



as an institutional virtual learning environment



about this presentation

this presentation about Moodle was prepared for
the BC Career College Association Conference
October 2011



For more information visit www.lambdasolutions.net

about Lambda Solutions

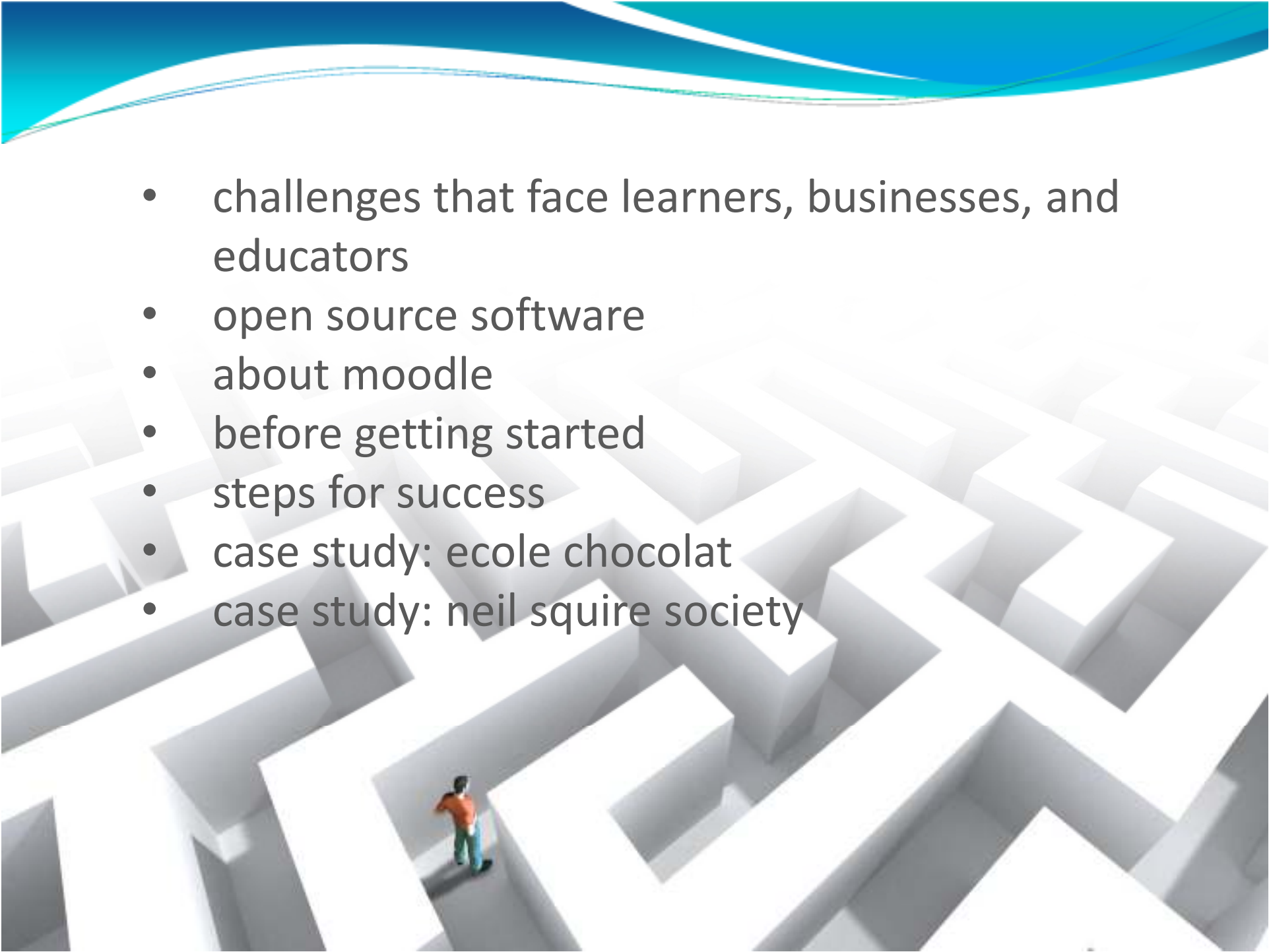
- working with Moodle since 2003
- authorized Moodle Partner
- authorized Mahara Partner
- develop and contribute to the Moodle community
- more than 150 Moodle installations hosted & supported
- specializing in open-source technologies to deliver flexible and cost-effective solutions
- specializing in system integration (e.g. Banner, Datatel Colleague)

