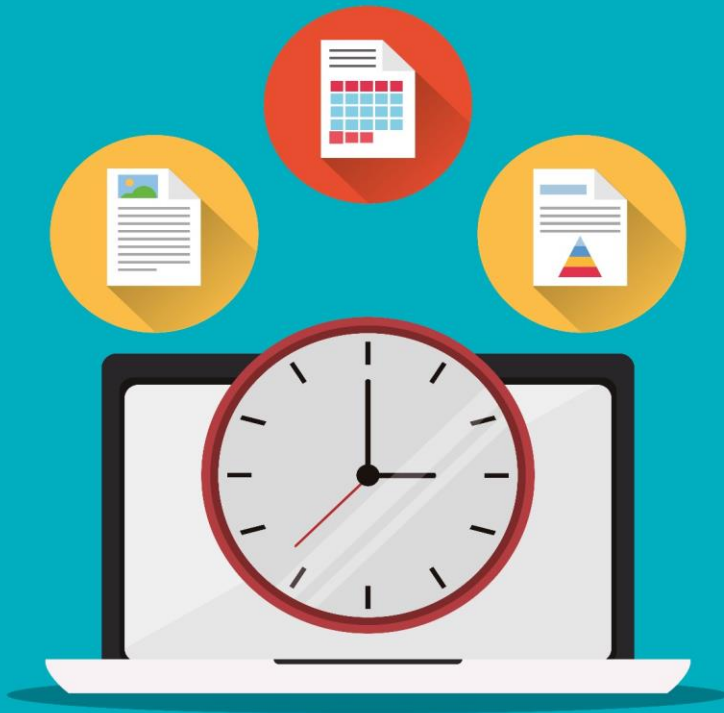
Our Mission

We Are An HR Advisory & Research Firm Preparing HR Leaders For What's Next in Working and Learning

Tweet: @Futureworkplace



Some Housekeeping Details



The event is being recorded



Use the chat window



The polling function



LIZ MATTHEWS



XYLEME | LCMS IMPLEMENTATION

TODAY'S DISCUSSION

1

The Story

2

The Solution - An
LCMS!

3

Vendor Selection

4

Why Xyleme?

5

Audience

6

Implementation

7

Accomplishments and
Challenges

8

The Future

9

Q&A

OUR STORY | 2016 SNAPSHOT

4,000+

Learning assets including wbt, wbas, videos, assessments, etc.



ZERO

No central content repository for source files



0%

Content reuse



ZERO

Limited output formats (no HTML, no mobile)



140+

Operational and corporate training programs



24

Instructional Designers



360 hrs

Of learning produced



54 hrs

Hours to produce 1 hour of ILT



182 hrs

Hours to produce 1 hour of WBT



30,000+

Learners



\$2M

Of content was produced by external vendors due to over capacity



6+

Multiple authoring tools to produce standalone learning assets



IMAGINE...

Resetting Expectations

- **Thousands** of courses and assets on our LMS
- **No central** content repository for source files
- Multiple tools produce standalone course files
- No content **reuse** (only copies)
- **No centralized** templates and branding
- **Limited** output formats
- **Lack** of mobile support



And our new **CEO** announced a brand change that affected the look and feel of almost every asset....

WHAT DO WE NEED?

