



Supporting Professional Learning With a Digital Academy

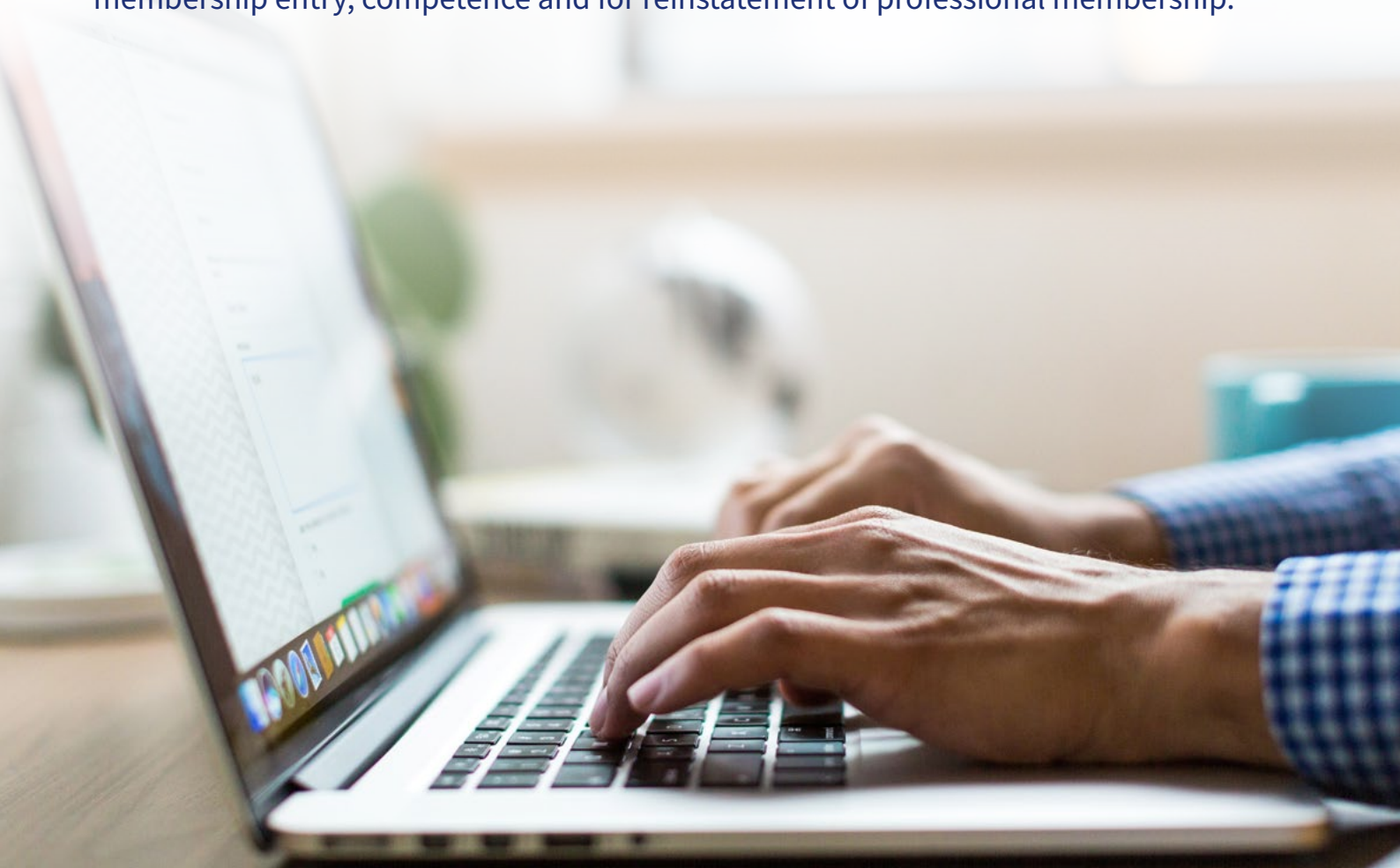
Setting the Scene

eCom were approached by a Chartered Institute, and leading professional body, who wanted to reach around 2,000 members to improve sustainability throughout the UK.

The Challenge

In support of their mission, the Institute wished to create content on professionalism in their field, which they wanted delivered in a consistent manner to their geographically dispersed audience.

After identifying that eLearning would be the best method of achieving this, the Institute were seeking to partner with a digital learning specialist to create the eLearning course and provide the platform for effective distribution. Another key requirement was the functionality for learners to upload the evidence required as part of the Professional membership entry, competence and for reinstatement of professional membership.