clients



COMMONWEALTH of LEARNING



- 
- challenges that face learners, businesses, and educators
 - open source software
 - about moodle
 - before getting started
 - steps for success
 - case study: ecole chocolat
 - case study: neil squire society



landscape challenges

1. accessibility issues
2. content delivery & management
3. limitations of the classroom
4. social shift



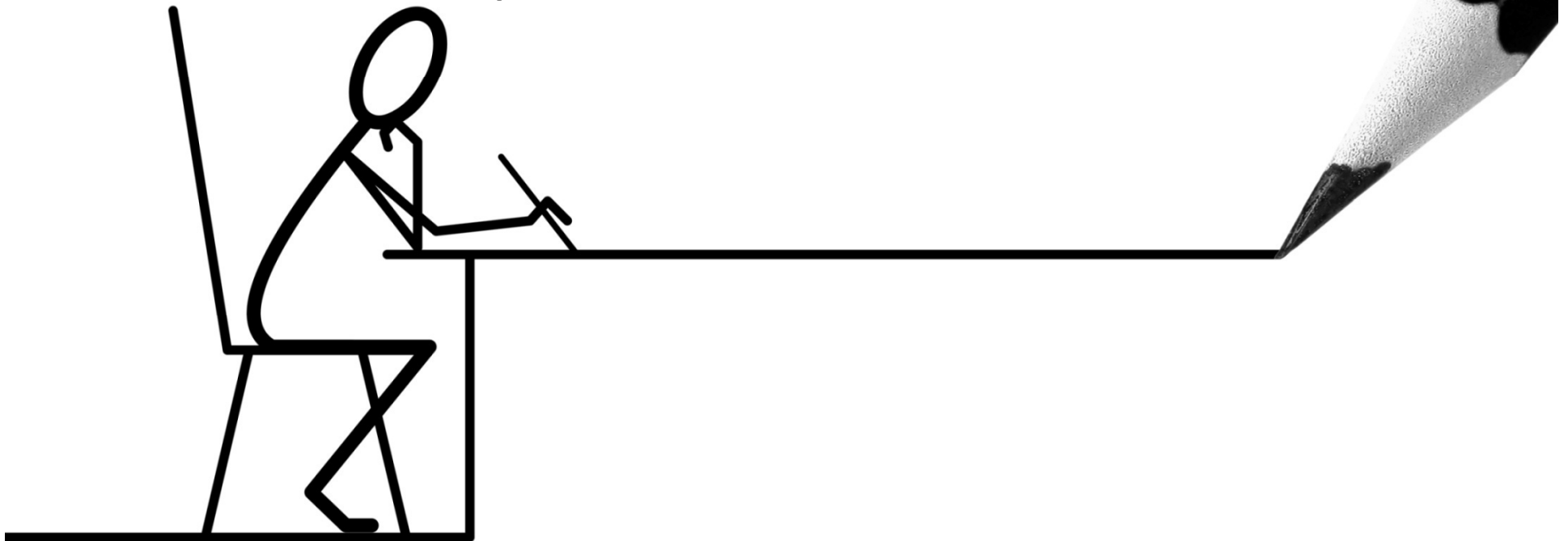
challenge 1: accessibility issues

- persons with disabilities
- those living in remote areas or with transportation issues
- professional and/or personal constraints



