

# Learning Leaders<sup>®</sup> Program

*Business Impact Through E-learning Initiatives:  
Extra Space Storage and  
National Science Teachers Association*

***Elearning!***

May 8, 2008

# Speakers

- David Mallon, Principal Analyst, Bersin & Associates
- Karen Langham, Vice President of Learning and Development, Extra Space Storage
- Al Byers, Assistant Executive Director, e-Learning and Government Partnerships, National Science Teachers Association

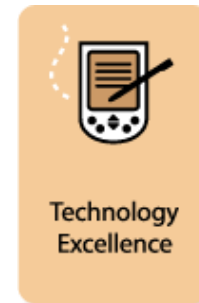


# Agenda

- The Learning Leaders® Program
- Extra Space Storage's Front Line Sales Training
- National Science Teachers Association's National Home Base for Training
- Q&A

# Learning Leaders Program

- Research-driven industry recognition program, designed to identify and publish best-practices
- Three Tiers: global enterprise, enterprise, mid-market
- Clearly established criteria, judged by Bersin analysts
- Winners featured on website, in newsletter, *Elearning!* magazine, case studies, webcasts, and research report coming in June
- Categories:



# 2007 Winners



**Extra Space Storage**

Rockwell Collins

SAP

Wachovia Corporation



Business Development  
Bank of Canada

Trinity Health



CA

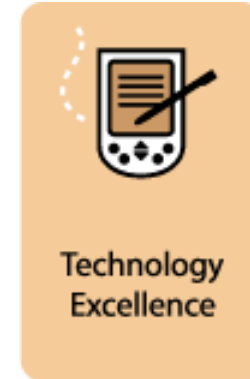
Hewlett Packard

SumTotal Systems



Citi Asia Pacific

**National Science Teachers Association**



CA



Bluepoint Leadership Development  
Kognito Interactive  
Mohive  
Ninth House  
Plateau  
Regis Learning Solutions  
SkillSoft  
Sonic Foundry  
PulseLearning  
Vangent, Inc.

