Outreach update Feb 2020

Structure-News-Opportunities

Membership and Roles

- Eric Phinney – ANEO Outreach/Chair
- Tom Beaver – Lead Course Delivery
- Murray Richmond – Lead: Internal Education/Moodle Tech Support
- Eileen Germain – Lead: Creative Content
- Peter Simpson - Internal Education
- Steve Petruska – Tech Support, Course Delivery
- Rick Collins – Tech Support (Moodle implementation)
- Barry Smith – B2,B3,B4 Course Delivery
- Court Harkness – Weather Content Development
- Dave Bieman – PCOC Delivery and Content Development
- Peter Bennett – Maritime Radio Content Development

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Subdivision 1 Technology

- Procure and maintain technological aspects of the Outreach division
- Including but not limited to Moodle, Vimeo, One drive, Office 365, YouTube, FB and other social media
- Work with the other areas to provide a smooth delivery. Ie Marketing, Content and delivery

Subdivision 2 Content and Creativity

- Identify, prioritize, and transition courses and seminars to Online delivery
  - Develop Narrated Power point shows for use in online delivery
  - Work with Course Chairs and French Translators and other Stakeholders
  - Work with Technology to move content into Moodle
- Research and implement the best learning models available
  - This is an ongoing process and will enhance our offerings as we progress
  - Games – animations – video content –interactive exercises
- This team will be meeting in Toronto in March to take some action around adding some enhanced content to our current courses. B1-B3 and possibly ROCM

Eileen -Tom - Murray – others (Course Chairs)

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Subdivision 3 Deployment and delivery
(Tom Beaver – Lead)

- Enhance relationships with Squadron SEOs

- Strengthen DEO/SEO network for engaging tutors

- Recruit host squadrons, online instructors (presenters) and tutors

- Feed back experience to team to develop best practices

- Connect with National Office re any deliver issues. Materials and marks etc.

Subdivision 4 Research and Marketing
(Eric Phinney – Lead)

- Liaison with Marketing chair Susan Mellow

- Develop and deploy research and marketing plan specific to the needs of Outreach
  - The online world is different from what we are used to
  - We will be gaining access to many more customers than we had before
  - Competition is likely going to be challenging

- Eric has talked with Susan and meet with her in March to keep instep with the Marketing Department

Subdivision 5 Internal Training
(Murray Richmond- Lead)

- Consolidate work done by Eileen (toolkit) onto Moodle

- Make developed material available to classroom instructors

- Determine need
  - RE/RI
  - Officer Training

- Develop strategy

- Implement

Offerings On Tap now

Eastern Canada (NL, NS, PEI, NB, QC, ON)

- Winter
  - B 2 Feb. 13, 2020 (Ottawa), moodle
  - B 3 Jan 28, 2020(Ottawa) (Looking for a Squadron to partner)
  - B 4 Jan 15, 2020 (Kingston)
- Spring
  - B3 April 21st, (Port Credit - listed moodle as **MISSISSAUGA** in Course Schedule)

Western Canada (MN, Sask, Alta, BC)

- Winter
  - B 2 Feb 13 (Prince George)   moodle
  - B 3 Jan 28, 2020 (Prince George)
- Spring
  - TBA

Recent online Courses

Ottawa

Port Credit

Owen Sound

Halifax

Frenchman's Bay

Grand River

Kennebecasis

Prince George

have already delivered
B 2, B 3 and B 4 in the fall of 2019.

Project List

- Complete B2,3,4 on Moodle platform by end of Feb.

- ROCM by April (high priority)

- Weather by Spring

- Creative Content (toolkit stuff) team will meet in Toronto and beginning adding content to B2 and B3 and consider what will work with B1

- PCOC update will be taken on and when content has been reviewed it will be deployed on our Moodle system.

- B5-7 will be under study to determine timeframe for developing online versions and best ways for delivery.

- Development and Deployment of all we do in French Language

- Development and Deployment in other minority languages as market demands

UNDER CONSTRUCTION

Challenges and Opportunities

- IT system issues and workarounds
    - System is not as friendly to non-members as it could be - this will improve
    - We created a special section for online courses **07_Online**
    - When searching for a course **do not search by city, province or squadron**. If you do you likely will not see the course that is for you

- Lack of understanding of how e-learning/webinar/tutor system works
    - It is not geographically based
    - It is time zone based (western time zones or eastern time zones

- We need a French language member of our team that will advocate and coordinate the deployment of the French Courses

- There are still people that do not recognise the fact that e-learning represents differential growth not transfer growth. I.E. We are not stealing classroom students, rather we are adding to the overall number of students that take our courses.

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Messaging from ANEO Outreach and committee

This is what we hope you are hearing and passing along to others:

- Celebrate incremental growth in online learning
- We are providing support
  - for small Squadrons
  - And for squadrons that have experienced declines in classroom enrolment or lack of instructors
- We are reaching people that we have not reached before
- We are producing High test scores
- Our activities are Supportive of our Brand
  - Local connection with Squadron through tutors
  - High-quality content available coast to coast

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