

Analytics in Learning

Content that can impact your organization

By Trey Tramonte

For the Learning Management Systems (LMS) market, 2014 turned out to be a pretty good year. While the numbers are still being tabulated, the LMS market was [predicted](#) to grow by 21 percent with sales topping \$2.5 billion. That's a 52 percent increase over the last two years, according to the analyst firm Bersin by Deloitte.

LMS programs make it easier to train large numbers of employees anytime and anywhere, without carting people across the country for days of meetings. And they help us quickly adapt to changes in the market, whether it's the competition, new products or new regulations.

However, many HR professionals admit this curriculum-based learning model still provides only about 20 percent of what's needed to train new employees. The remaining 80 percent still resides within the collective community of workers who accrue valuable knowledge through more informal experiences on the job.

Training managers need a mechanism to tap into that quantitative and qualitative data to strengthen and improve their LMS programs. Beyond looking at test scores and lists of who completed training sessions, they need to understand what topics are trending among workers, how groups are responding to programs and how they're fostering collaboration among employees.

Data analyzed through a shared knowledge base helps LMS programs connect to a social community of co-workers and leaders, and understand what types of content are making the biggest impact across their organizations. Here are five ways to optimize an LMS knowledge base through social channels.

Gaining Insight into Accountability and Compliance

Most LMS programs address compliance issues by requiring employees to sit through a tutorial video and complete a test at the end. While this is great for creating audit trails, how much information are employees absorbing?

By gathering and analyzing data through internal social forums, HR can create and monitor discussions around topics such as sexual harassment or conflicts of interest that can reveal interesting sentiment and behavior. If it's clear a severe disconnect still exists, HR can quickly respond with a new round of training.

Determining the Effectiveness of Materials

If employees retake a training test enough times, they're going to pass. So does HR know how much information employees absorbed? To apply a similar test in real world conditions, HR can generate discussions about the materials and topics as they relate to current events. By measuring the traffic and types of feedback over the discussions, they can determine if materials provided proper guidance and understanding of company policies as they relate to the issue.

Measuring the Reach of Training Materials

Social collaboration also provides the opportunity to see who is engaging with training materials, how often and how long. By analyzing online discussions, it becomes evident what information employees are seeking and how they're sharing it with others across departmental lines.

If there's a lack of traffic in a specific part of a business, it might be time for HR to reconnect with more training. While at the same

time, if another area remains engaged and informed, HR can save time and money by shifting training resources where they're most needed.

Keeping Materials Fresh

By collecting feedback from employees and monitoring discussions over a shared knowledge site, HR can ensure materials are updated and relevant to employees. For example, rather than reworking a training program, HR can seek information from employees and managers to develop a blog or video on something that's happening internally at the company or externally in the market. They can then combine the materials, promote them and monitor for access and feedback.

By allowing others to contribute content, organizations are democratizing knowledge, giving employees a voice in a program that could be more relatable to their colleagues. Instead of information being pushed from the top down, everyone has an opportunity to share insights and expertise.

“

Beyond looking at test scores and lists of who completed training sessions, training managers need to understand what topics are trending among workers, how groups are responding to programs and how they're fostering collaboration among employees.

Finding the Right Evangelist

Every training video has a cast of characters that HR hopes will connect with employees. However, rather than hiring generic actors, HR can look within their own ranks for their next star. They'll be the ones who are the most active on the company's shared knowledge site with useful and understandable content. The number of times their materials are accessed, combined with feedback from other employees, will reveal their leadership and how relatable they are to others.

Collecting and evaluating data in these five areas will improve LMS programs by helping HR understand employee sentiment, how often they're engaging with materials and who's using them. Furthermore, it transforms LMS from a one-dimensional testing program to a social platform that provides a 360-degree view of an organization across roles, teams, departments and geographies. **TEL**

Source

<http://www.prnewswire.com/news-releases/bersin-by-deloitte-anticipates-global-spending-on-learning-management-systems-to-grow-21-percent-to-more-than-25-billion-in-2014-272855071.html>



Trey Tramonte is President of Bloomfire, easy-to-use enterprise knowledge and collaboration software that enables people to efficiently share and leverage group expertise.
Connect [Trey Tramonte](#)