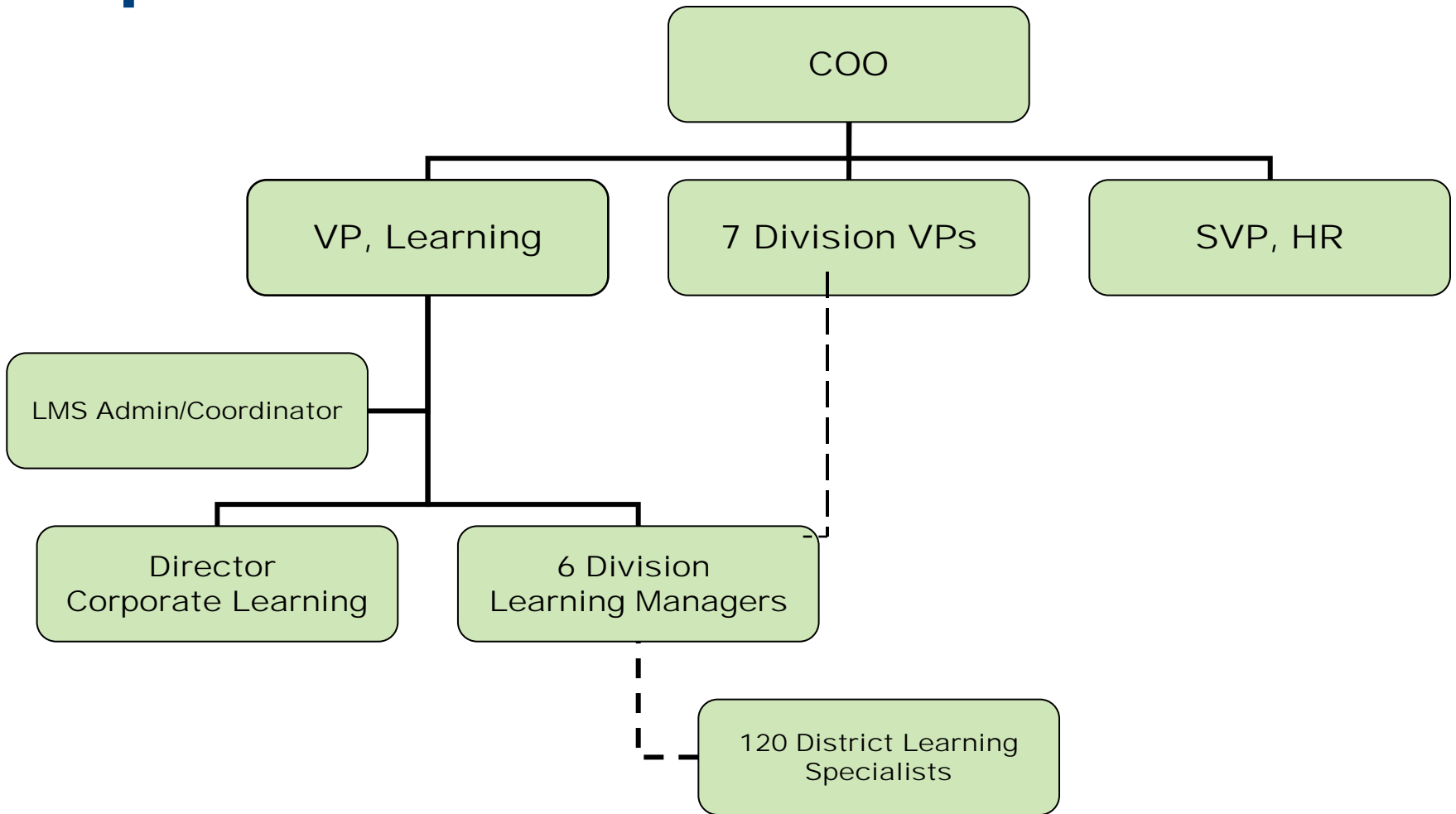
# Extra Space Storage

**Karen Langham**

Vice President of Learning and Development,  
Extra Space Storage



# ESS Learning and Development Department



# Business Issue

The revenue from the Extra Space Storage customer protection plan program offered at our sites was severely under budget. This revenue is an important component of our performance commitments to our shareholders and we needed to get it back on track.

Executive management required a 52% increase in insurance revenue over the previous year. In order to achieve this objective, we determined that two tracking components needed to be met: new renter penetration needed to increase from 21.1% to 60%. This would lead to an increase in overall penetration from 15.8% to 30% by year-end. Our learning initiative was focused on making these objectives part of each employee's desire to outperform last year's numbers.



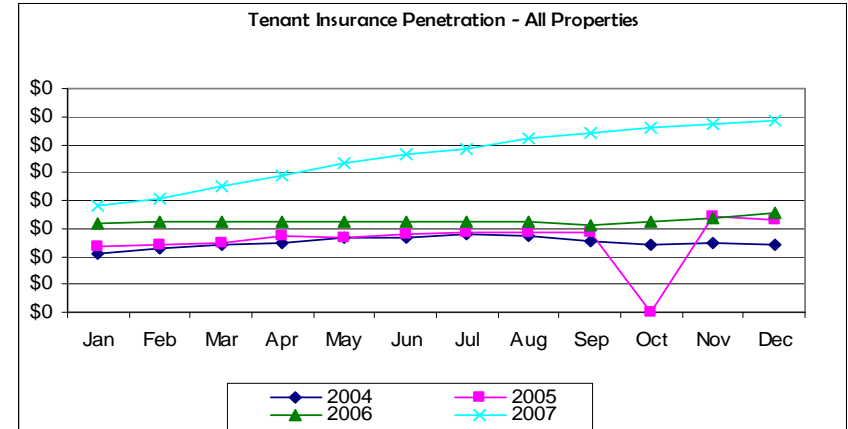
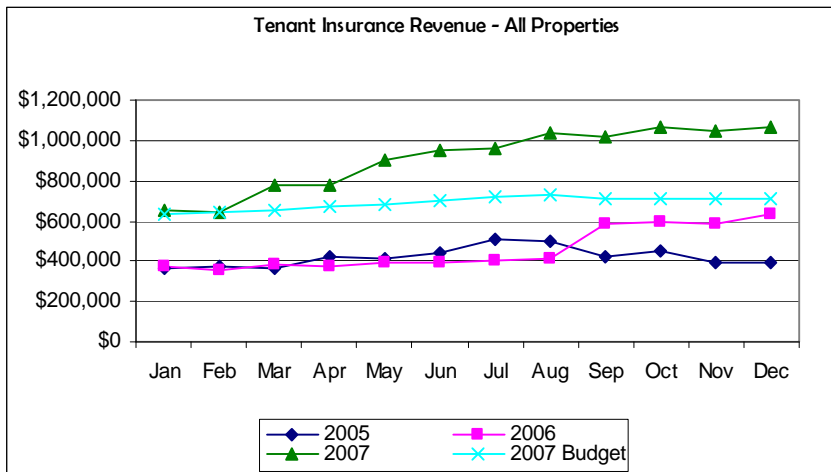
# Learning Strategy

