



## Introducing elearning at The National Trust

The National Trust realised an elearning strand could benefit their development strategy and have implemented the 'ontrack training' brand for their online training across the organisation. Using the CheckPoint Learning Management System together with the Impetus IT range from Jenison they successfully supported the launch of their new Microsoft Office Suite to a geographically dispersed staff by using 'joined up thinking' in their communications programme.

[More Details](#)

## Launch of Marketing Resource Pack CD

Jenison have launched a comprehensive Marketing Resource Pack to help customers in promoting their training and development courses to the learners and managers in their organisation. Providing insights into making elearning work, the pack contains tips and tools to help to present elearning in the best way to appeal to potential users. Including an internal marketing element in an elearning strategy can increase the likelihood of achieving the programmes objectives.

[More Details](#)

## Issue 3



Elearning –anytime, anyplace, anywhere at the National Trust

## See us at WOLCE 2007

Find out more about the National Trust Case Study at the free seminar at the World of Learning Conference:-

Wednesday 14th November  
at 2.45pm

See Jenison at Stand D190

[Main Page](#)

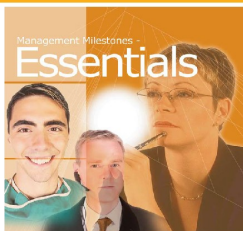
[National Trust Article](#)

[Marketing Resource Pack](#)

[Essentials Accessibility](#)

## Greater accessibility for Management Milestones—Essentials

### Enhance Your Developing Managers' Essential Skills for Business



Essential management software for supervisors and lower/middle management

- A powerful portfolio of 43 online business skills courses
- Rich, interactive and engaging content
- Aligns to your business and learner needs
- Mapped to industry qualifications and business standards
- Simple to use interactive packages to build a well-rounded set of business skills



contact us 01273 224228

[www.jenison.co.uk](http://www.jenison.co.uk)

Jenison have increased the flexibility of Management Milestones—Essentials, the interactive online management portfolio for new and developing managers. The courses can now be purchased to be used in a number of ways:

- used across an intranet by being installed on a Learning Management System
- installed on a PC to be used stand alone
- run directly from the CD Rom.

This new development increases the learners ability to use elearning wherever and whenever they want to learn and can now be accessed whether they have an internet connection or not.

Enhance your developing Managers Essential Skills for Business

[More Details](#)

To remove your name from our mailing list, please click reply and type [remove](#) as the subject. Questions or comments? E-mail us at [vanessam@jenison.co.uk](mailto:vanessam@jenison.co.uk) or call 01489 799794



[Main Page](#)

[National Trust Article](#)

[Marketing Resource Pack](#)

[Essentials Accessibility](#)

## Introducing elearning at The National Trust

“Reducing our environmental footprint as well as providing cost-effective quality training to a geographically diverse workforce were key considerations for us in launching our ‘ontrack training’ online learning brand” enthused Jonathan Noall, Senior Training and Development Manager for The National Trust. The elearning forms part of the innovative blended IT training solution the National Trust are using to move forward and invest in their people. Incorporating the new elearning technology also enables them to improve their environmental performance, key for a conservation organisation.

The successful launch was a culmination of careful planning and a thorough communications programme and using ‘joined up thinking’ to ensure that staff understood the ‘what is in it for me’. The internal marketing programme combined using existing internal communications channels with an innovative Training Pack incorporating two key themes, working through the maze and broadening your horizons. Key to the success were the face to face roadshows which were specifically targeted to different staff groups to address their concerns and eliminate the fear factor. The combination of elements served to both sow the seeds and encourage staff to get on and trial the online training.

### - Reasons for looking at elearning

The National Trust is Europe’s largest conservation charity and has a keen focus on reducing its environmental footprint as well as minimising operating costs. With approximately 5000 permanent staff nationwide looking after a prestigious portfolio which includes over 300 historic houses, 49 industrial monuments and mills as well as other countryside sites, they needed to look for ways to limit their environmental impact as well as saving money. The training department identified elearning as a new and innovative way of delivering good quality training at a reduced cost. The vast geographical spread of employees across the organisation meant that the cost and environmental effect of travel and subsistence were often very high - so where appropriate, it seemed more economical to provide staff with learning at their desks, rather than take them away from the properties for days at a time for traditional course delivery. One of the key objectives was to facilitate a cultural shift away from traditionally delivered training, towards a pro-active approach from staff, as well as reducing annual training spend and limiting the environmental impact of staff movement.

Another key driver was the imminent launch of a new Windows Platform and Microsoft Office suite - a change that would touch all computer users in the organisation but in different ways. An externally hosted, web-based deployment model was chosen as the easiest way to support these different requirements without needing to drain resources in the ISS department.

