



Digital Learning Forum

Developing eLearning for Non-Profits: Project GO

DLF – Digital Learning Forum
9-14-2020

MNISPI eLearning SIG Formation

- Started in November 2014 when a MNISPI member won a copy of Storyline 2.0 at a Tom Kuhlmann event and another member suggested we make use of the software to benefit others.
- The SIG has developed 3 eLearning courses to date:
 - Conflict of Interest training for Assistance League
 - Best Practices for the Asylum Intake Process for Advocates for Human Rights
 - Leader Training for Project GO (Get Outdoors)



Project Get Outdoors (GO)



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Performance Improvement

WHERE KNOWLEDGE
BECOMES KNOW-HOW



HOME

ABOUT US

FOR FAMILIES

LEADERS & TRAINERS

MORE



Project Get Outdoors (GO)

Goal: Youth appreciate, explore, connect with nature

OUR MISSION

Since 2005, Project Get Outdoors (GO) has strived to facilitate outdoor experiences that develop healthy kids and increase environmental stewardship behaviors.

We achieve this by training those who work with youth in the out-of-school hours to implement nature exploration and outdoor learning near to where children live. We also provide resources and ideas for parents and families to connect with nature.



Project Get Outdoors (GO)



LEADERS & TRAINERS

Project GO is able to reach children across Minnesota because of the amazing efforts of Project GO Leaders and Trainers across the state.

Project GO Leaders are staff or volunteers of community organizations who have received training to help them develop and lead outdoor nature exploration activities for children at their sites.

Project GO Trainers are independent contractors who have been trained to facilitate Project GO training workshops to train leaders across the state.



MnISPI eLearning SIG Team



Bill Crestwell



Carol Dungan



David Elsinger



Anne Groetsch



Christine Johnson



Tom Martin



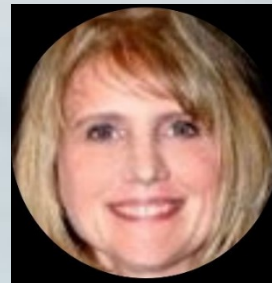
Martha Low



Sue Mehrkens



Tama Minter



TyAnn Rolph



Amy Winkler

Scripting Scenarios and Dialog

- Review of information provided by SME
- Meeting with SME, asking questions, gaining insight
- Researching topics
- Brainstorming with the team – single story idea
- Writing a story, using a series of scenarios
- Allows learners to make choices and experience different outcomes