## Blended Learning Approach

- Executive sponsorship
- E-learning (mandatory modules through LMS)
- Email
  - Creative weekly results communications focused on highlighting best practices, best performers, underperformers
- Effective Selling CoP
- Classroom instruction

# ROI Results

## Customer Protection Plan



**CPP training launched for all employees in October 2006 through the LMS. Revenues increased 217% year over year and penetration doubled.**

# Conclusion

**Extra Space Storage has demonstrated tremendous ROI and astonishing revenue growth in its customer protection plan program.**

**Executive sponsorship is key to the success of every major business initiative.**

# National Science Teachers Association

**Al Byers**



Assistant Executive Director, e-Learning and Government Partnerships, National Science Teachers Association

# NSTA

# The National Science Teachers Association The NSTA Learning Center e-PD Portal

- Turning Vision into Reality
- State and District Partnerships
- Future Strategic Vision

The screenshot shows the NSTA Learning Center e-PD Portal. At the top, there are navigation links: "Back to NSTA.org", "Contact Us", and "Help". The main header features the NSTA Learning Center logo and a photo of three people. Below the header is a navigation menu with links: Home, My Account, Subjects, Learning Resources & Opportunities, Professional Development Tools, and Education Administration.

The "My Learning Center" section includes a welcome message and links to "My Library", "My PD Plan & Portfolio", "My Transcript", "My Calendar", and "My Note Pad". A "Welcome to Your Professional Development Web Space!" message is followed by a paragraph explaining the site's resources for building professional development plans.

The "Explore Learning Opportunities" section features a search bar and a "Go" button. Below the search bar are three columns of filters: "By Subject" (Earth & Space Science, Life Science, Physical Science), "By Grade Level" (Elementary, Middle School, High School, College), and "By State Standards" (Find resources based on their correlation to your state standards, Choose State dropdown, Earn certification credit in your state). There are also two main categories: "Do-It-Yourself Learning" and "Live Online Seminars & Classes", each with a brief description and a "SEE ALL" link.

At the bottom, there are links for "Books & Articles" and "In Person Experiences".

On the right side, there is a "Featured PD Opportunity" section for "POLAR SCIENCE, GLOBAL DISCOVERIES: IPY RESEARCH UPDATE" at the "NSTA Symposium National Conference Boston, MA March 27-30, 2008". Below this is a "Reminders & Opportunities" section with a "27 MAR 2008" badge and a link to "View Info" for the "NSTA National Conference in Boston".

# ***THE VISION***

## NSTA Strategy 2005 Goals

---

### Strategic Context

To improve excellence and innovation in science teaching and learning for all

Three Issues:

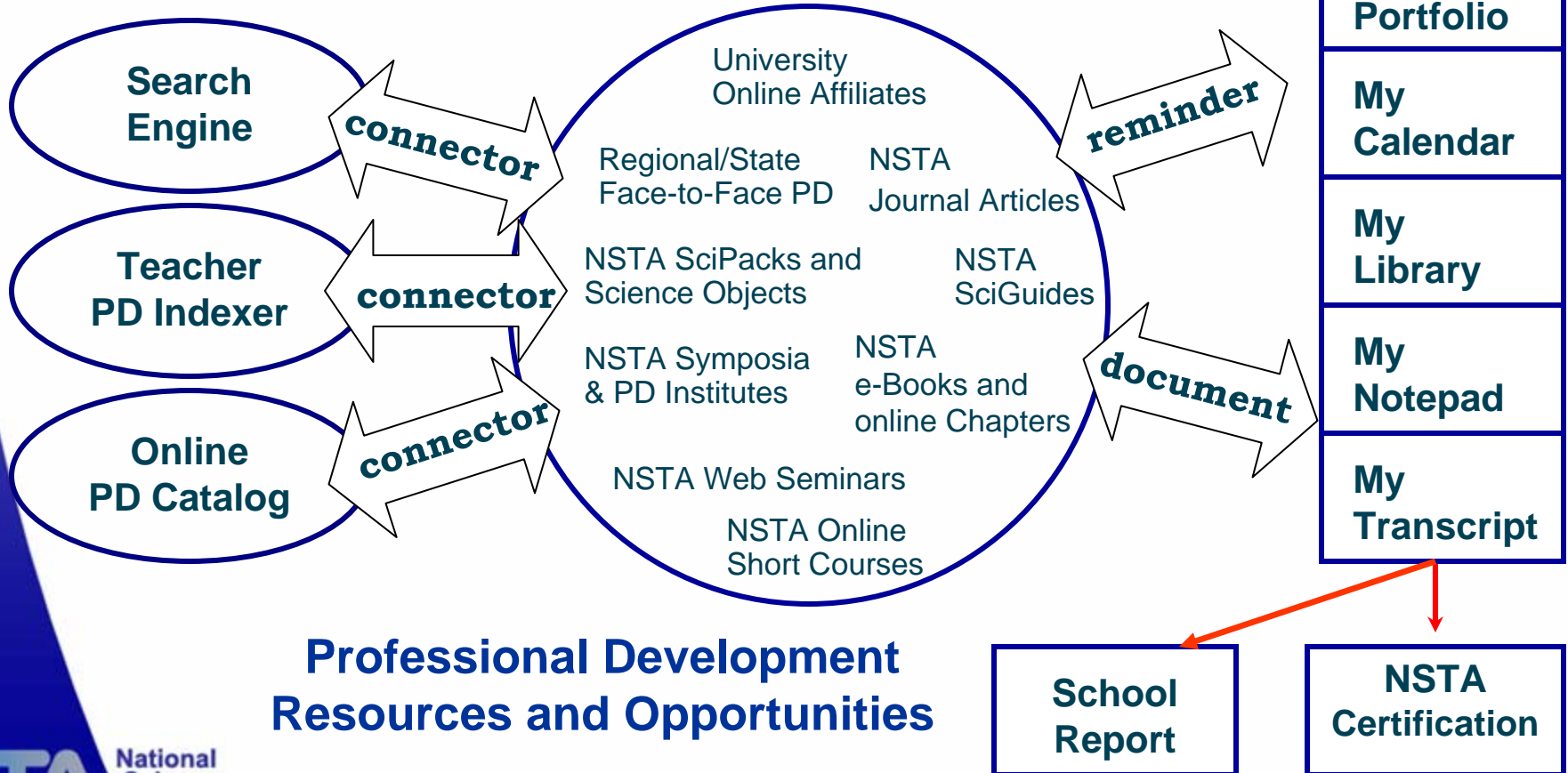
- Science Content Knowledge
- Scale
- Sustainability



NSTA is poised to create its electronic professional development system, which will deliver rich science content that is individualized, customized, and on demand.

# **THE REALITY** Scalable, Sustainable, and Customized Professional Development

## The **NSTA** Learning Center



**Professional Development Resources and Opportunities**



## March 2008 Collection

Over 2,600 e-PD Resources and Opportunities Available

Roughly 25% Free and 80% free or under \$1.00

- 1857 Journal Articles
- 211 NSTA Press Books
- 15 NSTA Press e-books
- 326 NSTA Book e-Chapters
- 24 SciGuides (vetted web resources)
- 20 Web Seminars (access to live experts)
- 63 Archived Web Seminars
- 7 Symposia (blended f2f and online training)
- 52 Science Objects (free asynchronous modules)
- 13 SciPacks (online modules with certification option & expert support)
- NSTA Online Short Courses (fixed stop/start date, facilitator driven)
- 707 products free (\$0)
- 1406 products (\$1)
- 0 product (\$1-3)
- 0 products (\$3-\$5)
- 244 products (\$5-10)
- 97 products (\$10-20)
- 132 products (\$20+)