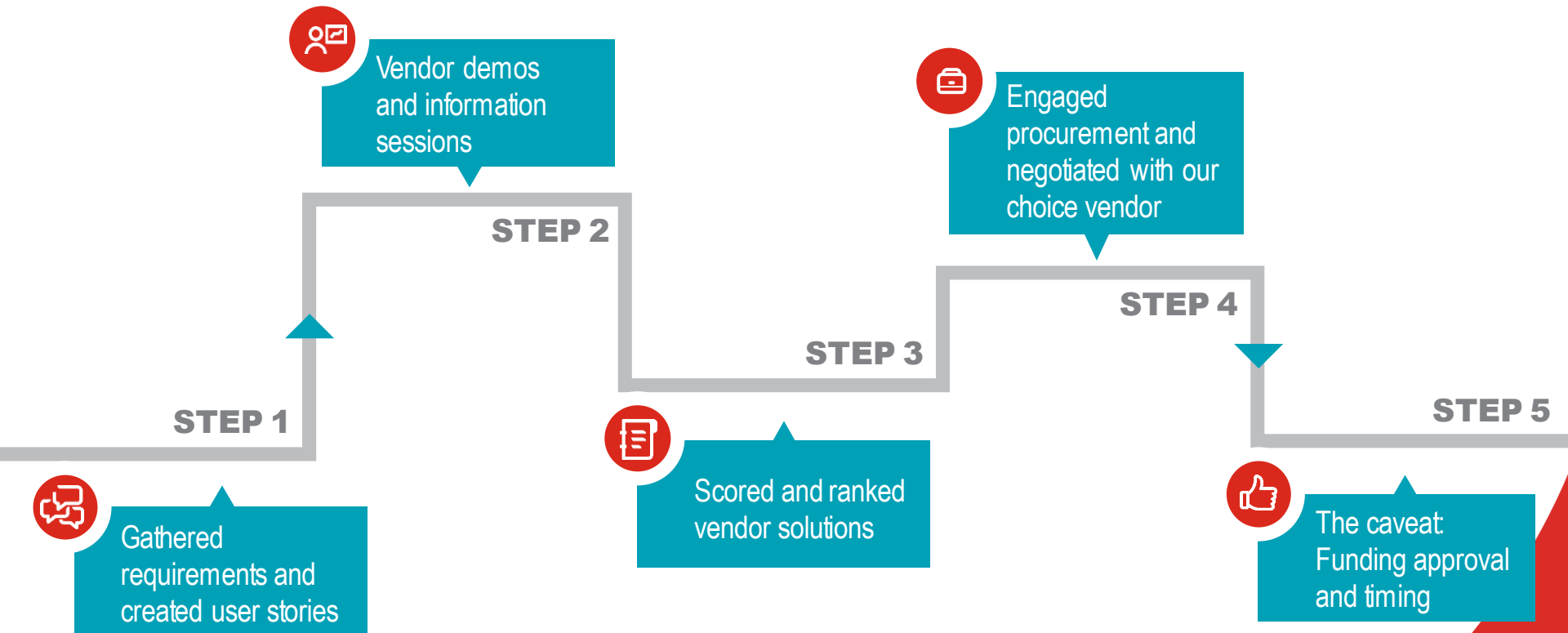
A LONG-TERM PLAN

- To **centralize storage** repository for our files
- To **share content** between courses and programs
- To **centralize templates** that could be used to change multiple courses at once
- To create a **consistent experience** for our learners
- To **align to corporate brand** guidelines
- To **output in HTML for mobile** and **responsive design**
- To **manage our content** more **efficiently**

POLL

What's your current status on LCMS?

- A. Have one
- B. Are planning an implementation for the next year
- C. Are considering having one
- D. Don't have one and am not currently considering it



VENDOR SELECTION

A complicated process...

Our CHRO approved the investment as long as we could implement by
December 31st, 2016

THE COMPETITION



COSTS

ANNUAL XYLEME FEE

- Platform subscription
- Premium upgrade
- Editor subscription (55 licenses)
- Named learner subscription (55,000 licenses)