Design/Development Process

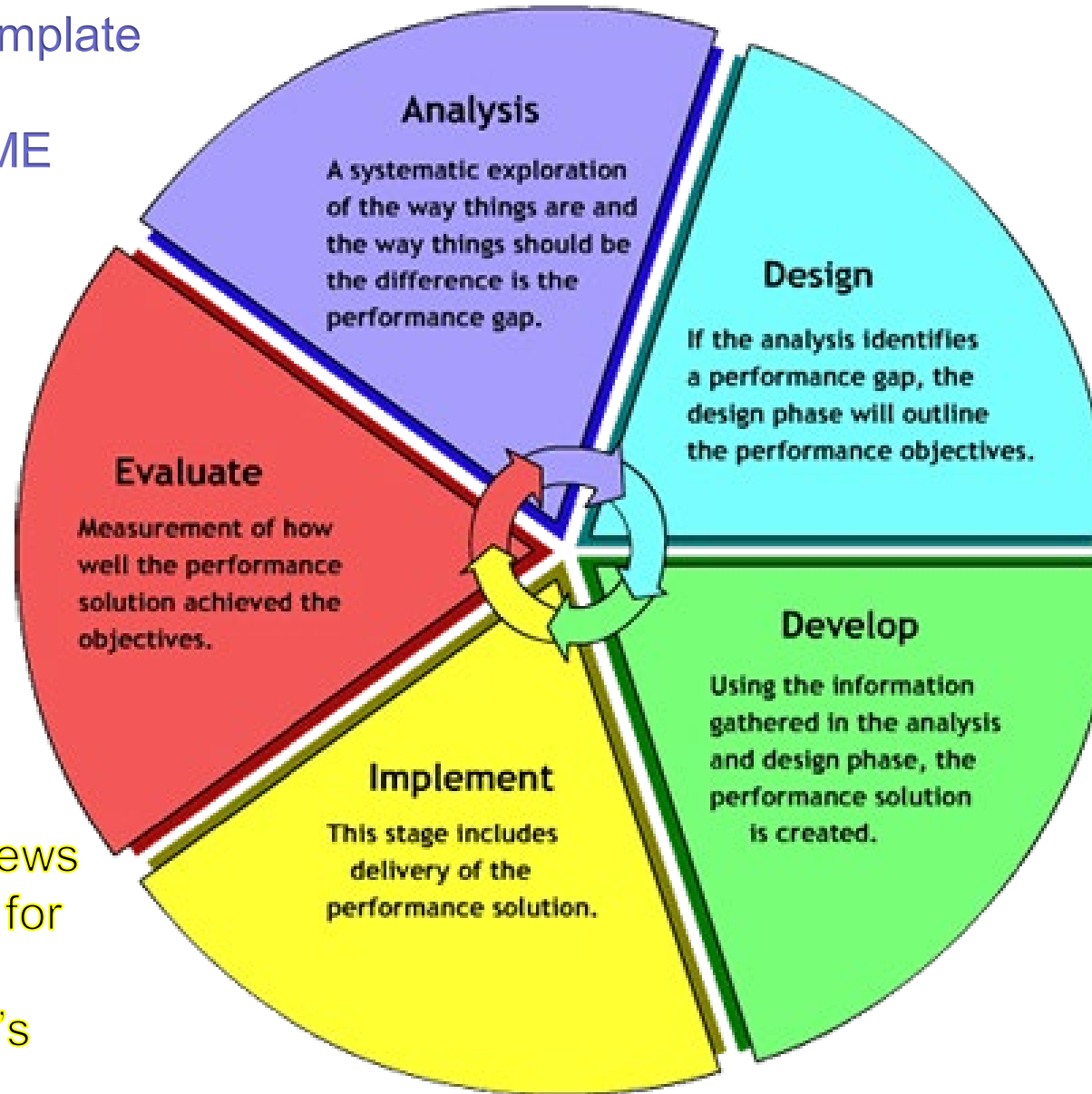


ADDIE Process



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- Meeting with SME to ask ?s & gain insight on needs
- Identify performance objectives
- Team brainstorming
- Single story idea
- Divided content into 4 scenarios & formed subteams
- Gained SME approval
- Drafted story
- Developed storyboard
- Allow learners to explore
- Wrote audio script
- Photo/Video/Audio Shoot
- Storyline development

Project GO Online Leader Training

<https://www.mnprojectgo.org/on-line-leader-training>



Style Guide - Inspired by the Client's Website

Project GO eLearning Style Guide

Design\Theme



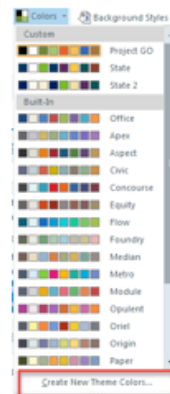
1. Story size: 988 px width x 643 px height (The template will be set to the right size, but if changing from the SL default, you would need to uncheck the “lock aspect ratio” before entering the dimensions)



2. Colors: Pallet inspired by the Project GO web site

R 0	R 234	R 109	R 168	R 237	R 249
G 0	G 234	G 137	G 199	G 97	G 191
B 0	B 234	B 52	B 108	B 36	B 81

The palette should be included with the template. It is set up using the “Create New Theme Colors” option from the colors drop down.



3. Font: Also should be set in the template, but can be adjusted using the Fonts drop down and choosing “create new theme fonts”

Headings: Arial Black

Paragraph: Arial

Included some instruction on how to set up the style template in Storyline for those new to the software.