## E-PD System Tools

Improved Layout, Navigation, and Classification of Resources by *Learner Preferences* and *State Standards*

- My Learning Center 2.0
- My Library and Notepad Tool 2.0
- My Professional Development Plan and Portfolio Tool 1.0
- My Calendar Tool 1.0
- My PD Indexer 2.0
- State/District Accountability Admin Tracking tools 1.0



## Partnerships — B2B Model: State, District, and Institution Partnerships

- West Virginia Department of Education
- New Hampshire Department of Education
- Hawaii Department of Education
- Nebraska Department of Education
- Individual School Districts
- Zero-G Flight Initiative
- Institutions of Higher Education

# Peer-Reviewed Evaluation Study: Evaluation of Online, On-Demand Science Professional Development Material Involving Two Different Implementation Models

---

## Participant Feedback: Confidence in teaching subject matter:

- 7%: *Very Confident Before* completing F&M SciPack
- 60%: *Very Confident After* completing F&M SciPack
- 98%: Found SciPack content relevant to their needs
- 96%: Would recommend SciPack to their colleagues
- 98%: Found interactive simulations worthwhile to their learning

## Pre/Post Assessment and Final Assessment Results

- Horizon Research Instrument:  
Positive *significant gains in learning* between pre/post test
- Final Assessment: 92% passed the final assessment

# ***THE VISION FOR THE FUTURE***

Converge, Communicate, Collaborate, Captivate

---

## Tap 1.2 billion users of Internet

- ***Converge***

- Learners by topic, standard, and grade level
- Similar learning goals and community interests

- ***Communicate and Collaborate***

- Social discourse in online learning using our content
- Professional learning communities within NSTA and linked to local/state established online groups
- Web 2.0-bottom up input to customize/localize

- ***Captivate***

Outcome if we achieve first 3 C's

# The NSTA Learning Center

- Scalable
- Sustainable
- Customized and
- On-Demand e-PD

<http://learningcenter.nsta.org>

The screenshot displays the NSTA Learning Center website. At the top, there is a navigation bar with links for 'Back to NSTA.org', 'Contact Us', and 'Help'. The main header features the 'The NSTA Learning Center' logo and a photograph of three people. Below this is a secondary navigation bar with categories: 'Home', 'My Account', 'Subjects', 'Learning Resources & Opportunities', 'Professional Development Tools', and 'Education Administration'. The main content area is titled 'My Learning Center' and includes a 'Welcome' message, a 'My Account' link, and a 'Logout' link. A navigation menu contains links for 'Welcome', 'My Library', 'My PD Plan & Portfolio', 'My Transcript', 'My Calendar', and 'My Note Pad'. A prominent message reads 'Welcome to Your Professional Development Web Space!' followed by a paragraph explaining the site's resources. To the right, there is a featured PD opportunity for 'POLAR SCIENCE, GLOBAL DISCOVERIES: IPY RESEARCH UPDATE' with a 'Learn More' button. Below this, there are sections for 'Explore Learning Opportunities' (with search and filter options), 'Do-It-Yourself Learning', 'Live Online Seminars & Classes', 'Books & Articles', and 'In Person Experiences'. The bottom of the page features logos for content collaborators (NSF, NASA, NOAA, FDA, NSTA press, Sully Ride Science) and underwriters (Montana State University, S.D. Bechtel, Jr. Foundation, NHTSA, NSDL, Agilent Technologies Foundation, The William and Flora Hewlett Foundation, GE Foundation, ExxonMobil Foundation).

# 2008 Program

- **Call for Applications Coming in Late May**



- For more information and to be added to mailing list for program updates: <http://www.bersin.com/leaders>
- Deadline to submit applications: Early September 2008



**Questions?**



BERSIN & ASSOCIATES  
**Learning Leaders**  
2007