

CONTENT MANAGEMENT STRATEGY



What is Content Management?

Content Management refers to the design and definition of content architectures, from the macro view of the strategic intervention through content down to the details of SCO or Searchable Content Objects defined to benefit learners. How effective and user friendly the learning system is depends on how well aligned the content management strategy is to the organizational strategic objectives, as well as how the packaging simplifies learning for the learners.

Content Management requires a framework to be defined and then followed to improve the returns on the investment that is made in learning by any organization or institution. In terms of skills, the definition of the Content Management framework requires strategic, technological, pedagogical, and usability competencies to be brought to bear on the analysis of the organization's learning assets, media, learning design, technology infrastructure, audiences, objectives, and goals.

The Practice of Content Management matures with reviews of learning data for maximizing achievement of strategic objectives.

Without an effective Content Management Strategy in place, the investment in content or in training is leveraged only marginally, and often leads to learners not gaining what they needed to.

How Content Management Consulting can be Performed

As part of consulting engagements, an eLearning provider's role is to assess an organization's current learning content management strategy and practices, identify the gaps, and propose recommendations to address the gaps. To do this, the provider gathers and analyzes insights into the various components that impact the effectiveness and efficiency of the learning content management of the organization. This includes assessing the various entities in the learning content management ecosystem such as the content inventory, learners, existing content architecture, learning content development strategies, learning content testing strategies, content security, repository analysis, and industry standards & guidelines followed.

Stages of the Consulting Engagement

The following table captures the various stages of learning content management consulting that providers may follow as well as the purpose of each stage.

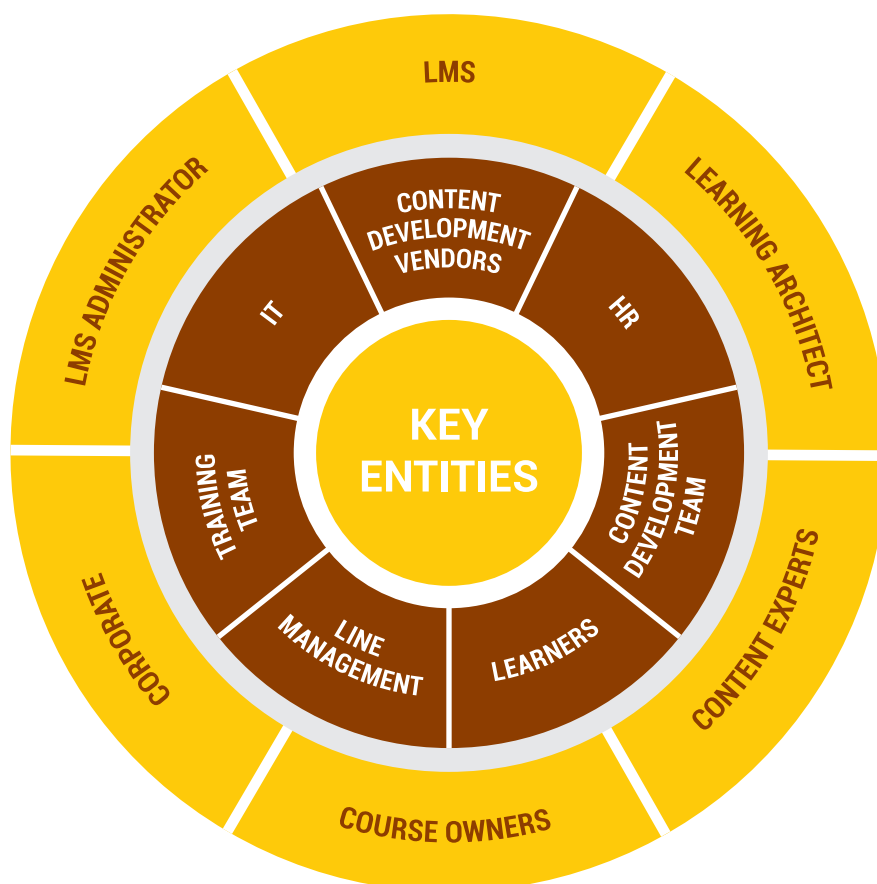
STAGE NAME	ORGANIZATION PROFILING
Organization Profiling	To understand the organization nature of business, their vision for learning content management, and the key entities and their role in learning content management.
Experiences of Entities with Learning Content Management System	To gather views and experiences of the entities on the effectiveness and drawbacks of the current learning content management system. To identify areas of priority basis the information collected.