Buttons

Style: Flat (i.e. no gradients, shadows or glows)

Font: White Ariel Bold 14 pt (or white Ariel 18 pt)

Padding (internal margins): Left: 10 px, Right: 10 px, Top: 10 px, Bottom: 10 px

States:

Normal
Fill: R 237, G 97, B 36
Line: R 131, G 48, B 11

Selected
Fill: R 109, G 137, B 52
Line: R 68, G 86, B 32

Visited
Fill: R 127, G 127, B 127
Line: R 96, G 96, B 96

Media Creation – Green Screen Shoot



Media Creation – Green Screen Shoot



Media Creation – Green Screen Shoot



Media Creation – Green Screen Shoot



Media Creation – Photoshop



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Media Creation - Photoshop



Media Creation - Photoshop



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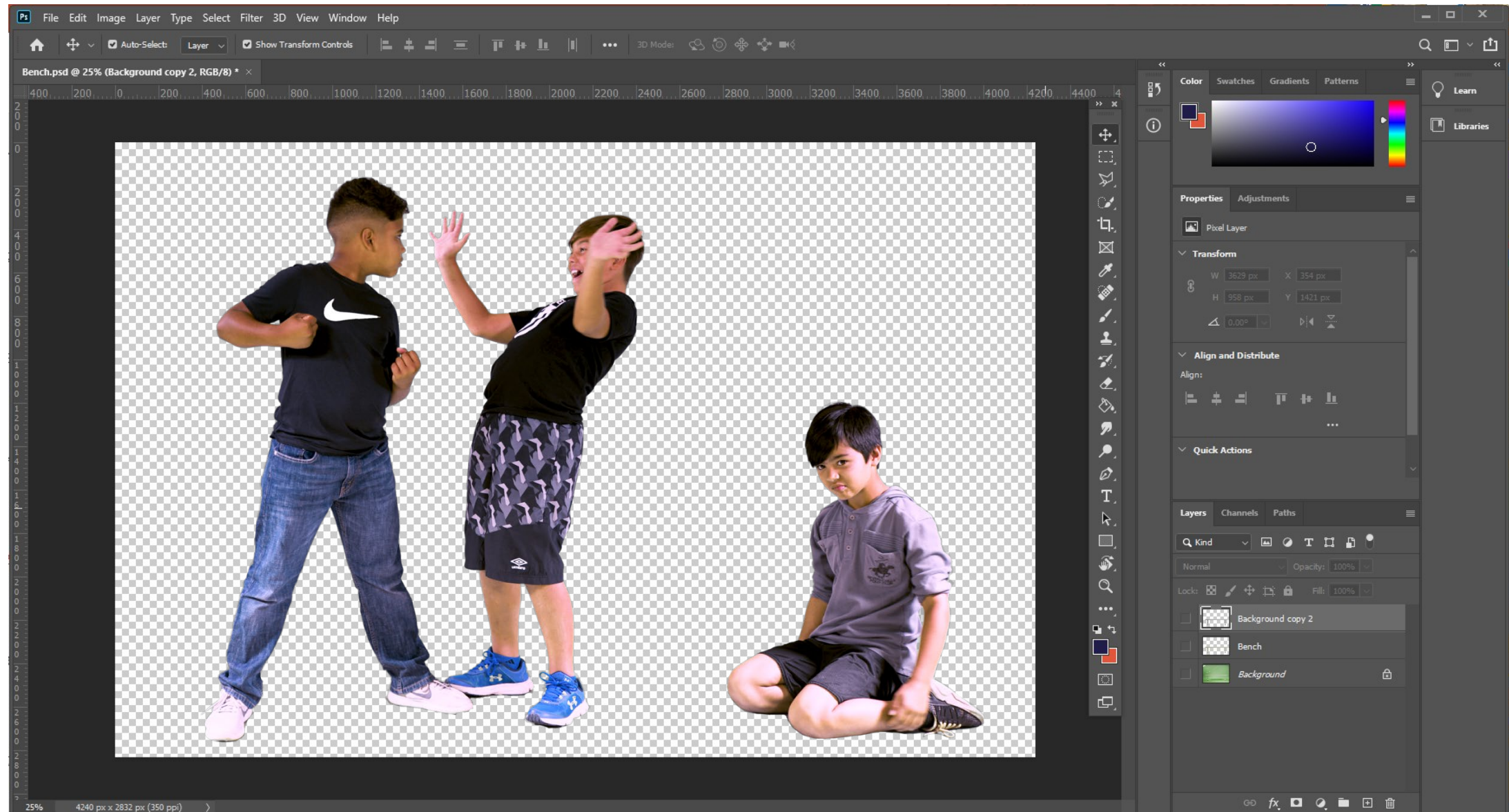


