Distance Learning Applications & Technology

Moderator:

Philip J.L. Westfall, Ph.D., Director, Air Technology Network, Air Force Institute for Advanced Distributed Learning

Panelists:

Jeff Boarini, Program Manager, Creative Services, McDonald’s
Edwin McDowell, Operations Manager, DoD Satellite Education Network
L. Bryan Zaccardi, Senior Manager, Field Systems Training, Media Development, Pfizer, Inc.

Welcome!
Your Panelists

Jeff Boarini
Program Manager, Creative Services,
McDonald's Corporation

Steve Winawer
Director, Media Development,
Global Learning and Development, Pfizer, Inc.

Ed McDowell
President, Government Alliance for Training & Education
Director of Ops, US Army’s Satellite Education Network

Phil Westfall, Ph.D.
Past President, United States Distance Learning Assn
Director, US Air Force's Air Technology Network

Distance Learning Applications & Technology

• 40+ Sites
• Management communications
• Issues management
Network

- 40+ Sites
- Management communications
- Issues management
- Distance learning

Today

- Over 30,000 restaurants worldwide
- Over 13,000 restaurants in U.S.

Today

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- Over 13,000 restaurants in U.S.
- Perception of technology
Today

- Over 30,000 restaurants worldwide
- Over 13,000 restaurants in U.S.
- Perception of technology
- Independent owner/operators

Cost is the issue

Pilot 1

- Sites too expensive
- Distance learning clearly performed
- Not continued
Pilot 2

- Costs close to acceptable
- Distance education a key component
- Well received by managers, crew and owner/operators

- Single connectivity solution desired
- Must co-exist with other restaurant needs
- I/P based solution

“Must-Haves”

- Acceptable cost structure
- Ease of use
  - Crew
  - Manager
- On-demand
- Effectiveness/Fit
About GL&D

- Training Department for US and Global Pharmaceutical Field Sales Force
- Target audience is ~12,000 Representatives and Managers
- Training staff includes content managers, subject matter experts, producers, instructional designers, and technicians
- Responsible directly to sales organization
**About Pf1**

- Pfizer’s internal Learning & Development network branding
- Uses blended learning including:
  - Satellite
  - Web
  - Video conferencing
  - Print
  - DVD
- Goals:
  - Deliver training
  - Minimize out of field time
  - Improve sustainability

**Scope**

- IP based transmission for live video, on demand video, and file content
- 9 US sales offices
- Over 1000 US manager’s homes
- Partnerships with hotels in key cities for large venue events
- Uplink by 3rd party vendor / partner
- Downlink installation and support by 3rd party vendor / partner
- Integration with broadband initiatives

**Metrics of Success**

- Pfizer ranked #1 training organization by Training Magazine for 2002, 2003
- Returned 7700 field days for managers, or ~25,000 additional sales calls on customers
- Since implementing IDL, new hire test scores have risen substantially
- Pf1 is recognized by sales and executive management as a key tool for communicating to field colleagues
Success Stories

• Change in Marketplace
• Changes in sales management strategies

Why Satellite?
(“Since I have broadband…”)

• Required Quality of Service
  – “How good does it need to be?”
• Financial Considerations
• Availability
• Reliability
• Quality of Service

Ed McDowell
SEN Director of Operations
Dept of the Army
DOD SATELLITE EDUCATION NETWORK (SEN)

- Operating since JAN 85
- Overview
  - 1-way Video/2-way Audio
  - Interactive (Real Time)
  - 60 Downlinks (CONUS)
  - 2 Broadcast Studios (GOCO)
- Typical Course
  - 33 Hours
  - 7 Sites
  - 154 Students

Totally Interactive
One Way Video
Two-Way Audio
Designed For Education and Training

TYPES OF BROADCASTS
- Scheduled Training / Education
- One time Information
- Interactive
ADVANTAGES OF SATELLITE TELEVISION

- Large footprint
- Cost effective for large numbers of students
- Can use “best instructors” at their convenience
- Can go anywhere or bring in guests at their convenience
- Can easily control focus of attention
- Can reach those who might otherwise be missed
- Can videotape broadcast for remediation or rebroadcast

• Efficient — High throughput/low cost
• Interoperable — Shared programming & facilities
A Vision to Collaborate . . .

Air Force & Army had a vision to...

- Create a Government-wide collaborative network
- So we could:
  - Eliminate stove-pipe networks
  - Share resources
  - Share programming

The vision is realized through a cooperative effort between Air Force, Army, AT&T, GSA, & DISA.

Contract to be renegotiated before Feb 06

GETN

12 UPLINKS REACHING OVER 1,300 SITES
GETN
Department of Defense
USAF — 2 uplinks (14ch), 150 downlinks (250 cr)
US ARMY — 1 uplink (3ch), 70 downlinks (95 cr)
ANG — 3 uplinks (6ch) - 195 downlinks (544 cr)
AFRC — Shared uplink (USAF) 46 downlinks (incl w/ USAF)
DISA — 21 downlinks
DEOMI — 1 (1ch) uplink, 2 downlinks
DLA — Shared uplink (USAF/USA), 36 downlinks
Army NG — Shared uplink (USA & ANG), 94 dls (144 cr)
USN — 6 downlinks (7 cr)

