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Monarch Media, Inc.
Case Study

The Benefits of Distance Learning Programs to Organizations
A Case Study in Nursing Education

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Industry

Health Care

Challenge

Because of a nationwide demand for nurses with a bachelor's level education, Wolters-Kluwer Health (WK) identified the need for an innovative RN-to-BSN curriculum that could be used for distance learning or in a hybrid classroom environment. RN students often need flexibility to earn their degrees while working full or part time, making online or hybrid learning preferable.

Solution

Monarch Media's team collaborated with WK editors and subject matter experts to provide the learning design strategy, instructional design, curriculum authoring, graphic design, and programming needed to build a program spanning eight courses.

Key Benefits

- Flexible – it gives learners the ability to take classes on their own schedule.
- Self–paced – learners can adjust their pace based on their knowledge of the subject matter.

Overview

Distance learning enables organizations to scale educational programs and bring a host of benefits to learners.

What's in it for the learner?

In our current fast-paced lives, the ability to learn on your own schedule is invaluable. This is why distance learning has become a solution for employees and adult students to help them balance the growing demands of work, school, life, and family. Distance learning programs give individuals the flexibility to learn during the time that works best for them and the ability to review material at their own pace—multiple times if needed. All of these benefits keep learners motivated and engaged.

What's in it for the organization?

An upfront investment in eLearning can be good for your bottom line. Once you build a distance-learning program, you can reuse it an infinite number of times. And a virtual training environment means no wasted time or money in scheduling meetings, organizing travel, booking conference rooms, or

25%
of all employees leave their job because there simply aren't enough training or learning opportunities

26%
increased revenue per employee for companies that offer elearning and on-the-job training

2014 Study
http://elearningindustry.com/top-10-e-learning-statistics-for-2014-you-need-to-know

hiring training staff! In a study done in 2014, it was "estimated that nearly 25% of all employees leave their job because there simply aren't enough training or learning opportunities. On the other hand, companies that do offer eLearning and on-the-job training generate about 26% more revenue per employee." (http://elearningindustry.com/top-10-e-learning-statistics-for-2014-you-need-to-know)
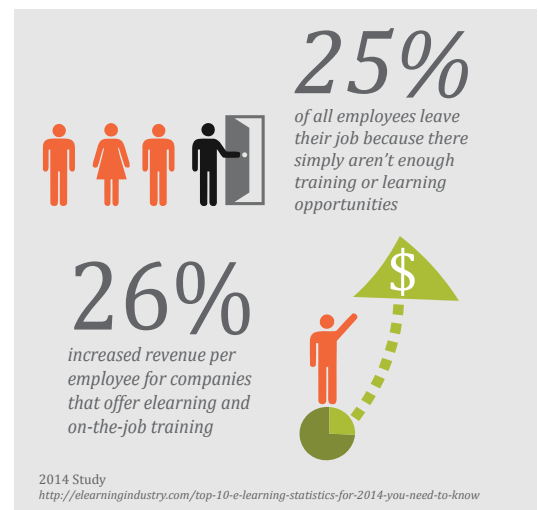
Case Study: Wolters Kluwers

It was just these types of market demands that led Wolters Kluwer Health (WK) to identify the need for an innovative RN-to-BSN curriculum that could be used for distance learning or in a hybrid classroom environment.

There are several characteristics of the RN-to-BSN program that helped identify it as an ideal opportunity for distance learning:

- A need for scale. Schools are adjusting to meet the demand for RN-to-BSN programs as part of a national priority of having 80% of the nursing workforce hold at least a bachelor's degree by 2020.
- Flexible scheduling. Students already working as RNs often need flexibility to earn their degrees while working full or part time, making online or hybrid learning preferable.
- Independent study. Most of the clinical and lab requirements associated with a nursing B.S.N. degree are completed during the RN program, leaving the more theory-based courses for the BSN. These theory-based classes lend themselves well to online learning.

Monarch Media's team collaborated with WK editors and subject matter experts to provide the learning design strategy, instructional design, curriculum authoring, graphic design, and programming needed to develop eight college-level courses.

Applying best practices in learning design, the courses feature innovations such as storytelling, skills modeling, gamification, spaced-learning, and case-based scenarios. Some other best practices that were applied include:

- Allowing learners to explore and browse detailed information and tips in a self-directed way
- Modeling effective behaviors using video examples
- Providing quick knowledge checks to reinforce learning
- Giving learners an opportunity to view and react to real world scenarios
- Engaging users with narration and graphics that connect on a personal level
- Reinforcing key information with easy-to-access PDF job aids
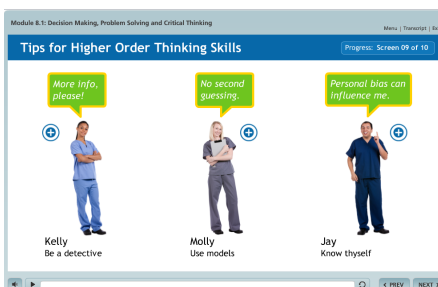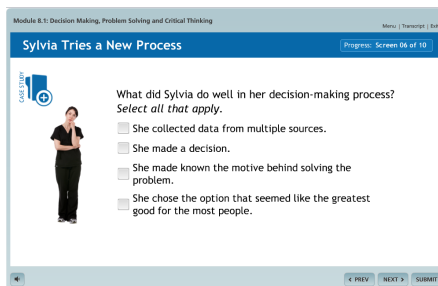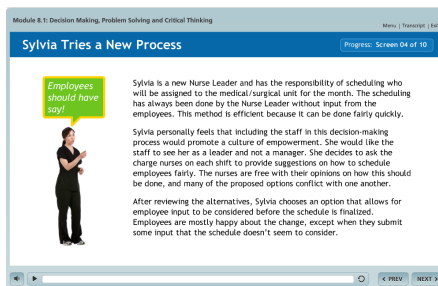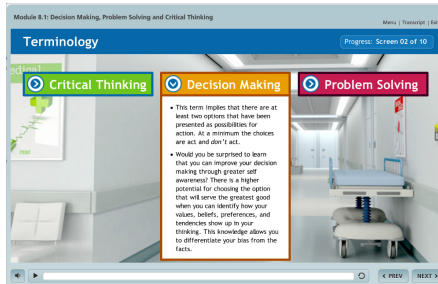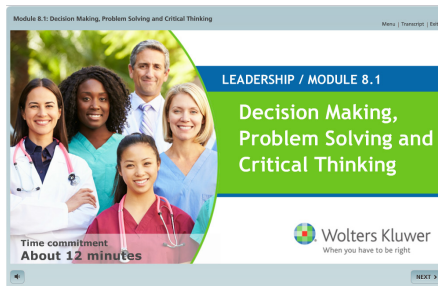
More Information

To learn more about how Monarch Media can help you with your next eLearning project, please call, email, or visit our website:

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