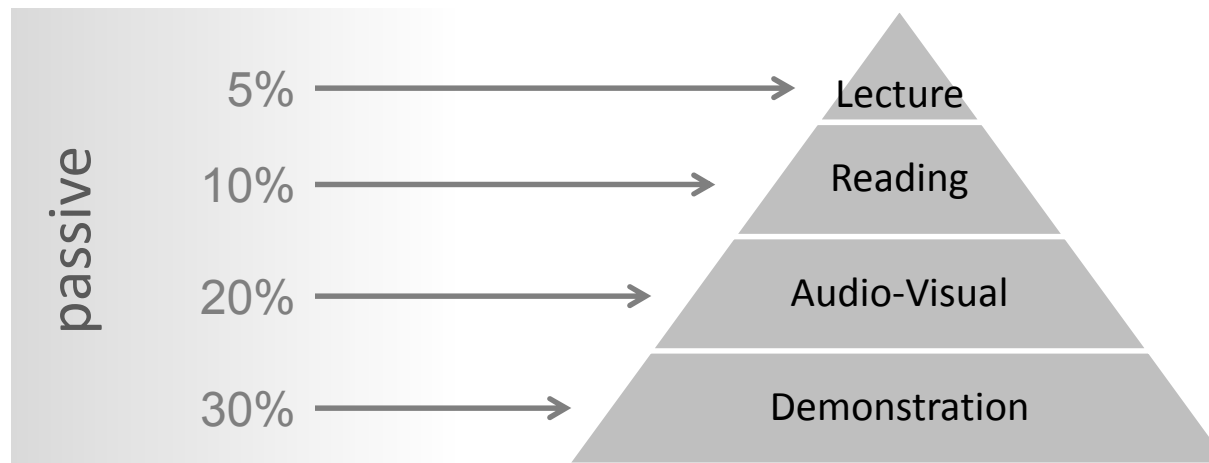
challenge 2: content delivery & management

- administration cost
- material costs associated with set-up, use and cleanup
- inconsistent delivery - no guarantee that the courses are presented the same across sessions



