Project Management for Video eLearning

Sam Rogers, Snap Synapse LLC

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Editing Learning Videos with Adobe Premiere
Mark Lassoff, LearnToProgram Media

How to Build Your Organization’s Mobile Learning Strategy
Brenda Enders, Enders Consulting

YouTube U-Leveraging the World’s Biggest Video Platform
Sam Rogers, Snap Synapse

Getting Started with Mobile Learning
Sarah Gilbert, meLearning Solutions

Developing a Micro-performance Support Solution
Molly Petroff & Jill Wiley, Saint Vincent Hospital

Tracking Learning with the xAPI and PhoneGap
Przemyslaw Pawluk & Agnieszka Palalas, Mobi-Learning

Performance
Julian Stodd, Sea Salt Learning
When they go right, video projects can go incredibly right! But when they go wrong, they can go very, very wrong. The stakes are higher with eLearning in video form because of the costs, expectations, and limitations in making updates to content.

In this session, we’ll answer questions such who to solicit/accept feedback from, how to sidestep IT roadblocks, where to store those massive source files, what content should never be made into a video in the first place, and how to know when your project has gone off track. We’ll also examine the proven strategies and methodologies that will allow you to produce more videos faster, increase learning quality, and stay sane in the middle of crazy.

**In this session, you will learn:**

- How to spot train wrecks in the making
- How to plan to your available budget and timeline
- How to communicate appropriately with SMEs, management, legal, IT, etc.
- How to address fears and questions about managing video eLearning projects
- How to draft an action plan to hit the ground running immediately

**Audience:**
Intermediate and advanced project managers, managers, and directors.

**Technology discussed in this session:**
Video production tools, project tracking tools, and learning management systems.
Says who?
90 videos, 8 weeks, written to deployed

Yury Polnar - Audience Development Strategist, YouTube
Ye Olde Project Management Triangle
What’s your problem?
The Timeline
Projects is Projects

How do we manage ALL our projects ever?

✓ We build in margins
✓ We communicate context
✓ We test assumptions
✓ We plan for change
✓ We remain grounded advocates for sanity
Content Longevity

Arbitrarily select:
How long before this content requires an update?
Minimum Effective Dose
Emotionality
Emotionality

How suitable is this content for doing what video is best at: evoking an emotional response?
The Expectation
How does it SERVE?

What is the most important metric for the organization?

How does this project affect it?
What does it DO?

Which approach is best suited to the content & goals?
Feedback Fails

• Not vetting with *all* the right people
  – Marketing  - Sr Management  - IT
  – Legal  - Biz Sponsors  - Learners

• Following feedback from the wrong people
  – SMEs  - Stakeholders  - Trainers

1. Are you my **target audience**?
2. Can you **pull the plug** on my project?
Who is this for?
MANDATORY COMPLIANCE TRAINING

BUT FOR WHOM?
Audience is never* “everyone”

Target Audience (internal)

Accessibility issue

Language issue

Potential Audience (internal)

Potential Audience (external)

* very rarely
Scale of the Solution

What is the size of the target audience?
The Technology
The **good** news is...

it’s not about the tools!

image courtesy tonaci.com
The **bad** news is...

it’s not about the tools!

Image courtesy tonaci.com
Delivery Technology

What are the primary constraints of delivering video?
Stages of eLearning Video Production

PRE
overview, script, plan

PRINCIPAL
lights, capture, action!

POST
edit, create, craft

PLATFORM
upload, describe, configure
Stage One

PRE

PRINCIPAL

POST

PLATFORM

Script & Metric

Test = Reading
Stage Two

Clear & Fun

Test = Watching
Stage Three

Sequence

Test = Sequentially
Stage Three

1. List Inventory
2. Craft the Audio
3. Create a Rough Cut
4. Make it Pretty
5. Magic of Technology

Test = Carefully
Stage Four

Delivery

Test = Usability
Lord of the Files

• Active Project (Live < 2-weeks)
  – Keep all files accessible
  – Keep all files backed up

• Archive Project (Live > 2-weeks)
  – Ditch intermediary sourcefiles
  – Keep final editable files in backup

• Retired Project (no longer live)
  – Delete backups of editable files
  – Keep output files only for reference
The Talent
What everything is for

You are here.

What needs to happen to go from here to there?

You need to be there.
How Big is your Ruler?

Values:
- Longevity
- Emotionality
- Audience

Constraints:
- Time
- Money
- Etc.
The Roadblocks
Sidestepping Roadblocks

• Any way that works, works!
• Test Assumptions
  – We can target our audience
  – 100% of our audience can receive & use our content
  – Approvals will be granted
• De facto decisions
• Reciprocal prioritization
• It’s okay to laugh at the ridiculous
Sidestepping Roadblocks

**Bike shed effect**

*a/k/a Parkinson's Law of Triviality*

*Organizations spend disproportionate time on trivial issues.*  -- C.N. Parkinson, 1957

1. **Nuclear Plant**  
Cost: $28,000,000  
Discussion: 2.5 minutes

2. **Bike Shed**  
Cost: $1,000  
Discussion: 45 minutes
Sidestepping Roadblocks

TRAINING?

MAKE ME.
IF WE COULD SEE OUR OWN BLIND SPOTS

THEY WOULDN'T BE...
Predicting Ranges

Maximum

Optimum

Minimum
Content Expiry Date

18 JUL 85
First Draft of Due within 48hrs

• Find the Minimum Effective Dose
• How does it affect the target metric?
• Don’t expect this version to be good or right. Just very, very, very useful!
The Facepalm
Avoid Communication Breakdown

- Align language to stakeholders
- State need as business impact
- Ask the stupid questions
- Politely filter all feedback
- Buffer Developers during development phase
- Promises come with margins
So, yeah...
Stay on target! Stay on target!
Be Flexible
Be Realistic
Be Strong

“I have always found that plans are useless, but planning is *indispensable.*”

Dwight D. Eisenhower
34th President of the USA
SORRY BUT I
YOU A QUESTION
Thank you Austin, and goodnight!

Sam Rogers
President
Snap Synapse LLC
SnapSynapse.com
Please Stand By…

Your Awesomeness Will Resume Shortly!