



OFFICE *of*
HUMAN RESOURCES

EAST TENNESSEE STATE UNIVERSITY

Meeting the Learning Needs
of a

Fast-Paced, 24-Hour Workforce

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Traditional Training

- *Providing Professional and Personal Development Programs for ETSU Faculty and Staff*
- **Neal Boger, Training Manager**
 - Personalized and Group Sessions
 - Customized Departmental Sessions
 - Certification Programs
 - Adult Education/GED Preparation
 - Vendor Based Training
 - Skillsoft
 - Guest Trainers

The Higher Education Environment

- **24-hour workforce**
- **Multi-site campuses**
- **Less time and funding for training**
- **Regional & International students, applicants & employees**
- **Constantly changing regulations, policies and procedures**

Harnessing Technology

- Reach employees when the employee has the time & need
- Connect with employees where they live: computers, mobile telephones, tablets, game consoles, televisions
- Teach employees, applicants, students through easy to process pieces of information
- Provide a 24x7 catalog for learning
- Create conversations on campus

ETSU HR's Technology Formula

eTraining - www.etsu.edu/humanres/td/training/etraining.aspx

- **Classes**

- Conversions of in-person workshops to an online format.
- Completions are Trackable and Recorded by HR

- **Dramatizations**

- Scripted scenarios illustrating sensitive/common workplace issues with recommended approaches.

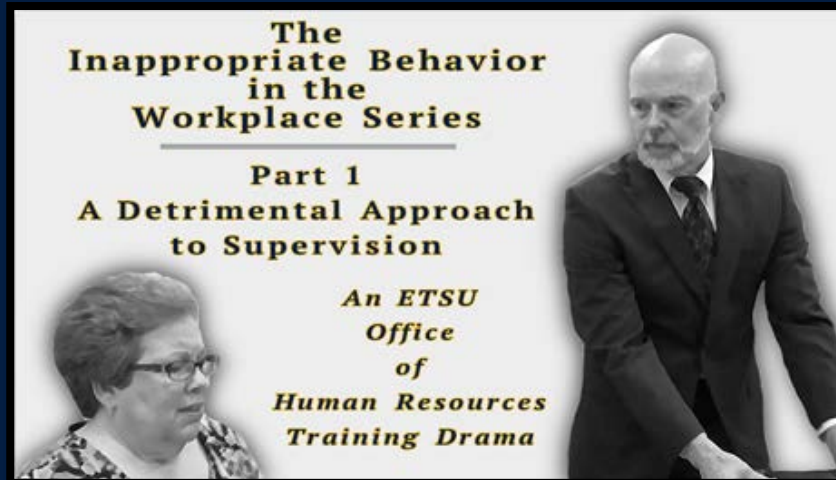
- **Demonstrations**

- Guided step-by-step tutorials for in ETSU specific systems/areas, typically 5 minutes in length.