challenge 3: limitations of classroom

encourages passive learning



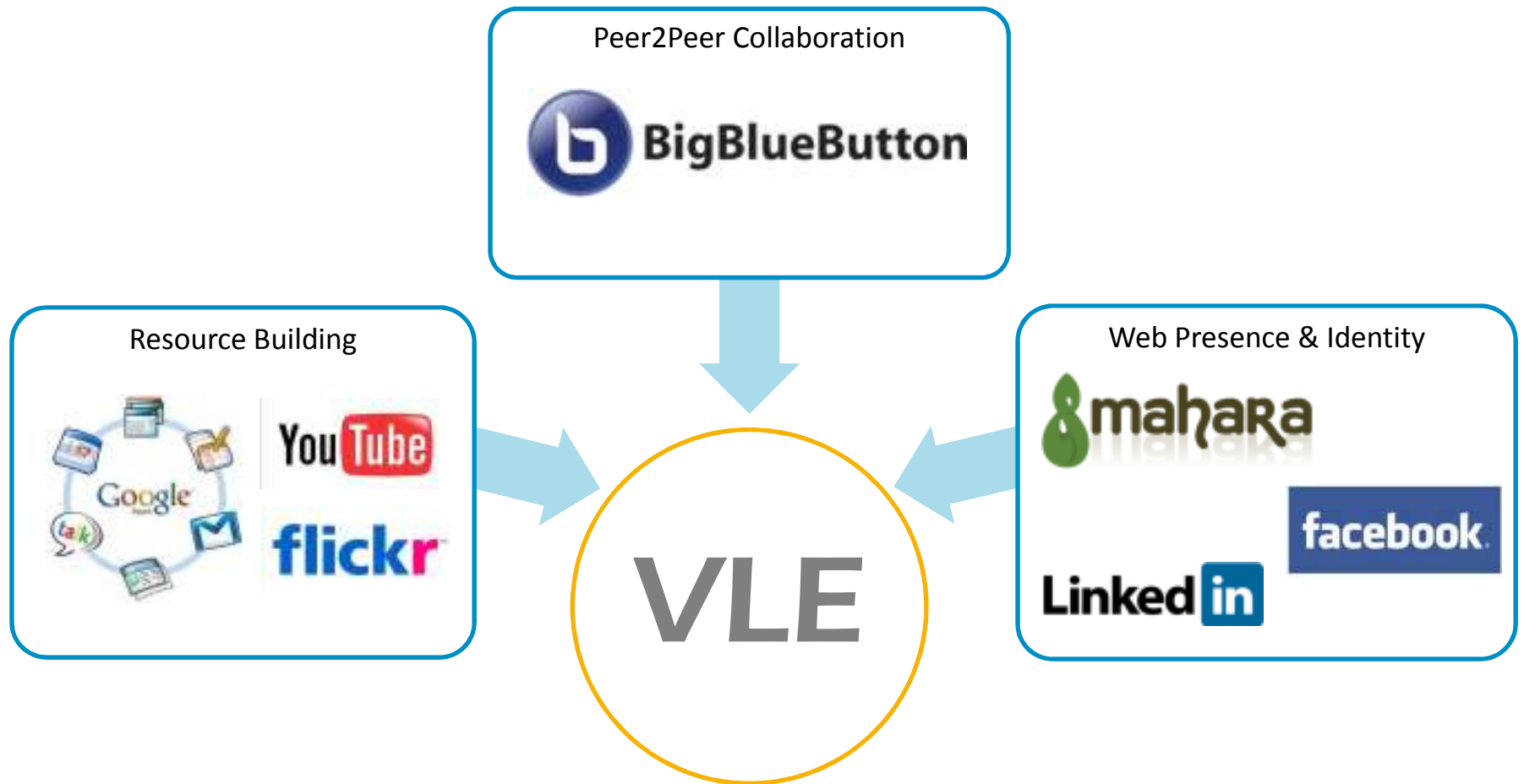
challenge 3: limitations of classroom

- encourages passive learning
- not supportive of learning differences between students
- not supportive of problem solving, critical thinking and higher order learning skills

