Ten Steps for **Selecting, Implementing & Evolving** Your LMS

For many of you, offering a **Professional Learning Portfolio** is **CORE** to your association's mission.

Your community needs to remain abreast of what's happening in their profession, and they depend on you as their primary (and trusted) source for lifelong learning.

We all agree with the above statement, right? Right! OK, great. Now, ask yourself if you give commensurate attention to your Learning Management System (LMS) based on your organizations mission.

The Evolving LMS

The LMS is changing. What was previously a platform focused on online courses has evolved to be a blend of formal and informal (just in time) learning opportunities, integrated with live events and community. The joining of these experiences creates a highly engaging knowledge center where learners visit often and there is always something new.

The combination of these opportunities, along with the layout and styling creates the UI or User Interface. What type of UI are you providing? What are you doing to keep your learners coming back regularly? What resources do you have to keep your site fresh and engaging?
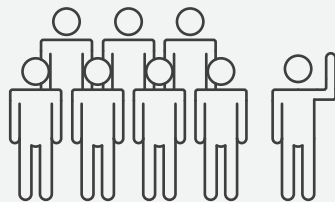
When we designed Elevate LMS, your priorities led the charge. We want to provide you a solution that will position your learning portfolio as a centerpiece in your community. To help you in your review of LMS options we have established a ten step plan that can be a foundation for your review process.

01   Creation of Project **TEAM**

WHO NEEDS TO BE INVOLVED V. WHO NEEDS TO BE AWARE?

▶ **What** departments will the LMS touch?

▶ **How** will those departments be represented?

▶ **What** are the time commitments and expectations?

YOUR LMS IS AN ENTERPRISE-WIDE INITIATIVE/SOLUTION,
so include all the right people at the very beginning.

02   Ideation & **CONCEPTING**

NOW THAT YOU HAVE AN   **ALL-STAR TEAM**

in place, it's time to start hosting generative brainstorming conversations. Your goal is to compile your team's ultimate wish list of LMS features, options, and member/staff experiences.

Use the following ice-breakers to get started >>>

What are our:

EDUCATION
objectives?

BUSINESS
requirements?

ENGAGEMENT
goals?

How shall we:

INTEGRATE
our LMS?

DESIGN
our LMS?

LAYOUT
our LMS?

Encourage buy-in and support by giving a voice to each member of the team.

03   Content / Context **STRATEGY**

THE TRADITIONAL, DIDACTIC STYLE OF TEACHING
doesn't reflect the realities of the modern workplace, *nor does it facilitate improved changes in outcomes or behavior.*

Research emphasizes the value of social learning.

Content strategy is critical. Discussions, shared interests and engagement opportunities enhance content choices and create space for collaboration and different views.

FOLLOWING THIS TRAIN OF THOUGHT, **WE BELIEVE CONTEXT IS KING.**

Education strategy first, technology second.

Tip: An LMS is a powerful solution to support and advance your education program, not define it.

04   LMS Provider-Partner **SELECTION**

YOUR LMS IS A SERIOUS, LONG-TERM INVESTMENT,
it will take a significant amount of effort to successfully infuse it into your community and ecosystem of technologies.

Ensure that thoughtful consideration is put into selecting the right partner for your organization.

We believe the following traits are equally important when selecting your LMS partner >>>

▶ *A respected technology provider*
within the association industry.

▶ *A culture of responsiveness,*
trust and can-do attitude.

▶ *A background in professional learning*
and instructional design.

▶ *A disruptor who breaks-down*
conventional LMS expectations.

05 — Implementing & **ONBOARDING**

THIS STAGE IS ABOUT ACTIVATING YOUR PLAN

We understand the human element of this implementation, and that it goes beyond just installing a new software. Projects can be stressful. Make sure your selected provider makes themselves as an extension of your team & leads with a calming, responsive, make-it-happen presence.

> *Your LMS implementation will likely take six weeks to 3 months or more depending on integration, content and history migration and platform configuration.*

It's important to hold regular meetings with your provider to make sure your onboarding project stays on track!

- ▶ project manager
- ▶ programmer
- ▶ graphic designer
- ▶ user interface-consultant

06 — Adoption **CAMPAIGN**

AS WITH ANYTHING NEW YOU INTRODUCE

to your community, half the battle is making people aware it exists and the value it possesses.

| Let folks know |

| WHAT'S COMING, | WHEN IT'S COMING, | WHY IT'S COMING, |

and get them excited about it!

- -

Also, be mindful that incoming users will have questions about their new learning community, especially related to functionality.

Consider developing:

- ▶ How-to guides *(texts & videos)*
- ▶ Training webinars
- ▶ Q&A forums

Align with influencers:

Identify key influencers within your community and get them involved with the LMS before it even launches.

07 — Outcomes & **METRICS**

YOUR LMS IS AN INVESTMENT

and at some point you'll have to report-out the impact it's having on your community and finances. In short, you'll have to demonstrate why it's a worthy investment. Measuring success is important, but it can't be gauged without pre-established metrics and thresholds.

Potential success indicators might center on the following:

- ▶ NUMBER OF USERS
- ▶ USER ACTIVITY
- ▶ REVENUE GENERATION
- ▶ RE-EDUCATION OF MANUAL PROCESSES
- ▶ ENGAGEMENT SATISFACTION
- ▶ COURSE COMPLETIONS

08 — Celebrate Your **ACHIEVEMENT**

AFTER YOUR LMS GOES LIVE, WE TRULY ENCOURAGE YOU

and your colleagues to celebrate this huge occasion.

While this is just the beginning of your LMS journey, it's the perfect time to catch your breath and reflect on how far you've come.

09 — **EVALUATION**

SHORTLY AFTER YOUR LMS IS LAUNCHED,

you'll need to regroup with your colleagues and start the initial evaluation process. Take stock of how well everything is going. Remember to perform ongoing evaluations, and to share your findings with staff and leadership, as well as your LMS partner.

TIP: Be sure to invite members to share feedback about their LMS experiences.

10 — **CALIBRATION**

YOUR LMS SHOULD CONTINUE TO ADVANCE

& become better & better over time— this is an ongoing journey. *Don't let this fall by the wayside!*

Major adjustments take time & can involve several departments & resources, so plan accordingly. It's much better (and easier) to proactively establish a roadmap for future endeavors & changes.

ELEVATE
Learning Management System

FRIENDLY
User Experience

Members expect seamless online experiences. A place where single-sign-on is a standard. Our LMS-AMS integration delivers on those expectations, plus so much more. For example, our integration makes it possible to curate tailored learning paths for individuals based on their AMS profiles.

CENTRALIZED
Data

Many experts believe data is an organization's most important asset. We believe it's OK to store data in a few places, as long as the key data ultimately flows back to the AMS. Our integrations ensure critical data about your learners is sent from your Elevate LMS to your AMS.

ROBUST
Reporting

Piggybacking on the topic of data, an integration allows you to look at micro and macro layers of critical information. You can monitor a learner's progress, as well as analyze community trends. In short, you'll have powerful data that can be used to calibrate your learning portfolio. For example, once you know who your most engaged learners are, what are you going to do to ensure they remain happy?

MULTIPLE
AMS Partners

To make your lives easier, we proactively established integration partnerships with many AMS providers. And, this is an ongoing initiative as we continue to expand our network, and build deeper integrations with current partners.

CommPartners

CONTACT US
www.commpartners.com

For more information about our award-winning Elevate LMS and unique approach please contact:

Meghan Gowen, Vice President of Sales
443.539.4851 | mgowen@commpartners.com