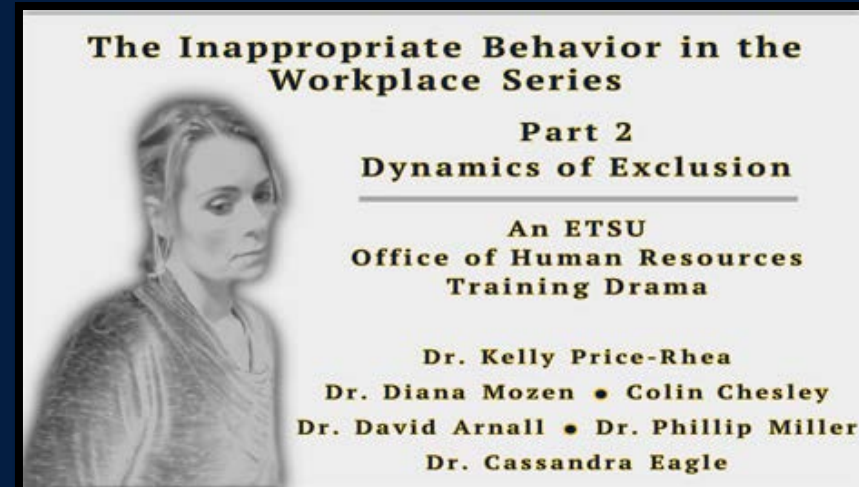
A Dramatic Approach

- **Using the universal medium of storytelling**
- **Visual, entertaining and engaging**
- **Social and cultural setting is “higher education”**
- **Actors are actual employees (relatable)**
- **Viewers can empathize or identify with the characters**
- **Stories promote learning and conversation**

Making a Dramatic Impact



1,840 Views (Sept. 2014)



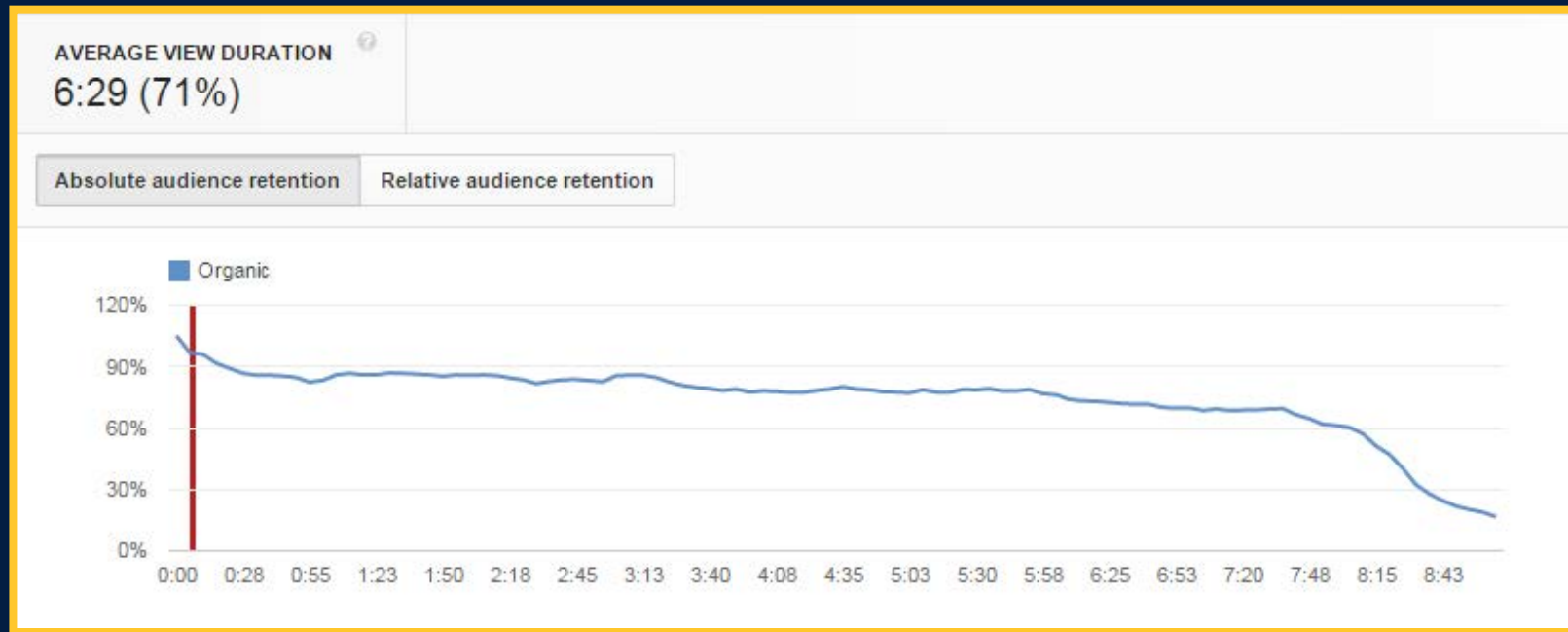
1,040 Views (Jan. 2015)