challenge 4: social shift



challenge 4: social shift

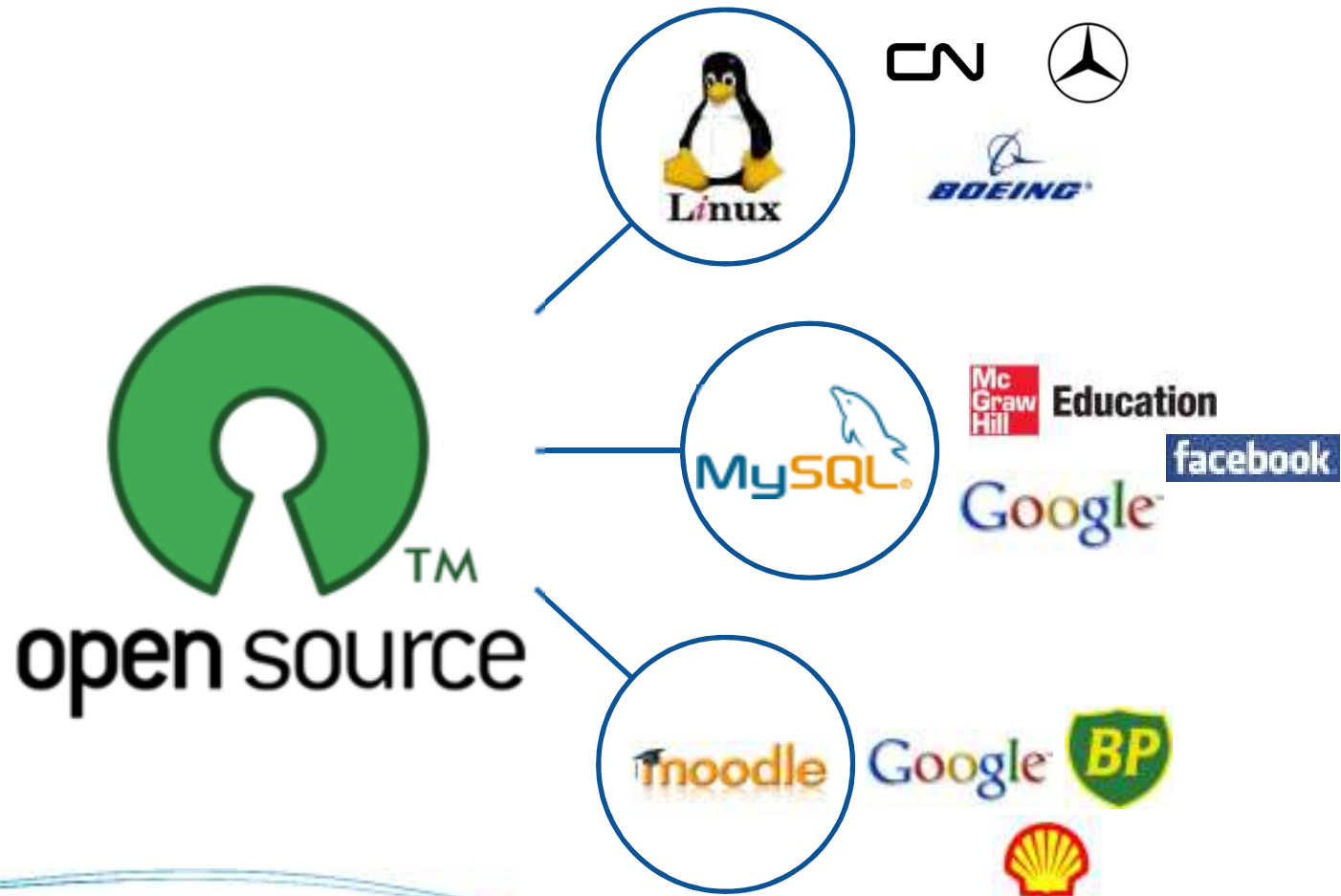




open-source software

- practices in production and development that promote access to the end product's source materials
- free does not mean an open source program is crippled and is worth next to nothing
- millions of people use open source software every day, often without even realizing it

open-source software examples





moodle

what is moodle?

