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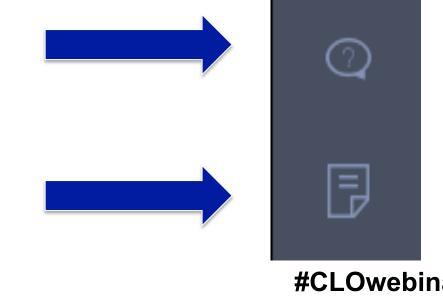


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Questions and Handouts

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1. May I receive a copy of the slides?

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#CLOwebinar



Building Better Content at USAA

→ A Concept that Unifies Content

Presented By:

George Selix, PhD, Content Management

Who We Are



Our Mission

The mission of the association is to facilitate the financial security of its members, associates, and their families through provision of a full range of highly competitive financial products and services; in so doing, USAA seeks to be the provider of choice for the military community.

Our Core Values

Service ◆ Loyalty ◆ Honesty ◆ Integrity

Our Brand Promise

GOING ABOVE

FOR THOSE WHO HAVE GONE BEYOND

Our Brand Pillars



Shared Military Values Financial Strength & Wisdom

Passionate Member Advocacy

Learning & Development at USAA



Intake

Learning Performance Consultants

Build/Revise

Content Management

Schedule & Administer

Deliver Instructors

Build and revise learning content

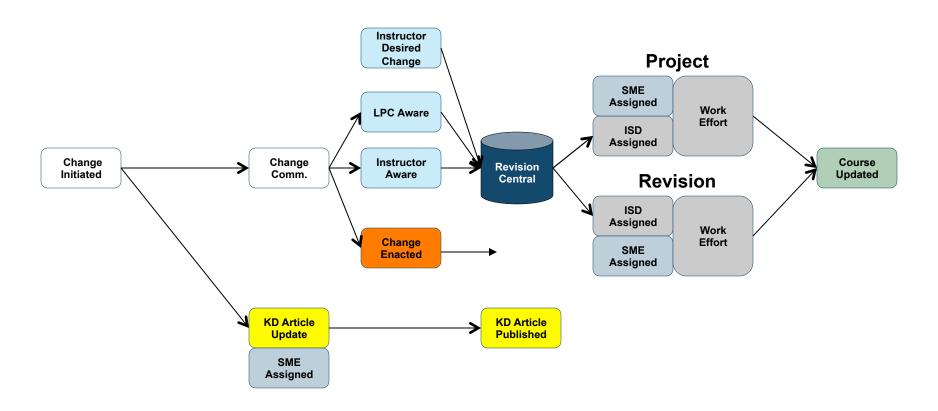
Manage the Learning Technology Roadmap

Manage governance of Knowledge Delivery



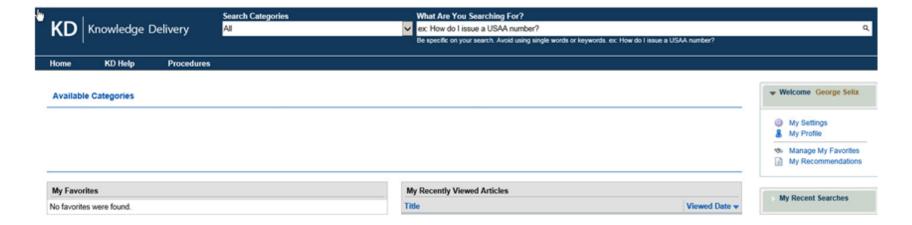






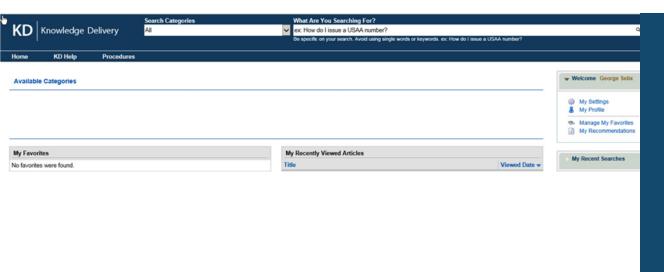
Knowledge Delivery (KD)





KD Procedures





Attributes of a well structured procedure

- Findable
- Usable
- Correct
- Timely

Darwin Information Typing Architecture





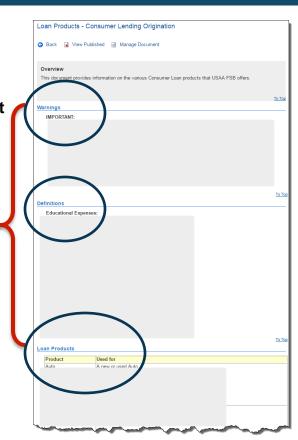
- Concept: higher level, contains definitions, rules, guidelines
- Task: a procedure that describes how to accomplish a task
- Reference: usually contains detailed, factual material
- Glossary
- Troubleshooting

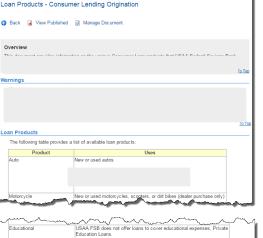




Before

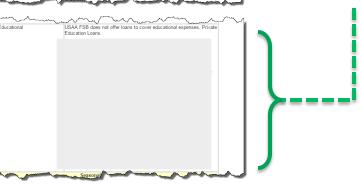
Reference content preceded task content and was included out of context. Task content was significantly low on the page, i.e. "below the scroll."