Media Creation - Photoshop



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Media Creation - Photoshop



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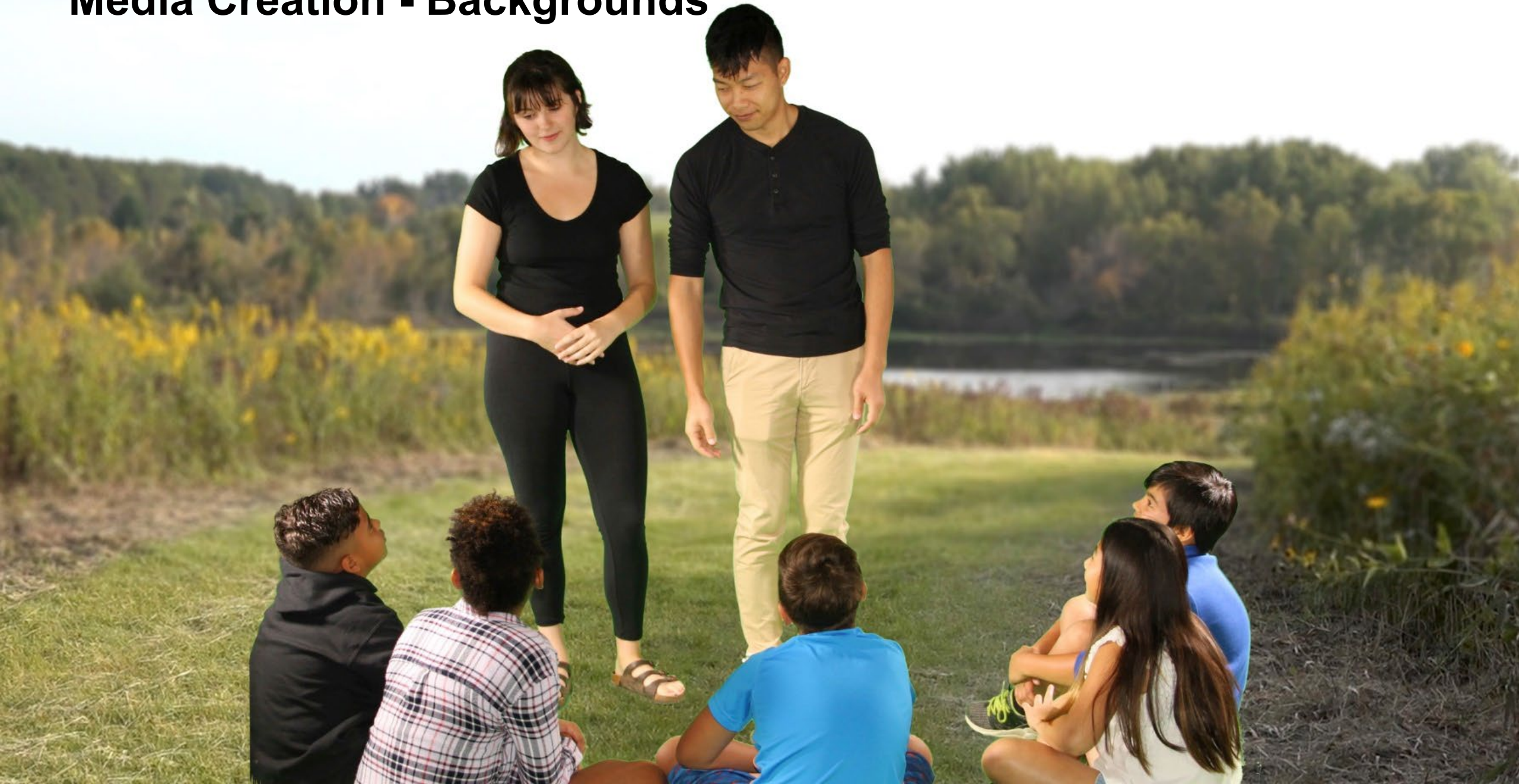
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Media Creation - Backgrounds