- **verb**

“The process of meandering through something...that often leads to insight and creativity.”

- **acronym**

Modular Object-Oriented Dynamic Learning Environment

A Learning Management System (LMS) designed to support a social constructionist framework of education, wherein groups collaboratively construct knowledge

moodle.org,
http://en.wikipedia.org/wiki/Learning_management_system

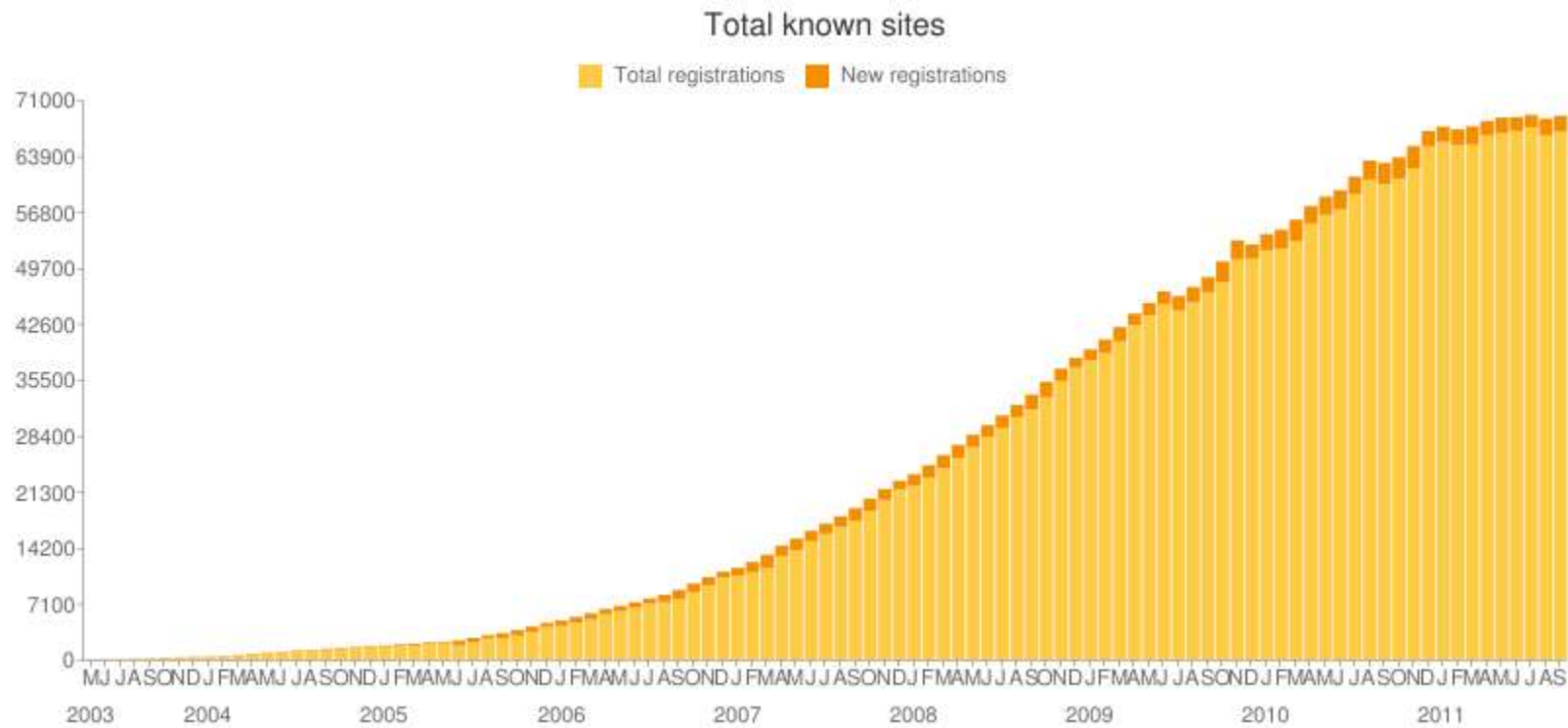
why moodle?