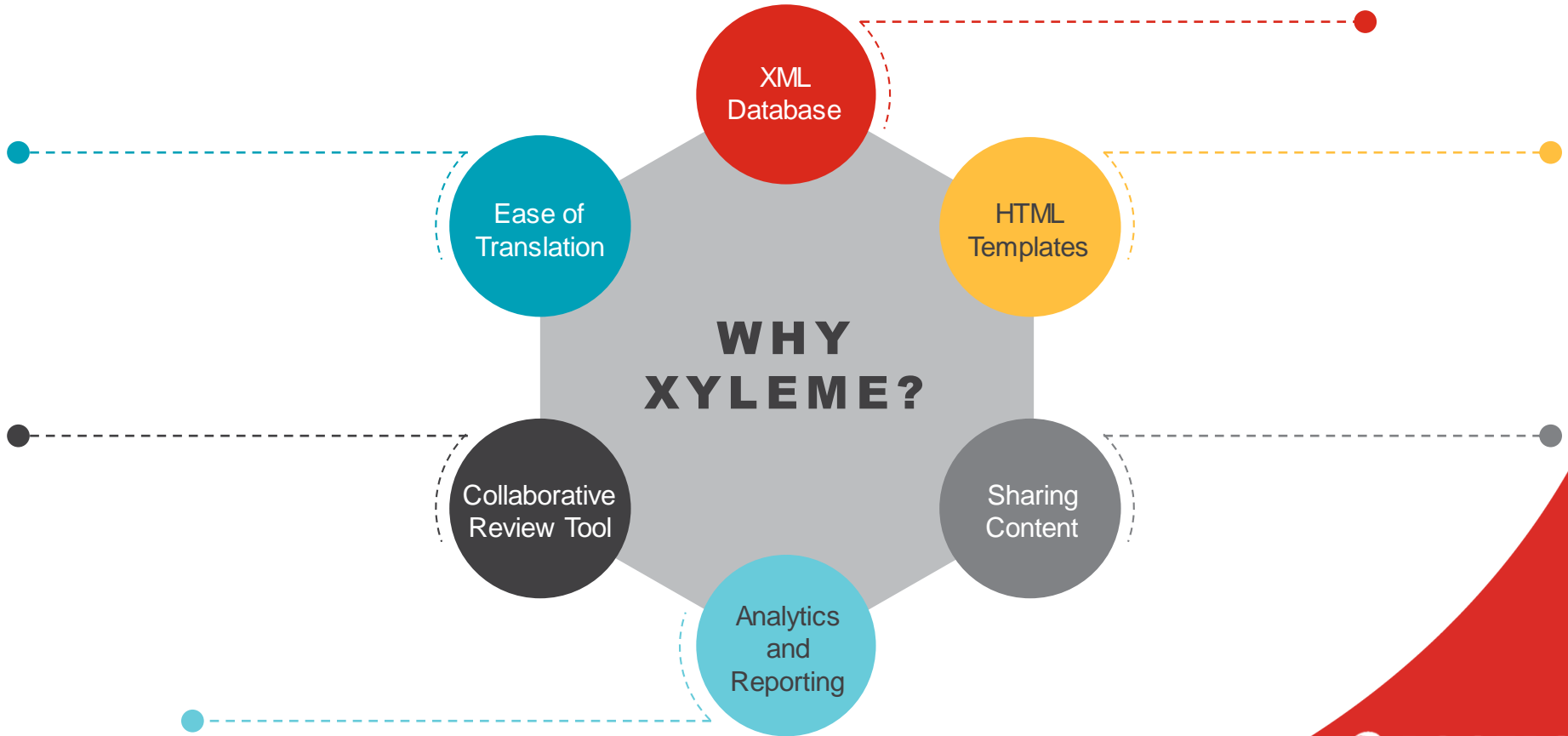
IMPLEMENTATION

- One time fee

DEVELOPMENT

- One time fee
- Specialized template development
- LMS integration for mobile
- Specialized training (reuse, advanced reporting)

WHY XYLEME?



Before Xyleme

- Many authoring tools, source formats (Word, PowerPoint, Storyline, Lectora, Captivate)

- Content duplication, no reuse.
- High cost associated with maintenance and translation

- Inconsistent means of collecting review content
- ILT content stored on file server with no access control, no search