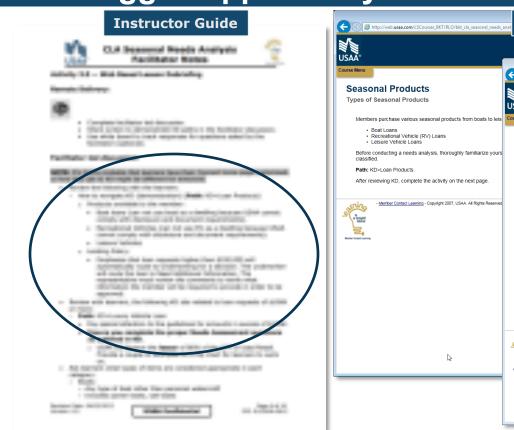
After

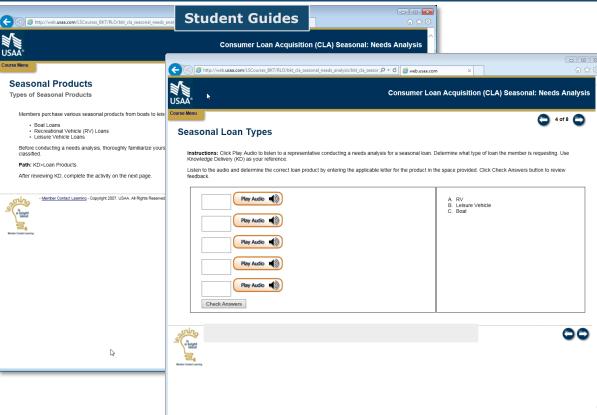
Procedure rewrite resulted in several smaller documents broken out by concept, task and reference for easier access and use.



The Bigger Opportunity





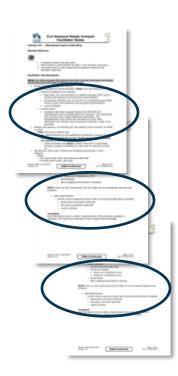


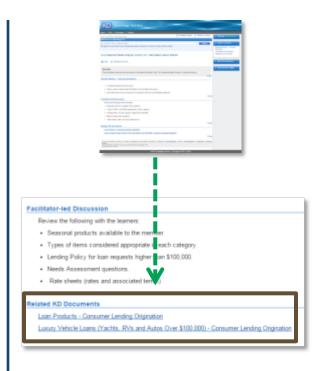




Before

Duplication of content available in KD within offline course materials increases risk of training becoming outdated and requires significant resources to update and maintain.





After

Duplications are replaced with incontext links to the same, core KD content as is used on-the-job and (already) maintained by owners in the business.

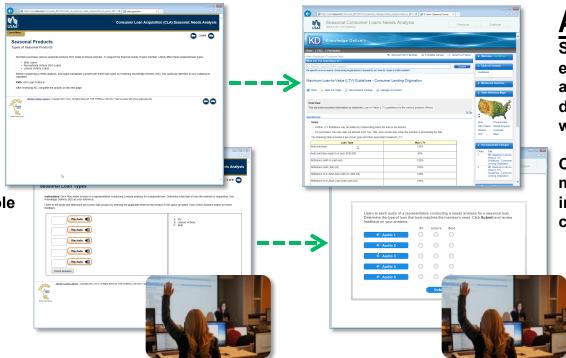




Before

Student materials regularly duplicated policy, product, and procedural details that are also in KD.

Courses include multimedia, quizzes, interactivity, and ample classroom activities.



After

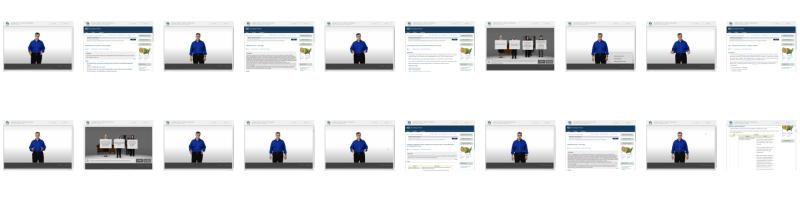
Student materials embed policy, product, and procedural details directly from KD without duplication.