- **value**
 - open source – no license fees
 - a rich set of resource and activity creation tools
- **ease of use**

any user with basic computer & Internet skills will be able to use Moodle
- **flexible**
 - accessible
 - customizable, innovative, interoperable
 - appeals to all learning styles
 - supports ***social constructionist pedagogy*** to facilitate a wide variety of learning activities and teaching strategies
- **growing international community**
 - 67,990 registered sites in 219 countries with 35 million global users
 - 1,115,532 registered members consisting of developers, educators, systems administrators

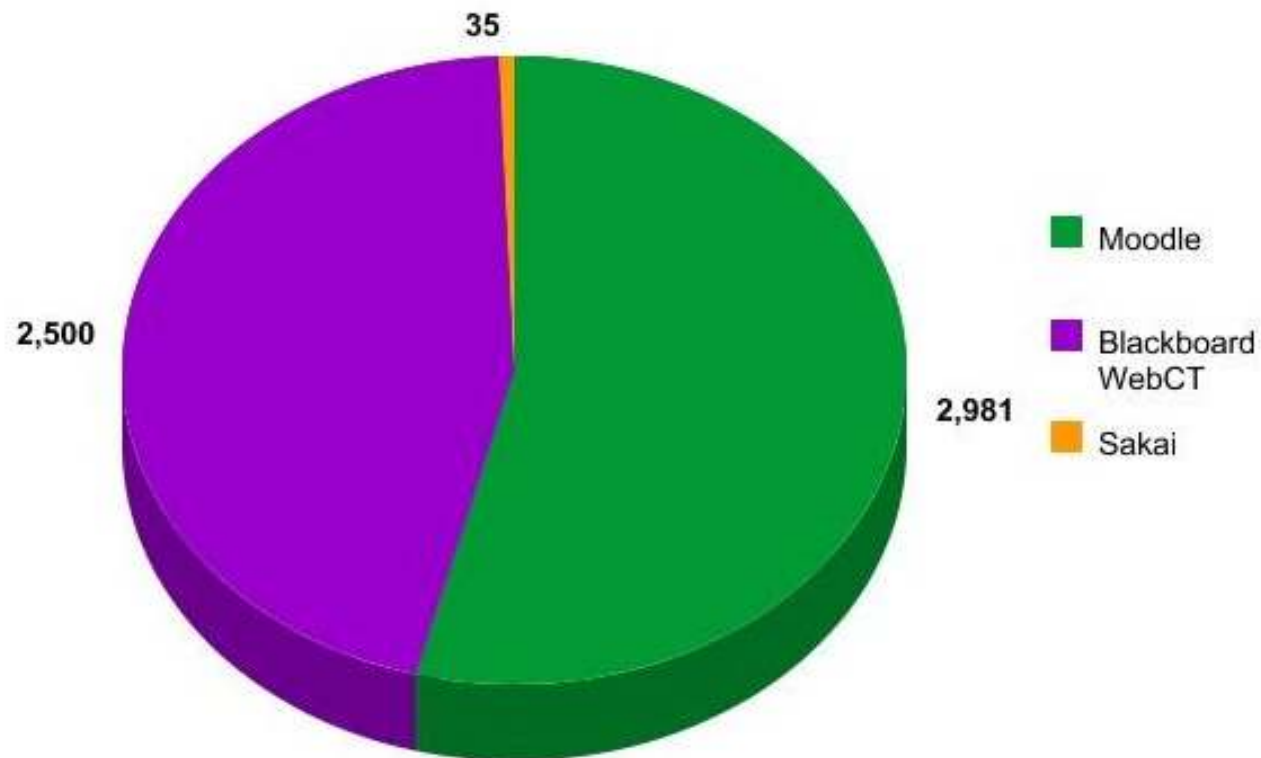
moodle.org

moodle statistics



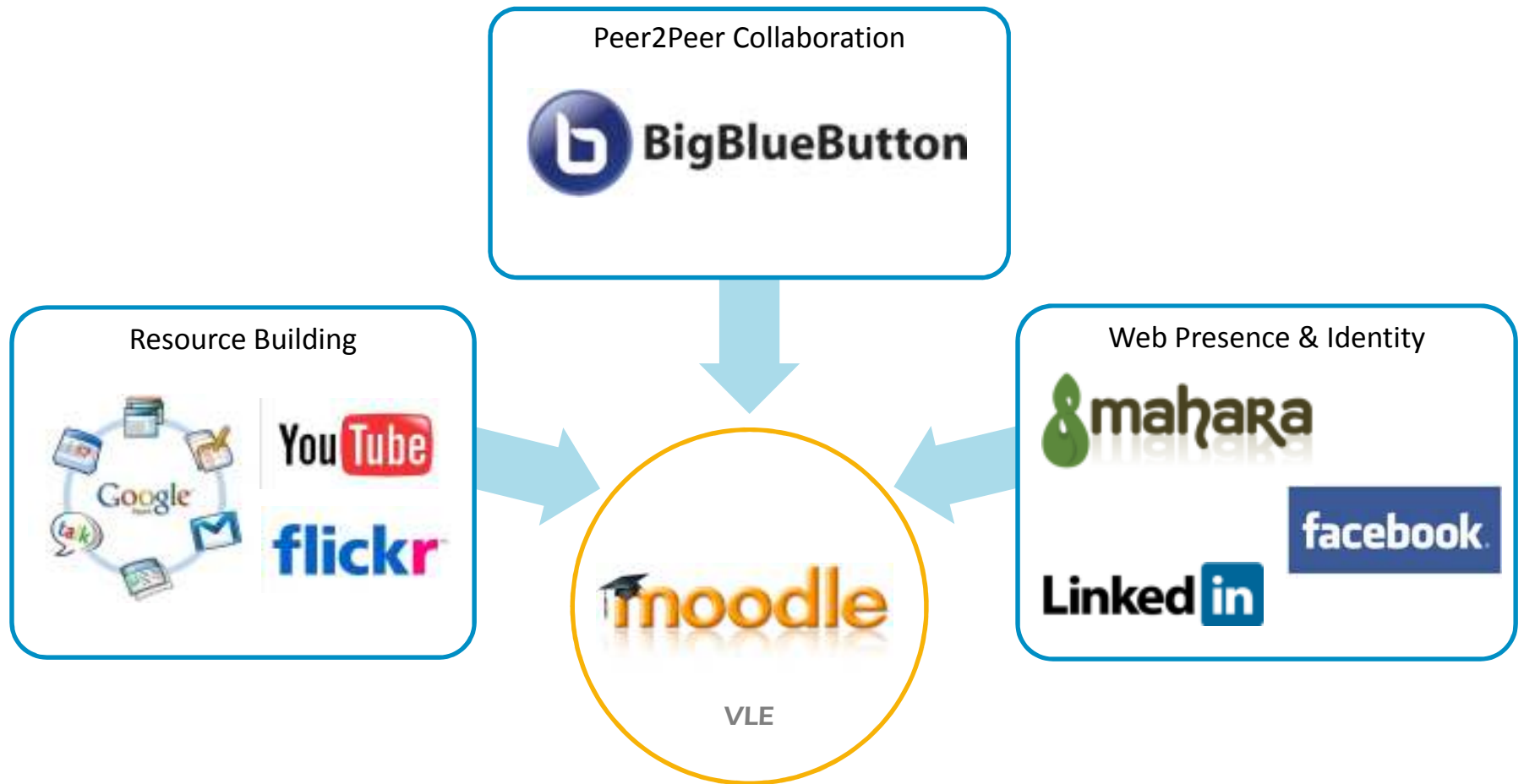
Source: <http://moodle.org/stats/>

moodle market share: higher-ed



Source: <http://www.zacker.org/sakai-project-vs-moodle>

moodle as VLE for your institution



before getting started

- **business objectives** – do you have a business plan?
- **audience** (what they want, need, will pay for) – have you done your market research?
- **resources** (time, money, skill) – there may be no license fees but understand your resource requirements

You must have some idea of what these are – and the time to understand them better – if you want this to be a successful part of your business!

Source: Using Moodle for Business, PennyMondani.com, Midwest Moodle Moot, July 2011

steps for success

1. Business Case & Plan
 - is eLearning right for my business (at this time)?
2. Concept
 - do customers want and are willing to pay for it?
 - do I have the skill and resources to deliver?
3. Design/Test
 - build a prototype and get feedback
4. Build
 - Keep your business plan in mind
 - Don't take comments too heavily or too personally - every "criticism" is an opportunity & build on good stuff

Source: Using Moodle for Business, PennyMondani.com, Midwest Moodle Moot, July 2011

steps for success

5. Sell

- build on your market research
- start selling before you're finished
- build up anticipation with "Coming Soon", news & blog posts, mailings
- if you're not good at this, hire someone!

6. Maintain (Service, Upgrade)

- keep content updated
- save time and money and plan to learn at least enough Moodle to: monitor forums, run chats, edit (fix or update) existing content, post grades, add and help users

Source: Using Moodle for Business, PennyMondani.com, Midwest Moodle Moot, July 2011