After Xyleme

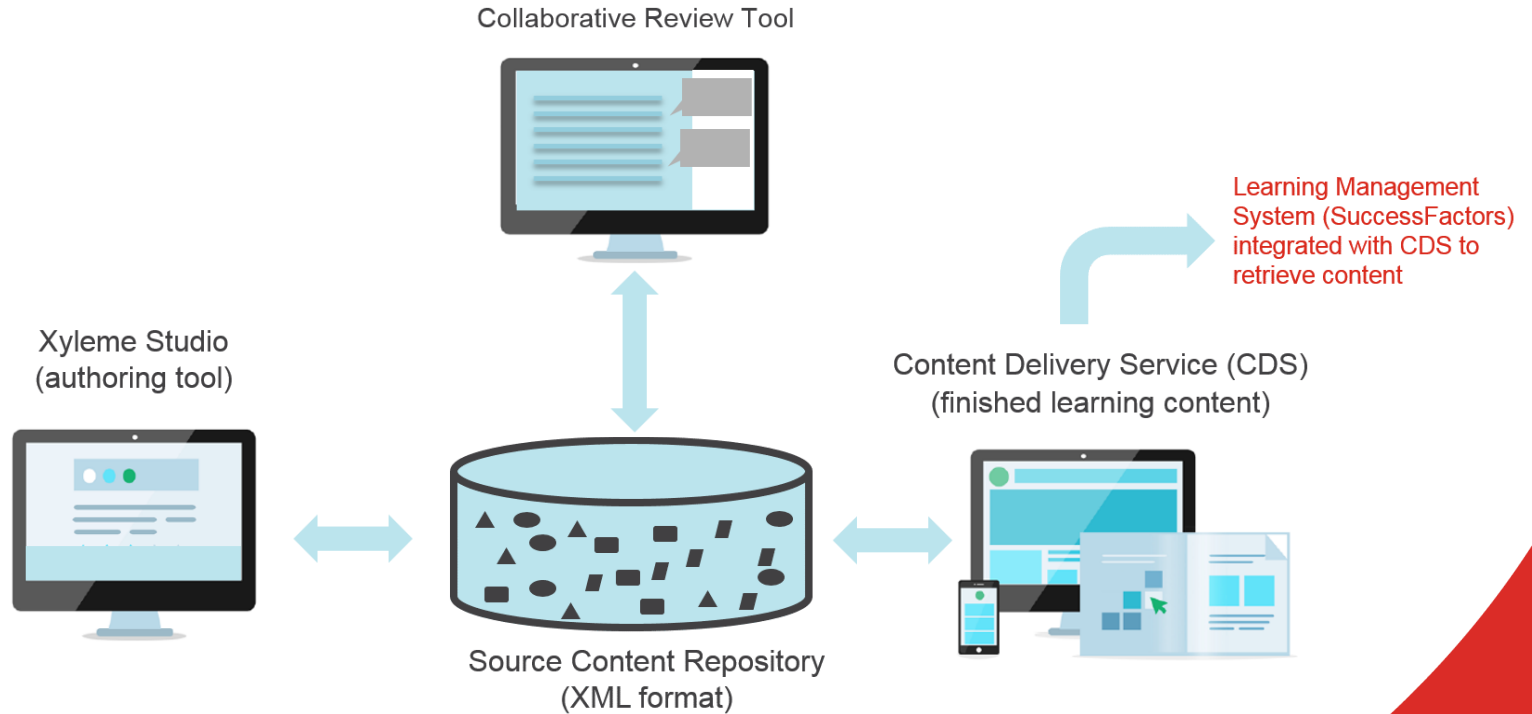
- One authoring tool – Xyleme
- One source format – XML
- Ability to reuse content

- Ability to publish the same source content to different outputs
- Responsive design options

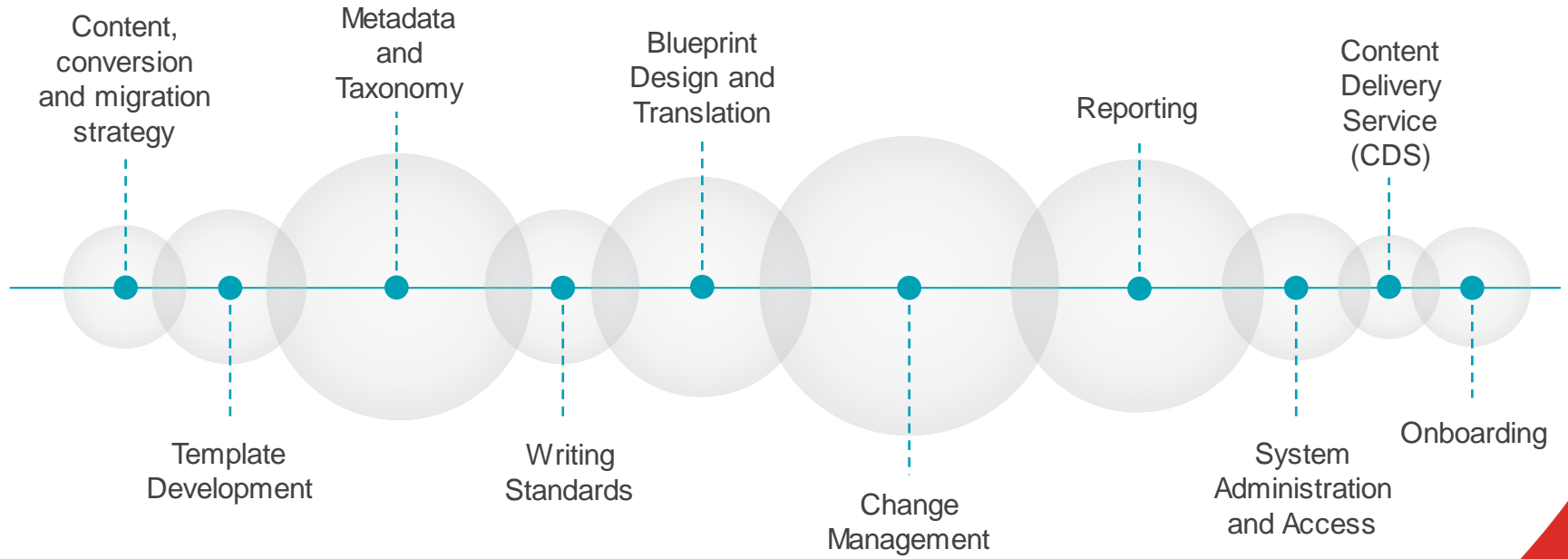
- Simplified translation process
- Online, collaborative review tool
- Content Delivery Service, a secure, central repository for finished learning content

