

WINNER

BEST USE OF SOCIAL/COLLABORATIVE LEARNING

IECL AND RIPPLE EFFECT GROUP

IECL ACADEMY (POWERED BY JIVE)



(L-R): Tony Mathers, IECL CEO, and Mandy Geddes, General Manager, Education, IECL.

IECL Academy (powered by Jive) is an online social platform which supports IECL's educational programs and hosts its Alumni Community of Practice. IECL Academy is open to both individual participants and corporate clients. Users can view their learning materials, and meet their learning cohort and subject matter experts involved in their course. They can engage with this online community by starting a conversation, commenting on existing content, or writing a blog. The platform enables social interaction from the log-in stage of each participant's learning journey.

IECL Academy is a key part of IECL's learning initiative and strategy, forming the backbone platform to numerous digital initiatives. Ripple Effect Group co-created the new social learning platform online for all IECL learners, with a single log-in for all IECL courses and the Alumni community, meaning users only have to set up their profile once, for everything.

IECL Academy powered by Jive addressed the organisational learning objective for a social learning solution, which is at the heart of all IECL programs. Increasingly clients are geographically spread and at the same time are wanting

to decrease training and travel costs.

It was a six-month journey to fully launch IECL Academy, which involved a thorough design customisation process, including careful consideration around the name, theme (look and feel), information architecture (including spaces, groups, sub-spaces, permissions, usage guidelines and a content calendar), and the translation of content into Mandarin for IECL's key market of Greater China.

The gamification elements of Jive enabled IECL Academy to offer a fun and mildly competitive incentive for participation.

The program had a measurable positive impact of this learning initiative, including:

- 6,428 content pieces after one year online – with content identified as a key part of IECL's marketing strategy and the volume of content being created to engage users, IECL are exploring the possibility of 'repurposing' some of this content for marketing purposes.
- 4,590 total invited, 1,405 registered (logged on) users, 511 regularly active (36 percent of logged on users), 299 regularly participating, 109 regularly contributing. IECL plans to invite again

all users who have not logged on, and remove from the community those who have changed careers.

- Content leaderboard – over 200 views of the top articles including an insightful mindfulness discussion thread, a discussion of coaching in teaching hospitals, a discussion on setting up your own coaching business in Asia, as well as one on the differences between coaching in China and the rest of APAC.
- Places activity – close to 4000 views in the Alumni collaborative space.
- Profile completion is 100 percent for an avatar but only 4 percent for an image and 7 percent for a biography – an area identified to focus on moving forward.

IECL Academy continues to expand and thrive as a social learning platform for IECL Alumni.