GETN
Federal Executive Agencies
FAA — 1 uplink (4ch) - 60 downlinks (96 cr)
DOE — 1 uplink (1ch) - 29 downlinks (62 cr)
DOJ — 1 uplink (2ch) - 220 downlinks
USFWS (DOI) — 1 uplink (1ch) - 16 downlinks (31 cr)
NPS (DOI) — shared uplink (USF&W) - 100 downlinks
FBI (DOJ) — 1 uplink (1ch) - (Using DOJ downlinks)
USCG (DHS) — shared uplink (DEOMI), 9 downlinks (10 cr)
TSA (DHS) — shared uplink (USAF)- using USAF & FAA downlinks
Federal Judiciary
US Courts — shared uplink (ANG) - 301 downlinks (333 cr)

GETN
Annual Broadcast Hours

* No longer part of GETN
### A few GETN Programs viewed by multiple agencies

<table>
<thead>
<tr>
<th>Program</th>
<th>Agency</th>
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<tbody>
<tr>
<td>Anthrax</td>
<td>CDC</td>
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<tr>
<td>Federal Employee Health Benefits</td>
<td>DOJ</td>
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<tr>
<td>Preparing for SARS</td>
<td>CDC</td>
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<tr>
<td>Local Response to Terrorism</td>
<td>DOJ</td>
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<tr>
<td>Highlights Global Homeland Sec Conf</td>
<td>DHS</td>
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<tr>
<td>Disease, Disaster, &amp; Detection</td>
<td>CDC/UNC</td>
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<tr>
<td>Countering Anti-Vaccine Myths</td>
<td>SUNY</td>
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<td>Local Response to Terrorism</td>
<td>DOJ</td>
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<tr>
<td>Retirement Planning - FERS</td>
<td>DOJ</td>
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<td>Health Care for Federal Employees</td>
<td>DOJ</td>
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<tr>
<td>Self Care Strategies</td>
<td>CDC</td>
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**Distance Learning Applications & Technology**

**Phil Westfall**

**Director**

**Air Technology Network**
**AT Products**

- Push-to-talk, multipoint conferencing
- Inexpensive
- Single phone line
- Free, open exchange
- One of two brands used by GETN

**Audioconferencing System**

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**Distance Learning Applications & Technology**

**Broadcast Center**

**Terrestrial Link**

- Links broadcast centers to uplink hub cost effectively—replaces need for multiple uplinks
- Allows for up to 2Mbps transmission rate
- Used with AT&T DS3 & T-1 wireline service

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**European Locations**

- RAMSTEIN AB (2 Sites)
- AVIANO AB (2 Sites)
- RAF MILDENHALL
- RAF CROUGHTON
- RAF ALCONBURY
- SPANGDAHLEM AB
- LAJES AB - VTC
- NAS SIGONELLA (Proposed-DLA)
- GERMERSHEIM (DLA)

Rebroadcast through DISA’s Global Broadcast Service, Norfolk VA
Where we’re going

• VHA-DOD Initiative—sharing medical PCE & training
• ACC prioritizes 8 sites for ATN in SWA
• ATN Next Generation: Data broadcasting to networked environment

Satellite e-Learning

We hold these truths to be self-evident, that all men are created equal, that they are endowed by their Creator with certain unalienable Rights, that among these are Life, Liberty and the pursuit of Happiness.
Satellite eLearning Advantage

- Satellite broadcasting efficient for multipoint large-file transfer—high-speed data delivery
- Bypasses heavily burdened Internet infrastructure
- Eliminates firewall barriers
- Delivers media-rich ADL instruction, full-screen/full-motion video to classroom, desktop, or laptop (anytime anywhere)
- Seamlessly integrates w/LMS for SCORM-based courseware
- Reaches unwired deployed warriors and avoids C2 networks
- Adheres to current best practices in industry

ATN--an expanding role . . .

You need to know about . . .

Government Alliance for Training & Education
gate.govdl.org
Pursuant

Promote intragovernmental sharing of video-based distance learning resources
• Cooperate in reducing cost of satellite by using common platforms where possible

Will meet at SATCON next year and at Training/Online Learning Conf & Expo—New Orleans, Feb 28—Mar 2
Sponsored by USDLA: a professional organization that promotes distance learning
USDLA Pavilion: Satellite expo area—a few open slots & sessions left

Consider joining...

Distance Learning Applications & Technology

FEDERAL GOVERNMENT DISTANCE LEARNING ASSOCIATION
www.fgdla.org

Distance Learning Applications & Technology

AGENDA

Distance Learning Applications & Technology

PURPOSE

GATE

www.usdla.org
Questions

- **Media Selection:** As a distance learning medium, what instructional criteria drove you to selecting satellite as a medium for learning?

- **Media Selection:** How does satellite technology fit in a blended learning environment? How well are you competing with other media?

- **Instructional Design:** How important is interactivity in your programs? What forms of interactivity do you rely on?
Questions

– **Learning effectiveness**: How do you assess the learning effectiveness of your use of satellite?

Questions

– **Learning effectiveness**: What contributes to a successful use of satellite for distance learning?

Questions

– **Return on investment**: How have you shown the cost effectiveness of using satellite technology to meet your education & training needs?
Questions

- **Successful network mgt:** What factors contribute to the successful implementation & management of a satellite network?

Questions

- **Problems:** What problems have you encountered in the use of satellite for distance learning?

Questions

- **Vendor Selection:** What do you consider when selecting a service provider?
Questions

The Future: What is the future of distance learning by satellite, both for synchronous applications

Wrap-Up

• Thank you!
  – Please complete evaluation forms
  – Break for 30 min, get refreshments, and take time to visit the exhibitors
  – Next session is at 4 p.m.