

# Cascades of Learning Executive Summary

## Project Objective

The objective of this project is to provide a training program for editors of the Samford University content management system (CMS), Cascade Server. This program will consist of just-in-time microlearning modules to assist editors with error messages, confusing aspects of the system, easily forgotten tasks, and refresher basics for infrequent users. The modules will be accessible online via phone, desktop or tablet, and each module will last three minutes or less.

**Presentation URL:** <http://www.dkfitchportfolio.com/pbl>

## Target Audience

The approximately 40 Samford employees who regularly edit web content in the CMS are the target audience. The bulk of the editing is completed by Web Services staff, followed by the 8 Marketing & Communication liaisons. Other employees edit on an infrequent basis.

## Current Situation

Before a person is granted permission to edit in the CMS, she or he must attend an hour-long training session. Web Services staff are always ready to assist with problems or to advise on the best way to complete a task, but no other training method currently exists.

## Challenge/Opportunity

The challenges to this project being implemented include:

1. Time required to create the training modules.
2. Marketing the training program to the editors.
3. Convincing the supervisor and vice-president of the importance of the project.

The opportunities implementing this project affords include:

1. Demonstrating support for the editors.
2. Improving learning and best practices for the editors.
3. Better use of time for Web Services staff.

## Conclusions

This training project would provide a learning resource for CMS editors who have questions about performing content creation tasks. The result would be improved quality of web content and more efficient use of editors' and Web Services staff's time.