

# **PARENT CENTERS and eLEARNING, 2019 OSEP LEADERSHIP CONFERENCE**

Handout contains presenters' speaker notes to accompany PowerPoints.

## **Slide 1**

Maria: Welcome to our presentation on eLearning. At Parents Helping Parents we embraced eLearning a year and a half ago – we had a steep learning curve. I wanted to bring together this panel to share lessons learned for those of you also embracing eLearning to save you some time and money.

## **Slide 3 Overview and Introduction - Carolyn Hayer**

Objective: Overview of where Parent Centers are with SIX Approaches to eLearning:  
Facebook Live Streaming, Live Webinars & archiving, Online Library of Curated Video Content, Live Streaming & archiving of training, Learning Management System & Google Classroom, Creating Videos  
Provide information on what infrastructure may be needed for eLearning  
Share lessons learned

### ***What is eLearning:***

- *Learning using an electronic format to deliver content*
- *Uses various modalities: audio, video, interactive activities*

### ***Benefits of eLearning:***

- *Always available*
- *Cost effective – no travel costs, decreased trainer fees*
- *In sync with adult learning styles – learning can be personalized*

### ***Disadvantages of eLearning:***

- *Can be isolating*
- *Useless when technology challenges arise*
- *Difficult to offer opportunities to apply knowledge – ie: role plays, group activities, etc.*

### ***Why It's Important for Parent Centers:***

- *Reaching Families*
  - *Effective for various learning styles*
  - *Consistency of presentations*
  - *Customizable for various audiences*
  - *Younger parents are familiar with and comfortable with these tools and platforms*
- *Staff and Other Professional Development*

- *Faster onboarding of new staff*
  - *Access for remote staff*
  - *Increased expertise and improved performance*
  - *Immediate feedback to supervisors*
- *Natural progression for parent centers to adopt this mode of learning as have schools, colleges & universities, as well as for-profit and non-profit organizations*
- *Doesn't have to replace everything parent centers currently do – blended models can enhance and support current offerings*

#### **Slide 4, Facebook Live Streaming - Maria Daane**

Ease of Use: Very Easy. You set up a youtube account, Buy a \$10 tripod and \$20 microphone, stand in front of your phone and click “live Stream”

Cost: \$0 to Facebook, staff setup time minimal

Impact: Can be shared nationally to hundreds/thousands

Can you capture data/evaluate? Not really

Closed captioning/508 compliant? Facebook live can automatically provide CC

See examples at: Family Network on Disabilities (Florida), Parents Helping Parents (PHP) San Jose, CA

#### **Slide 5 Live Webinars & Archiving - Carolyn Hayer**

- Ease of Use: Medium
  - Cost: Varies. Techsoup has gotowebinar for \$534.
  - Can you capture data and evaluate? Yes
  - Closed caption / 508 compliant – Can be
- One of the biggest challenges with eLearning, and webinars are no exception, is mistakenly thinking you can take curriculum used for a face to face training and just deliver it on an e-learning platform.
  - When you have multiple presenters, use discussion not just presentations

- Regardless of which time zone your audience is in, there's a sweet spot for a one-hour webinar. From **11 am to 2 pm** is statistically that spot. Webinars with these start times have an average 39% attendance rate.
- Evaluations can be done for those participating live. Difficult to obtain evaluations from viewers of archived sessions.

## **Slide 6 Online Library of Curated Video Content - Maria Daane**

Online library of curated video content – Maria

Ease of Use: Medium if you can copy content; depends on how large a library you are curating

Cost: staff time to curate content: 1-100 hours; staff time to add videos to website: ½ hour per video. Possible web developer time for website; possibly not

Impact: Families can “self-serve” high quality content 24/7

Can you capture data/evaluate? You can count website traffic with google analytics, count # of viewers on your video library page

Closed captioning/508 compliant? Some videos are, some aren't.

See examples at: [PHP.com](http://PHP.com)

## **Slide 7 Live Streaming & Archiving of Trainings - Paula Goldberg**

### **Ease of Use: Medium-Hard**

Presenter – no technical expertise needed

Production manager – switches camera views and audio sources when needed

Livestream website hosts archived trainings, and it is easy to embed on Parent Center's website if desired

### **Cost:**

Production computer (\$1000)

Presentation computer (basic, just run PowerPoint)

Webcam (\$60)

Microphone (\$100)

\$900 annual subscription (Vimeo)

### **Impact:**

Makes trainings accessible to families who are unable to attend trainings at PACER or other locations for various reasons (can't travel, child care needs, weather, etc.), including underrepresented families.

