



**Lessons learned from training GI  
professionals using a mixture of  
traditional and e-learning methods:  
Experiences from a software company  
and an institute for higher education**

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# Research questions

- Different group of learners → different learning method?
- Different learning styles → different learning method?



# Definition E-learning

- Flexible in time and location
- Independent of lecturer
- Computer supported
- Repeatable



# Situation ESRI Netherlands

- Training Services:
  - Five full time trainers
  - Rotterdam, Zwolle and Eindhoven
  - Offers about 50 different trainings, mostly Instructor Led Trainings (ILT)
  - Offers 5 trainings in Computer Based Training format (CBT)



# Situation ESRI NL

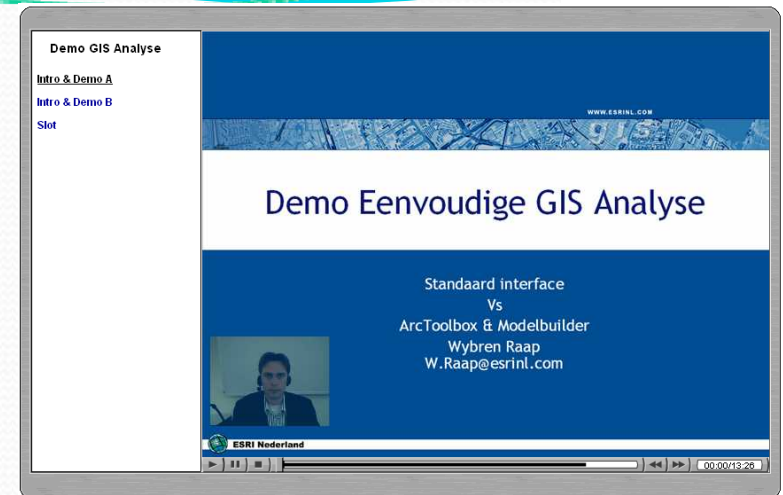
- Use of E Learning:
  - Computer Based Training
    - ILT training material has been recorded
      - Audio and video
      - Standard ILT exercises and datasets used
    - At training locations in Rotterdam and Zwolle
  - Virtual Campus
    - Produced by ESRI Inc

The screenshot shows the ESRI Training and Education website. At the top, there is a navigation bar with links for Home, Course Catalog, My Training, Library, and ESRI Press. Below this, a welcome message for 'Marinus' is displayed. The main content area features a 'What's New in Training and Education' section with a featured article titled 'Need to get started with ArcGIS Server?'. To the right, there are sections for 'First Time Visitors', 'Latest Training News', 'Instructional Series Podcasts', 'GIS for Educators', and 'Authorized Training Program'. The bottom of the page includes links for 'Browse GIS literature and conference proceedings', 'Annual User License Login', and 'Training Managers'.



# Description CBT

- Advantages user:
  - Flexible
    - Can be planned according to work
    - Content can be focused on real need
  - Easy to listen more than once to the recordings
  - Can be done according to personal speed and interest
  - Great success: yearly increase of 25% participants
- Drawback:
  - missing group questions and answers
  - Still 2 locations





# Description Virtual Campus

- Advantages
  - Easy to be accessed (internet)
  - Relatively cheap
- Drawback: not monitored by ESRI NL
  - Not possible to monitor specific interest in certain functionality
  - Missing of local data



# Situation VHL



- 4 year Bachelor
  - Environmental sciences, agriculture, animal management → GI application domains
- 1 year parttime Geo-information Studies
  - Regular students & professionals
  - Diverse background and GI level
  - Needs: GI software in context of applications



# Situation VHL



- Process
  - Intake
    - needs and existing competencies
    - Body of Knowledge
  - E-learning:
    - Blackboard : Theory & practicals
    - Virtual Campus
  - Feedback lecturer
  - Test
  - Evaluation
  - New cycle



# ESRI NL ↔ VH-L

- CBT

- Short intensive
- Lecturer in room
- Software (basics)
- In house updates
- Costs for development

- VC

- Longer flexible period
- Lecturer after
- Include theory
- Depends on ESRI Inc
- Costs include in education licence



# Lessons learned

- Relation success and learning style
- Motivation
- Mixture of learning methods works best and is preferred
- Translate VC courses to local situation



# Conclusion

- E-learning for specific participants
  - Self reliant
  - Clear demand what to learn
- Blended approach
  - Different learning methods
  - Different needs
  - Different learning styles



# Recommendations

- Increase return of investment
  - Development
  - Update cycle
- Development of suitability indicators
  - Intake
  - Results



**ESRI Nederland**



# Questions??



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