WHAT TO
EXPECT FROM
XYLEME

MAIN COMPONENTS OF OUR XYLEME PLATFORM



XYLEME IMPLEMENTATION



TEN WORK GROUPS

So... we've got Xyleme!!!

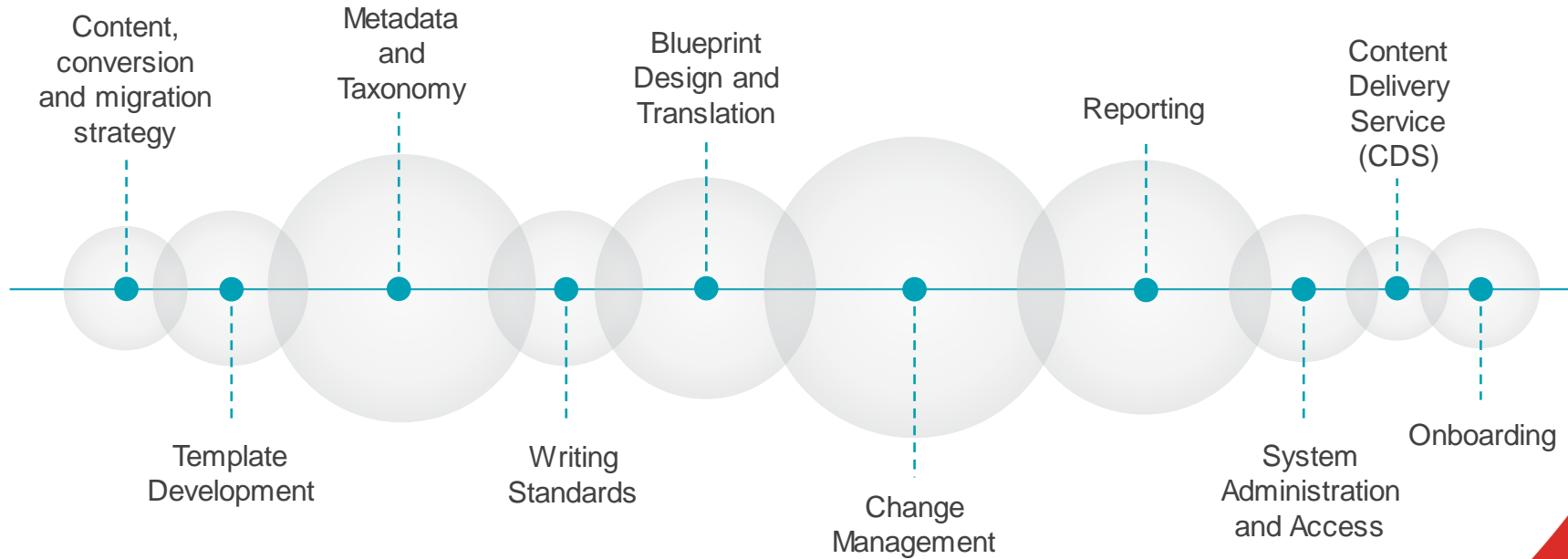


POLL

Does your organization have a dedicated content management position?

- A. Yes
- B. No
- C. No, but are planning to do so

XYLEME IMPLEMENTATION



TEN WORK GROUPS

WHERE ARE WE TODAY?