17,400 Views (Feb. 2013)

Quality = Retention

- **Evaluated Against Other YouTube Videos**
 - YouTube Average = 40%
 - ETSU Employees = 71%



Training by Demonstrating

- Short and easily absorbed
- Focused on specific issue/task
- Information is always available (24x7)
- On-screen presenter is engaging and establishes trust
- Wide array of applications

Starting A Hire
Lori Erickson
Manager of Wage & Salary
Office of Human Resources

The link for "Begin Request to Hire" will NOT appear until you change the status of the applicant you wish to hire to the status of "Recommended for Hire".

665 Views (April 2014)

Step 6: Provide Personal & Citation Information

1082 Views (Feb. 2015)

How to Open an ETSU PO Box

561 Views (Feb. 2015)

Demonstrations = Productivity

Time to Explain (T) x Views (V) = Minutes (M) / 60 = Saved Work Hours (S)



$$6 (T) \times 2,901 (V) = 17,406 (M) / 60 = 290 (S)$$

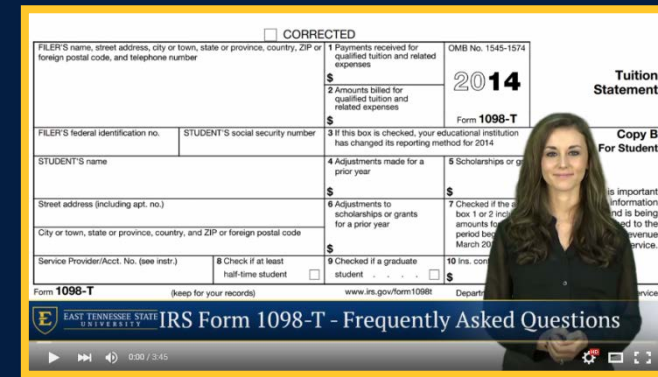
If each viewer had called, it would have taken 290 hours to explain.

**2,901 Views in 10 Months
290 Saved Work Hours /10 = 29 Saved Work Hours Per Month**

Meeting Peak Demand



Bursar's Office
9 Videos
8,477 Views
(July 2014)



Fall Payment Period
(1 Week)

2,162 Views = 216
Saved Work Hours

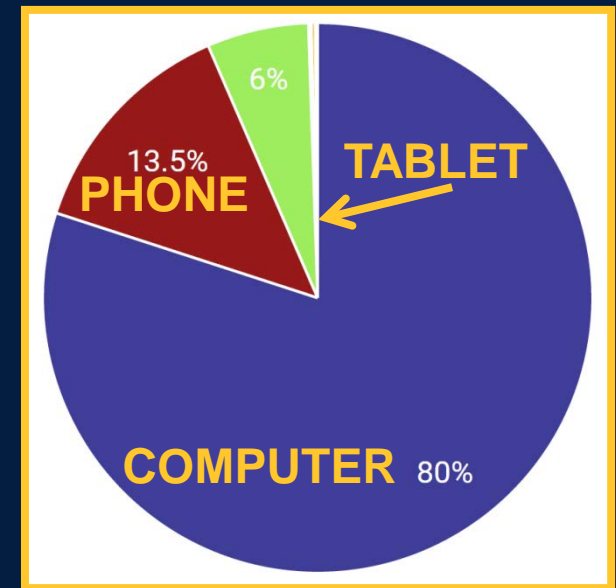


Bottom Line

- **Classes = 16 Currently Posted**
 - 3,846 Recorded ETSU Employee Completions
- **Dramatizations = 3 Currently Posted**
 - 20,917 Views & 79,264 Minutes Watched
- **Demonstrations = 29 Currently Posted**
 - 19,551 Views & 24,339 Minutes Watched

**HR YouTube = 73 Posted Since 11/3/11
43,222 Views & 110,795 Minutes Watched**

Demonstration Devices



Thank You



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