Media Creation - Backgrounds



Candid Shots – Using our Diverse Group of Actors



Candid Shots - Kids Having Fun Exploring the Park

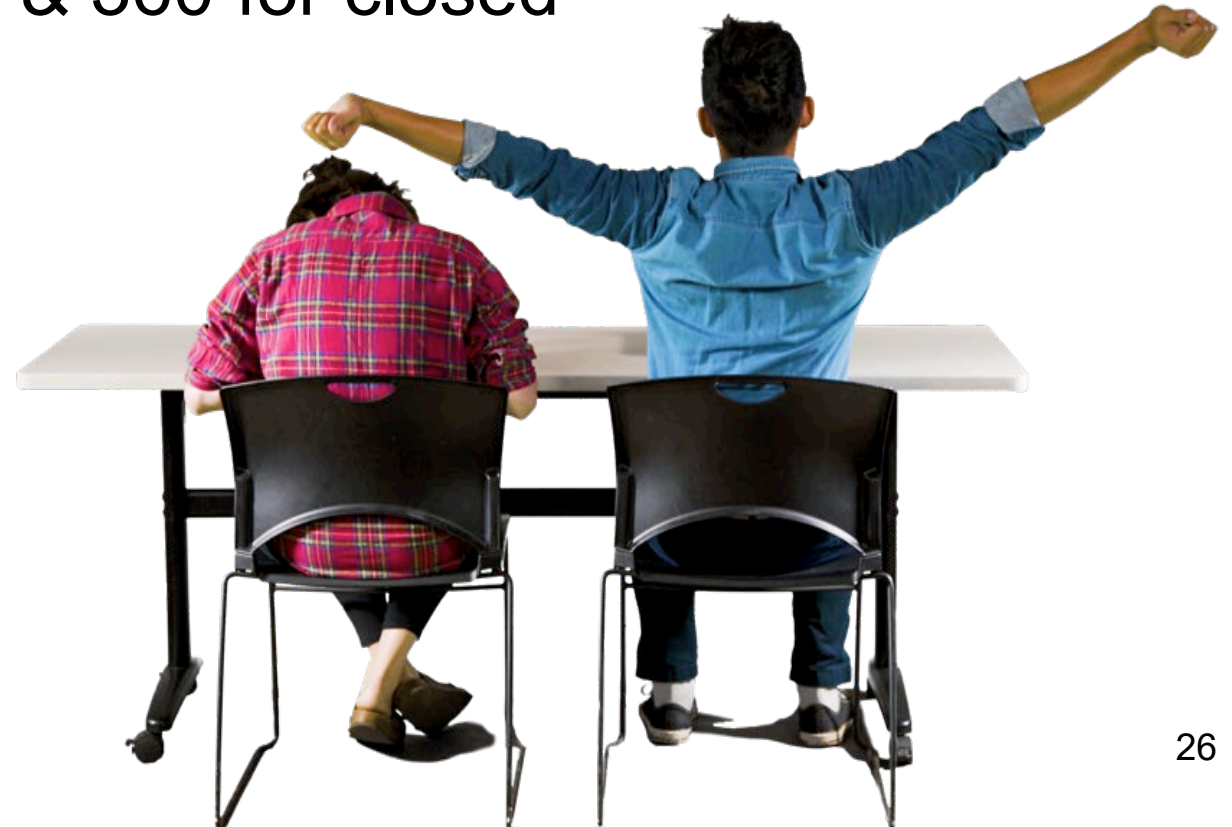


Candid Shots - All Images Shared with Our Client



Media Creation – Storyline

- Sub teams selected Scenarios
- Entire team met monthly to assess & plan
- Converted from SL2 to SL3 & 360 for closed captioning
- Several internal reviews and 2 client reviews for content and functionality