The Solution

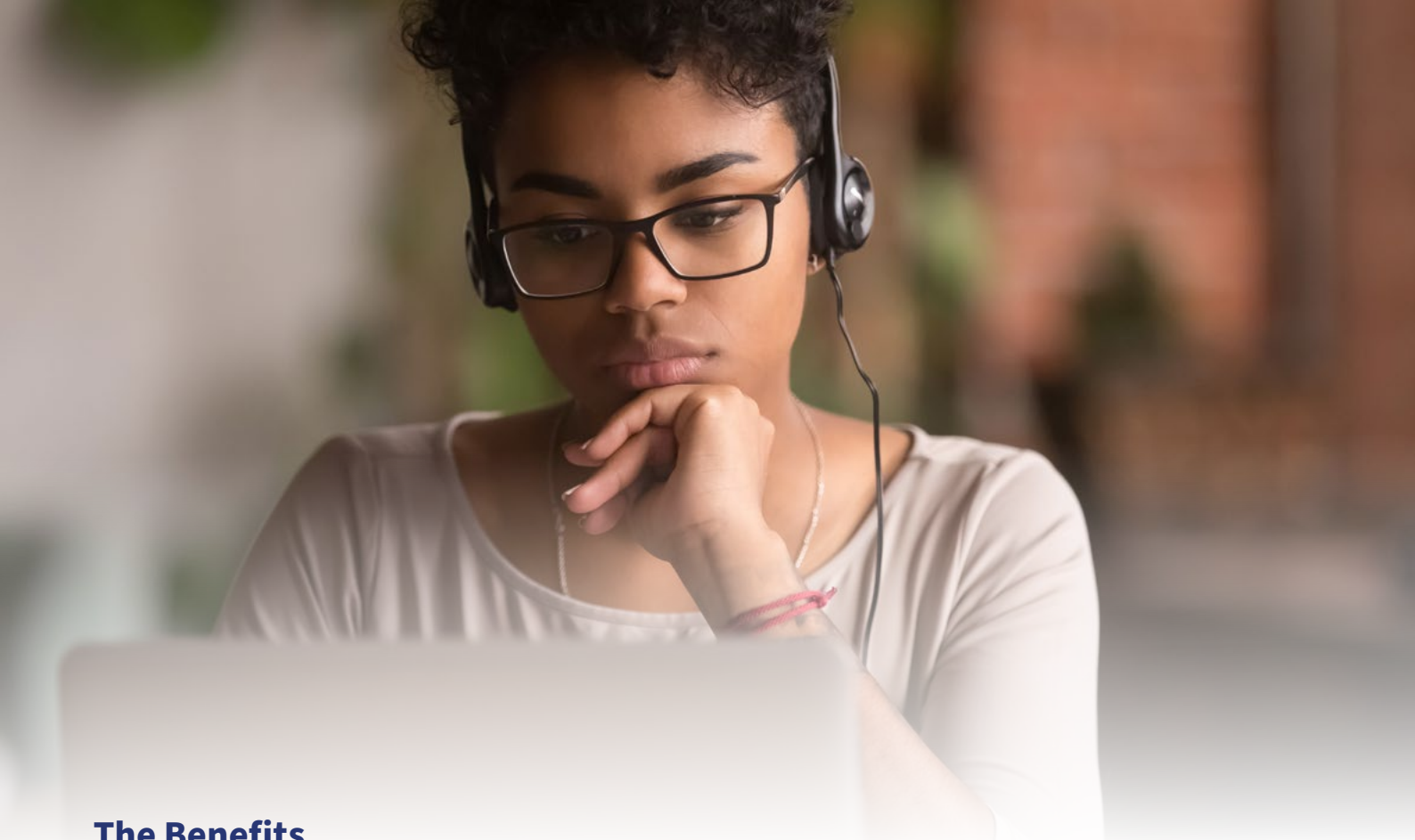
eCom was delighted to support the Institute in creating an eLearning course.

Our Instructional Design (ID) team worked closely with the subject matter experts at the Institute to develop a course on professionalism: what it is, why it is key, professional and ethical standards and their role, legal proceedings and ethical dilemmas. Knowledge checks were built-in to the course, to ensure the eLearning would deliver on the Institute's objectives. eCom's graphic designers then injected their creativity to ensure the finished course was engaging and impactful.

To distribute the course, the Institute rely on eCom's cloud-based Learning Management System (LMS), eNetLearn. Our mobile-first, easy-to-use LMS, ensures the eLearning is available anywhere and at any time, on the learner's choice of device.

This LMS also supports uploading of evidence of learning, so that on completion of the eLearning module, learners can select a relevant hypothetical ethical dilemma and submit their response by downloading an editable template, which they can complete and upload for review by an assessor.





The Benefits

With eCom's digital learning solution, the Institute can consistently deliver professional learning to their audience in a cost-effective way.

The Institute benefitted from eCom's robust project management approach and guidance throughout the project, from storyboarding to sign-off on the finished eLearning course. As the course is hosted on eNetLearn, it works on desktop and tablet devices, giving learners total flexibility in where and when they learn, ensuring they are fully supported as they work towards their gaining their qualifications. The Institute can also support those submitting an application for reinstatement of their professional membership.

The ability to upload evidence within eNetLearn means that each learner's newly gained knowledge and skills can be independently verified through an assignment which is true-to-life for them.

eCom has enjoyed working with this client and we look forward to developing future courses together.



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