ACCOMPLISHMENTS

- **Implemented Xyleme** December 31st, 2016
- **90% of Instructional Designers** currently building in Xyleme
- **Converted over 400 hours of learning content** to Xyleme
- **85% of our programs and courses** were developed using Xyleme in 2017
- **Two vendors** have been upskilled in Xyleme and are currently working in Xyleme

WHERE ARE WE TODAY?

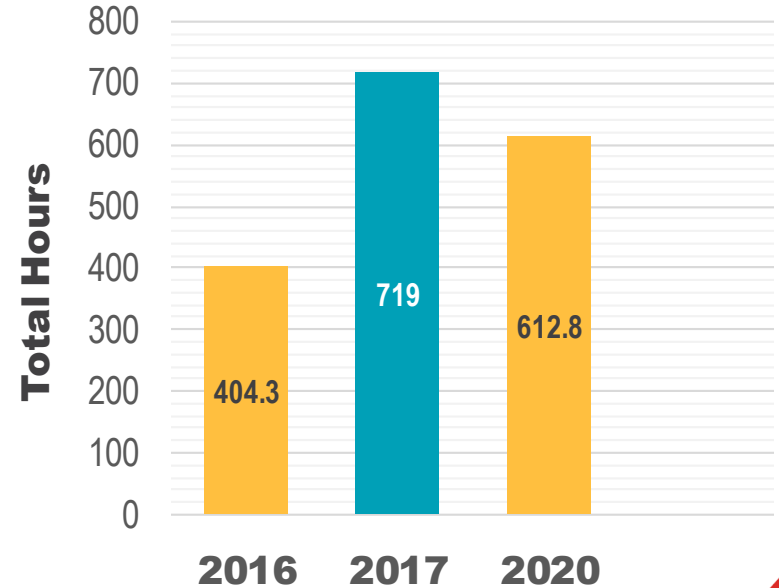
CHALLENGES

- **Creating advanced interactivity** in web-based training modules
- **Writing for reuse** across multiple channels
- **Developing in HTML** to create our core templates
- **Developing content** feels like an assembly line to some IDs
- **Providing 3rd-party access** to our learning content

WHERE WILL BE TOMMORROW?

INCREASED PRODUCTIVITY

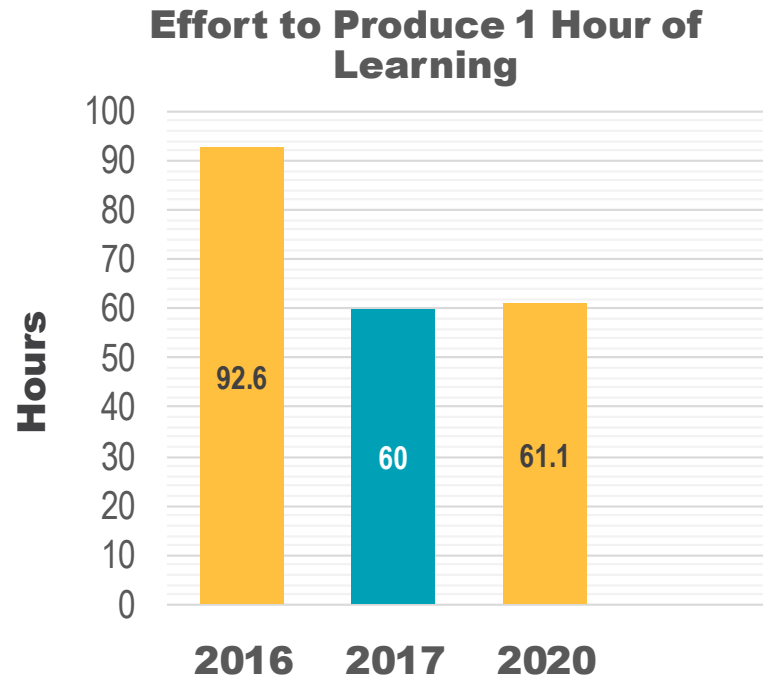
Total Hours of Learning Produced



Note: Hours worked in one year per ID at 80%
capacity: 1,560. Entire team of 24 IDs: 37,440.
Increase productivity: 51.57%

WHERE WILL BE TOMMORROW?

DECREASED EFFORT TO
PRODUCE ONE HOUR OF
LEARNING



Do you have additional Questions?



THANK YOU
FOR
ATTENDING!