The Final Result & Evaluation

- Project GO Online Leader Training
<https://www.mnprojectgo.org/on-line-leader-training>
- Evaluation
<https://www.surveymonkey.com/r/L2LQS2P>



Evaluation




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- Survey Monkey
- Instructor Eval

What do you think...??



We'd love to know your thoughts about the Project GO Online Training! Rate the following statements (1 star = not true, 5 stars = completely true).

The online Project GO leader training was fun and enjoyable.

★★★★★

The training provided useful information to begin planning your own Project GO program.

★★★★★

The online training provided tools that make me more confident to work with children.

★★★★★

Anything else to tell us...?

When can you make another training for me?

Thanks for your time! Click Done to submit your answers

Done



Generous Contributors

- \$ for Lights & Actors (Project GO, ENRTF, USFWS)
- Location (MN Valley Wildlife & Refuge Center)
- Candid Shots (Sue Mehrkens)
- Audio Recording (Tama & Carol and Sue)
- Stock Video & SFX (Motion Array)
- Video (Martha Low, Bill Creswell, & TyAnn Rolph)
- MnISPI eLearning SIG



Glowing Testimonial from Client



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Project **GO**

PROJECT GET OUTDOORS



May 7, 2020

To Whom It May Concern;

I am writing on behalf of Project Get Outdoors, Inc. (GO) to express our sincere gratitude for the opportunity to work with Mn ISPI on a recent on-line training project. I absolutely recommend working with this exceptional organization!

Project GO is a small non-profit organization with no paid staff and an annual operating budget of under \$20,000. Our organization works with community action groups across Minnesota to engage low-income youth and children of color with the outdoors. We operate strictly on grants and donations. Besides our annual website subscription, we have little capacity to invest in on-line technologies.

In 2017, Project GO developed a Leader Training Workshop with support from the National Park Service. Feedback from the workshops held in 2017 indicated that, in order to maximize impact of the training and to provide more time for learning outdoors, some of the content would be better addressed via an on-line platform.

Project GO was very lucky to capture the interest of Mn ISPI members for this project in 2018. The group was extremely professional and seemed genuinely eager to assist us in developing a digital training program to meet our goals. We held several planning meetings to discuss and prioritize the focus of the training. The team had wonderful suggestions and shared many different example training models that offered ideas for what our program might look like. The team met diligently over two years to volunteer their time, talents and energy to this effort and the final product has more than met my expectations.

I find it pleasantly ironic that this team of technology-minded individuals has developed a tool that will help inspire and equip countless mentors to engage children across Minnesota with the outdoors. We are using technology against itself as we get kids unplugged from their iPads, cell phones and computers and out into the natural world!

Feel free to contact me if you'd like to discuss our experience with Mn ISPI further!

Sara Holger
Founder – Board President
Sara.grover@yahoo.com

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Liaison – Jeffers
Foundation
Plymouth, MN

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Lessons Learned



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- More time, more money
- Green screen advice
- Audio issues
- Meet in a space with access to screens
- Multiple tests conducted on mobile devices
- Script accordingly



A man and a woman are standing in front of a grey stone wall. The man on the left is wearing a black long-sleeved shirt and has his arms outstretched to the sides. The woman on the right is wearing a black short-sleeved shirt and also has her arms outstretched. A round clock is visible on the wall to the left. Overlaid on the image are three text boxes: a green one at the top with the word 'Questions?' and two yellow ones below it with email addresses.

Questions?

Anne Groetsch argroetsch@charter.net

Martha Low, wildscissorsllc@gmail.com

Sue Mehrkens, susan.mehrkens@comcast.net