

ENGAGING & EFFECTIVE LEARNING THROUGH ONLINE TRAINING DELIVERED BY A PROFESSIONAL ASSOCIATION

Chris Champion¹ Anthony Morris²

¹*Director International, Institute of Public Works Engineering Australasia, Australia,
chris.champion@ipwea.org*

²*Director, Chief Learning Officer, Cahoot Learning International Inc., Australia,
anthony@cahootlearning.com*

1 THEME OF PROPOSAL, RATIONALE AND FORMAT OF CONTRIBUTION

- a) How to keep up with the need for future lifelong learners.
- b) IPWEA is achieving international success and standing with its move to interactive online learning. It sees this as the future for delivering professional training by professional member associations. It supports lifelong learning by global engineers in cities, rural and remote areas.
- c) PowerPoint presentation in General Track with accompanying short best practice paper

2 DESCRIPTION OF PROPOSAL

There is strong competition in the education space for professional member associations. Our traditional training options are under threat. There are difficulties in delivering professional development to a broader international population and rural and remote locations. Work pressures are limiting time available for traditional face-to-face training.

IPWEA, in collaboration with Cahoot Learning, has successfully taken its traditional 3-day face-to-face workshops to a growing global audience through engaging and effective online training. It is taking its training and international brand to a new global level. Learning outcomes have improved dramatically in a paced program of 8 interactive modules delivered over 10 weeks. Successful completion rates are in excess of 75% which is seen as excellent for a comprehensive 10-week online program.

Professionals acquire the most valuable knowledge and skills when they work together to learn, apply and share. IPWEA has blended progressive technology with leading-edge content to deliver dynamic, online collaborative learning experiences. Not all online learning is created equal. Our learning approach has engaged the heart, mind, work and purpose of our professional practitioners.

Lessons learnt for online success will be presented that are transferable to other professional associations and educational institutions. Key elements include delivering high value content on a leading edge learning platform, incorporating instructional design to create an engaging learning experience; delivering a hands-on employer project while earning an industry qualification; using breakthrough video and social media marketing; and collaboration with similar associations overseas.

3 OTHER RELEVANT INFORMATION

This presentation demonstrates the need for new approaches to marketing including the use of social media and collaboration with other industry partners.

4 TEXT GUIDELINES

All the text must be in one column and Arial font with single-spaced 10-point interline spacing.

5 REFERENCES (only if necessary to justify your proposal or abstract)

Not applicable