Families can watch from their home, which is convenient. Livestreams can be viewed on phones, tablets, or desktop computers –

Allows families to virtually attend trainings at “real time” so they can ask questions of presenters using chat function.

Archived trainings allow busy families & educators to watch recorded trainings on their own schedule – late at night, etc.

Appropriate for any content area: special education, mental health, assistive technology, bullying prevention. Provides families to wider range of information than only workshops presented in their immediate geographic area.

Workshop materials are posted to livestream page, so participants can access same handouts as in-person attendees

### **Can you capture data/evaluate?**

#### **Participant Numbers**

Livestream reports show number of views through livestream platform (and Facebook live when training is simulcast through Facebook also)

Report shows # of unique live views (reported as number of livestream “participants” for reports, and also average watch time)

Individuals are encouraged to pre-register for livestream trainings on PACER’s website. This allows us to collect their contact information, so they can be included on our mailing list with upcoming events and other PACER information.

People who preregister also receive event reminders. (Once livestream is in progress, participants can click on link to watch without registering.)

Livestream trainings can also easily be broadcast through Facebook Live at the same time, which increases the reach of the training.

#### **Training Evaluations**

Link to online evaluation form (Survey Monkey) is sent to livestream participants using Livestream chat function. It must be completed for participants to receive certificate of attendance.

All participants are encouraged to complete evaluations to help PACER report impact to funders and to improve training for the future.

### **Closed captioning/508 compliant?**

Live captioning is provided to Livestream participants upon request

Archived training videos can be loaded to YouTube with closed captions

### **Slide 8 Learning Management System and Google Classroom – Carolyn Hayer & Maria**

#### **Daane**

Carolyn: Used the Google Classroom for a training program; challenges with the need to have a google account; won’t do it again in current format.

*Not a good platform for reaching families but some positive implications for internal staff development.*

Maria: Used “AppSembler” Product on an “Open EdEx” base; interface was clunky and only served English speakers, cost was \$6000. Will not do it again until there is a free (or low cost) off-the-shelf product interfaced developed. Explored Lynda.com and Coursera.com as well.

## **Slide 9 Create Studio Videos – Maria Daane**

Creating studio – Maria – 3 minutes

Ease of Use: Hard. Good video content takes a lot of time. We were stunned to discover that we average 20 hours of preparation/filing/project management time for a 3 minute video plus editing.

Cost: Staff time cost high. Fiverr.com makes translation, editing, closed caption <\$300

Impact: YouTube receives 3 Billion searches/month; 2<sup>nd</sup> largest search engine, appeals to millennials.

Can you capture data/evaluate? If you “lock” content on your website you can prevent people from viewing it without providing user info; there is a tradeoff in this approach, as it prevents you from getting the organic YouTube or Vimeo traffic

Closed captioning/508 compliant? Can be. Use Fiverr.com for close captioning, provide PDF script of all materials upon request, etc.

See examples at: Parents Helping Parents San Jose, FACT (Missouri)

## **Slide 10 Conclusion - Paula Goldberg**

Webinars, livestream, videos, and other e-learning tools can be important way to reach more parents and educators, including those who are underrepresented.

eLearning is one more tool for Parent Centers

Not a REPLACEMENT for traditional service methods of parent centers, but another option

Consider data collection when selecting what to utilize

Accessibility to everyone is the main priority.

Reaches more parents and professionals.

## **RESOURCES FOR E-LEARNING**

- **REIMAGINING LEARNING** Richard Culatta-  
<https://www.youtube.com/watch?v=Z0uAuonMXrg&noredirect=1>
- **HOW ADULTS LEARN-** <https://www.youtube.com/watch?v=3LdEwYDDJBg>
- **GETTING STARTED WITH GOOGLE CLASSROOM-**  
<https://www.youtube.com/watch?v=oIbCuk4-ZLQ&feature=youtu.be>