

# Project Proposal

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# Executive Summary

## Problem Statement

Current learning opportunities for employees lack authenticity, hands-on experience, and the social interaction necessary to fully prepare them to be engaged in their role and become effective members of a learning organization. As a consequence, employees learn the majority of their role on the job. While on-the-job training is valuable, it often leads to a negative experience for the employee and the customer (internal or external), and ultimately impacts the organization due to lost time and investment. Learning has been proven to be a social activity that is based in experience within a given context. When training becomes disassociated with that context, and does not include opportunities for the application of knowledge, it loses effectiveness and the results are poor learning experiences and business results. Compounding the issue is the lack of consistency between learning and development tools and employee knowledge building and sharing technologies. This inconsistency results in cobbled together solutions that are incompatible and require inordinate amounts of time to develop.

## Proposed Intervention

The Mzinga Social Learning Suite is being recommended as a comprehensive learning solution to meet the current challenges for employee learning and social knowledge building and sharing processes. This fully-hosted solution includes a complete Learning Management System (LMS) with embedded social learning tools, a robust design tool for collaboratively creating highly interactive simulation-based learning content, a virtual classroom environment for distance learning, real-time reporting tools, and ongoing support and development tools for employees. By moving to the use of a completely integrated solution, effective learning and development content may be created and shared across multiple business units, avoiding duplication of efforts, increasing opportunities for collaborative development, and ensuring seamless compatibility. Rather than spending time piecing together disparate tools for learning content, developers' time will be invested in working together to create immersive learning experiences that achieve the benefits of on-the-job learning without the negative impacts.

## Measures of Effectiveness

The effectiveness of this approach to employee learning and development will be measured through the following qualitative and quantitative data:

- Qualitative:
  - Employee sentiment - Do employees find the learning to be engaging, challenging, enjoyable, and effective?
  - Customer response - Are customers responding more positively to employee interactions, based on survey data?
  - Leadership feedback - Are leaders seeing a change in the culture of their teams that is oriented to learning?
  
- Quantitative:
  - Key Performance Indicators including, but not limited to, the following:
    - Customer Issue Resolution (CRES)
    - Customer Satisfaction (CSAT)
    - Quality Assessment (QA)
    - Average Handle Time (AHT)
    - Sales-Per-Call (SPC)

# Proposed Budget

Item	Description/Rationale	Vendor	Qty	Cost	Total
Mzinga Social Learning Suite licensing for 18 months for 15,000 employees (peak)	Comprehensive Social Learning software solution	Mzinga	1	\$2.50 / per user / per month	\$675,000
Mzinga Learning (LMS) with Embedded Social Media & Networking	Learning management system to maintain, host, and deliver learning content	Mzinga	Included	Included	\$0
Mzinga Performance	Employee goal setting, mentoring, and learning plan management tool	Mzinga	Included	Included	\$0
Mzinga Reporting	Measurement and analysis of employee learning	Mzinga	Included	Included	\$0
Firefly Simulation Developer	Immersive learning environment and simulation development tool	Mzinga	30	Included	\$0
Mzinga Publisher: Team-based Authoring	Team-based authoring tool, including: blogs, comments, ratings, gaming, and assessments	Mzinga	30	Included	\$0
Firefly SME	Free, abridged version of Firefly developer tool for subject matter experts to capture simulation content	Mzinga	Unlimited	Included	\$0
Mzinga Link Virtual Classroom	Interactive virtual classroom for distance learning events	Mzinga	Included	Included	\$0
Mzinga Catalog	Collection of off-the-shelf eLearning courses in various topics	Mzinga	Included	Included	\$0
SaaS, Enterprise Platform & Hosting	Hosting support for up to 15,000 employees	Mzinga	Included	Included	\$0
Implementation, including Support and Training	Onsite consultation and training services and ongoing technical support	Mzinga	1	\$25,000	\$25,000
Developer Laptops	ThinkPad W500, Intel Core 2 Duo T9400, 15.4", 3GB SDRAM, 160GB, Bluetooth, WiFi	Lenovo	30	\$1,483	\$44,490
Turtle Beach Ear Force SPC Stereo Gaming Headphones with Microphone	Required for interactive learning sessions with audio/video content	Tiger-Direct	15,000	\$16.99	\$254,850
Pizza and Soda for Developer Training Sessions	Sustenance for Learning and Development teams during training sessions	Varies by locale	44	\$15	\$660
Total:					\$1,000,000