Courses still include multimedia, quizzes, interactivity, and ample classroom activities.















Animated/Narrated presenter
KD Articles – Primary Source
Interactions – Secondary Source





































































KD Articles – Primary Source Interactions – Secondary Source



Here's What We Learned





- It's possible to use KD content as primary source to build lessons
- There are gaps in the knowledge base, primarily around concepts
- We need effective transitions between lesson elements – it's possible to cut out too much context
- We can use templates to speed up the course design process
- There is a significant need for Secondary Content

The Next Round of Experiments



Two more projects

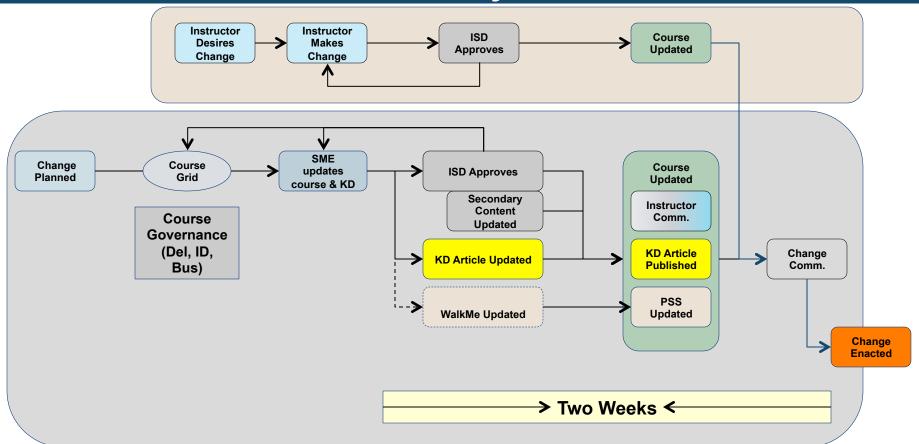
- Bigger
- More Complicated

Lessons Learned

- KD procedures have to be in good shape it's difficult to have short cycle times when we're building KD content and then building courses
- We need a better way to manage updating secondary content

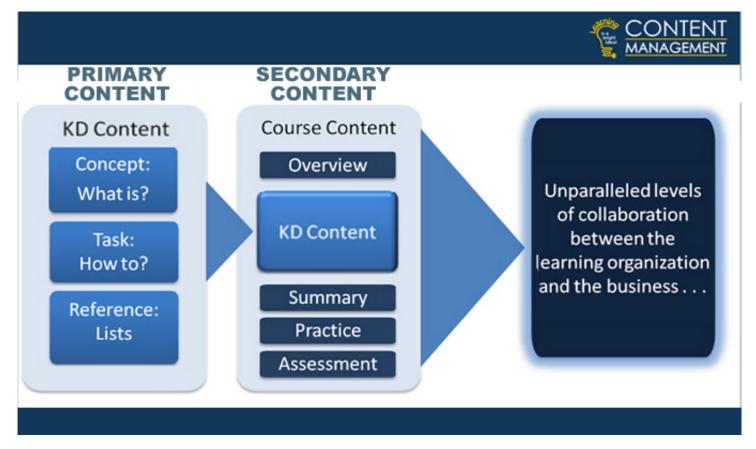


The New Process and Secondary Content











GOING ABOVE FOR THOSE WHO HAVE GONE BEYOND



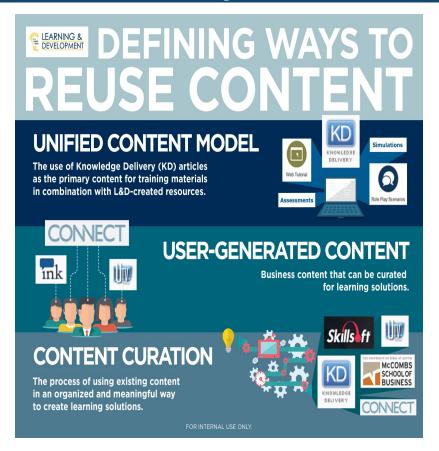




- Partner to edit KD articles
 for use both on-the-job
 and as "textbook" for
 training.
 - L&D *aggressively eliminates* content from training materials that is available in KD.
- L&D designs lessons based on KD articles; enhancing the learning experience with high-value media, activities, assessments and KD-based instructor guide articles.
- L&D curates all of these content elements into easy-to-use online resources.
- Learners and instructors receive a rich, engaging experience.

KD as Primary Source Content





Why UCM?

- Maintains KD as the single source of truth.
- Ensures real-time accuracy for training materials leveraging the actual KD articles.
- Reduces duplication of volatile content in training materials, which:
 - Reduces the risk of teaching from outdated/incorrect materials.
 - Reduces the labor required to maintain training materials.
 - Reinforces use of KD on-the-job.

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