Learning Content Repository Analysis	To identify the current learning content repository capabilities and how the capabilities are leveraged by the various entities.
Learning Content Inventory and Architecture Analysis	To identify how complete and correct is the information contained in the inventory for each entity involved.
Learning Needs Assessment Methodology Analysis	To ascertain the effectiveness of the learning needs assessment methodology at a high level, and its impact on learning content management.
Learning Content Creation Process Analysis	<p>To gather information on the:</p> <ul style="list-style-type: none"> a) content creation and review process, and key roles involved in it b) tools used at each stage of the process c) standards (industry and internal) adhered to d) existence of and adherence to guidelines on areas such as content writing, content review, copyright, branding, legal, and compliance <p>To identify gaps basis the information gathered.</p>
Learning Content Testing and Deployment Process Analysis	<p>To gather information on the:</p> <ul style="list-style-type: none"> a) learning content testing and deployment process, and key roles involved in it b) tools used at each stage of the process c) standards (industry and internal) adhered to d) existence of and adherence to guidelines on testing, deployment, and content security <p>To identify gaps basis the information gathered.</p>
Learning Content Communication, Assignment, and Reporting Process Analysis	<p>To gather information on the:</p> <ul style="list-style-type: none"> a) learning content communication, assignment, tracking, and reporting processes, and key roles involved in it b) tools used at each stage of the process c) standards (industry and internal) adhered to d) existence of and adherence to guidelines on communication, assignment, tracking, and reporting <p>To identify gaps basis the information gathered.</p>
Learning Content Management Sustenance Process Analysis	<p>To gather information on the:</p> <ul style="list-style-type: none"> a) organization strategy for improving and sustaining learning content management, aligned to the business vision b) mechanism to review, update, and communicate the guidelines and documentation on content management

Learning Content Management Sustenance Process Analysis	<p>c) existence of learning content management system governing panel, and roles involved in it</p> <p>d) mechanisms to review the functioning of the governing panel and ensure continuance of the panel</p> <p>To identify gaps basis the information gathered.</p>
Draft Recommendations for Content Management	<p>To summarize the results of the exercise in the following format:</p> <ol style="list-style-type: none"> 1. Scope of the Exercise 2. Findings 3. Recommendations integrating analysis from each of the preceding stages
Walkthrough	To walk the customer through the recommendations and solicit suggestions/feedback/buy-in.
Final Recommendations for Content Management	To incorporate the customer's suggestions/feedback in the recommendations and share the final recommendations for sign-off.

Key Entities

The image below shows the key entities that providers engages with during the consulting project.



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Stage Name	Organization	LMS Admin	LMS	Learning Architect	Content Experts	Course Owners	IT	Learners	Line Managements	Content Dev. Team	Content Dev. Vendor	Training Team	HR
Organization Profiling	Y			Y		Y			Y			Y	Y
Experiences of Entities with Learning Content Management Systems	Y	Y		Y	Y	Y	Y	Y	Y	Y		Y	
Learning Content Repository Analysis	Y	Y	Y	Y			Y			Y		Y	Y
Learning Content Inventory and Architecture Analysis		Y	Y	Y		Y	Y						
Learning Needs Assessment Methodology Analysis			Y	Y	Y	Y			Y	Y		Y	Y
Learning Content Creation Process Analysis	Y	Y								Y	Y	Y	
Learning Content Testing and Deployment Process Analysis	Y	Y	Y	Y			Y			Y			
Learning Content Communication, Assignment, and Reporting Process Analysis		Y	Y	Y				Y				Y	Y

Learning Content	Y			Y			Y			Y			Y
Management Sustenance Process Analysis													
Draft Recommendations for Content Management													
Walk through													
Final Recommendations for Content Management													

Methodology

The methodology of content management strategy typically comprises offsite and onsite components. It involves data analysis, documentation review, online surveys, interviews with key entities, and discussions with stakeholders. Data analysis, documentation review, and online surveys can happen offsite whereas discussions with key entities and stakeholders are best done onsite. The broad duration of this exercise will be 2-6 weeks if all information is available.

About Sify eLearning

As innovative leaders in new technology and interactive eLearning, we create highly immersive, and engaging learning experiences. With over a decade of experience in generating customized learning solutions for Fortune 500 and Small and Medium-sized companies, sify eLearning is the choice for industry-relevant training projects. Our solutions align with your organization's business and learning goals, to affect change and improve employee performance. Our extensive experiences across industries have allowed us the benefit of acquiring unique perspectives and interpretations, while thinking outside-the-box to create highly customized projects.

Why Sify

- With over 200 employees we have an informed and dedicated team
- Access to Subject Matter Experts (SME) in various industries as well as functional areas
- Experience in working with clients globally with over 5000 learning hours of digital content developed
- Adherence to industry-standard best practices in all phases of development lifecycle, quality assurance and project management

Ability to scale quickly in terms of the resources, both human and infrastructure as and when required for turnkey projects

About the Author



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Reshma has fourteen years of experience in the publishing and eLearning industries, encompassing roles as varied as Features Writer, Web journalist, Sub-editor, and Instructional Designer. As a Sify eLearning Instructional Design manager she has handled the instructional design, SME coordination, and customer communication for over 200 hours of elearning content. She has overseen custom training and eLearning projects for development agencies of the United Nations, providing her with considerable onsite exposure and experience to UN agency culture and working styles across the globe

Furthermore, she has developed trainings for BFSI customers, including Allianz Insurance, Franklin Templeton Investments, WellPoint Insurance, MassMutual Insurance, Standard Chartered Bank.

She is also a certified online course facilitator from the Arts Institute Online (AIO), conducted by the Socrates Distance Learning Technologies Group, a division of Education Management Corporation (EDMC).

We are here to help. Contact us for a demo or consultation.

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