case study



ecolechocolat
learning centre

Ecole Chocolat is the only chocolate making school of its kind where students are able to study, learn and practice professional chocolate making from their own home or business—saving both time and travel costs

The logo for 'ecolechocolat' features the word 'ecolechocolat' in a lowercase, sans-serif font. 'ecole' is in a dark brown color, and 'chocolat' is in a lighter brown color. The text is contained within a dark brown rectangular box.

learning centre

business and support challenges

“...needed an easy to use system for my students who are not necessarily technical and come to us from all over the world ...57% US, 15% Canada and 28% International”

“the LMS needed to be stable and offer as many customization features as possible so it fit our business needs”

“...I still find Moodle's constraints puzzling and frustrating but it has more features than my previous LMS”

how is Moodle used to support your clients in course or resource offerings?

*“...we are able to give our students not only the technique training through written instructions supported by images and videos but much, much **more in depth content on WHY** they are doing a particular technique a certain way...something that can't be done in a face to face hands-on session because of **time constraints**”*

*“...we **support their business goals** - mastering techniques are important but there is a lot more knowledge and skill involved in becoming an expert on chocolate and the chocolate business”*

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learning centre

training and support innovations to support end-users

“forums, polls, chat, questionnaires, etc. allows us to be interactive and offer our students the support of online tutors and instructors...as well as learning from their classmates”

“...using an Open Source system allows us to contribute to the Moodle community as well - with the help of Lambda Solutions we just launched our LinkChecker function...it checks the accuracy of the many, many hyperlinks we have in our curriculum and notifies us when a particular ...has returned an error message. Our content manager can then go in to that file and update/remove the bad link. Its saved us so much time over the years that we hope it will do the same for other Moodle colleagues”



case study



*use technology, knowledge and passion to empower
Canadians with physical disabilities*

[video](#)