### Marketing the programme

- To raise the profile of the new courses, the technical team donned their marketing hats and created a brand for the programme called the “ontrack training” brand. The launch of the brand was communicated initially through the range of existing communication channels to ensure that the awareness was raised with all staff. The internal communication methods ranged from an Intranet page, to an article in the company wide monthly magazine “Trust You”, to a reminder in the Team Brief which was cascaded throughout the organisation, to a more technical article published in the “ServiceTalk” regional technical bulletin. To facilitate trial and use, the URL and details of the generic log-in were posted in the ‘Red email’ company wide bulletin.  
[cont’d on page 3](#)

[Back to main page](#)

Cont'd

- Key to the whole communication process of the “ontrack training” brand was the development of the XP Training pack. Caroline Gray elearning Manager for the National Trust saw this as “a fantastic example of “joined-up” thinking” and it featured a number of items, including a letter from the ISS Director, an introductory CD-ROM, glossy brochures and FAQ’s, that to the end user presented a seamless approach to the upgrade. The pack contained 2 distinct brands - a maze theme (helping you find your way through the changes) and a horizon theme (broaden your horizons) and these represented the short term change of the PC upgrade versus the long term development opportunities presented by “ontrack training”.
- The final element and most beneficial part of the launch plan was supporting the roll out with ‘Face to face’ roadshows. The main aim of these sessions was to help individuals see “what’s in it for me” and the messages of the presentations differed depending on the audience. Caroline Gray enthusiastically supported this part of the programme saying “These sessions have proven the most beneficial as they help staff who are new to computers/eLearning to overcome the Fear Factor and to just have a go. We also gave all the people we met a pair of free headphones as another little incentive to have a go - that enabled staff in open plan offices to still use audio without causing a disturbance.”

To sum up the creative launch of this new programme Caroline Gray commented “Managers and Staff alike have really bought into this new way of learning. They especially appreciate the flexible ways it can be used and also the variety of courses that we are now providing. Although the original scope was to provide IT training, the addition of soft skills has also provided a good pull. Some staff had waited ages for courses and now they can learn at their convenience.” She attributed the success to a thorough communications plan “We learnt from the mistakes of others where they had simply switched it on and expected it to be used. We were careful to avoid that kind of complacency and it paid off!”

#### **Elearning tools used**

The National Trust launched the “ontrack training” using CheckPoint Learning Management System from Jenison offering the Impetus Plus range of Microsoft Office desktop training courses, also from Jenison, to support their staff in the upgrade. Since launching, they have also added other courses from the Jenison management portfolio such as the Management Milestones Masters range to provide the appealing soft skills training. For more information about the comprehensive portfolio of elearning products from Jenison including management and IT skills courseware, learning management, authoring tools and hosting please contact them on 01273 224228 or visit their website

[www.jenison.co.uk](http://www.jenison.co.uk) .

[Back to main page](#)

[Main Page](#)

[National Trust Article](#)

[Marketing Resource Pack](#)

[Essentials Accessibility](#)

## Jenison launch Marketing Resource Pack CD

Jenison have launched a comprehensive Marketing Resource Pack to help customers in promoting their training and development courses to the learners and managers in their organisation. A complementary copy of the CD Rom resource has been sent out to all existing customers and will form part of the offering which all new customers will receive with their courseware.

Providing insights into making elearning work, the pack helps in understanding how learner's attitudes affect their approach to learning and highlights how different approaches to putting the message across can be effective for particular types of learners. A well researched internal marketing plan can help to present elearning in the best way to appeal to potential users. Including this in an organisations elearning strategy can increase the likelihood of achieving the programme objectives.

The pack provides research, tips and advice as well as tools to support the planning and executing of an elearning programme. It gives information on ways to increase the awareness, take-up and completion rates of programmes by looking at and addressing the barriers and presenting ideas, tools and techniques that are tried and tested. It also includes suggestions for materials and examples of how organisations have successfully marketed their elearning programmes to ensure maximum use and has a selection of resources to help clients to develop their own winning material.

Commenting on the new development, Steve Soper, Jenison's Managing Director said "One of the key elements that clients tell us they struggle with is getting learners to use their online training. The Marketing Resource Pack has been designed to give timely tips and help in putting the message across about elearning to help to increase usage."

[Main Page](#)

[National Trust Article](#)

[Marketing Resource Pack](#)

[Essentials Accessibility](#)

## Greater accessibility for Management Milestones—Essentials

Customers will be able to receive their Management Milestones—Essentials courses on a CD Rom which now comes with a new installation tool to enable them to use the courseware in a number of ways. Courses can be installed on their Learning Management System to be used across their intranet, they can be installed to be used stand alone on their PC or the courses can be run directly from the CD Rom. This new development increases the learners ability to use elearning wherever and whenever they want to learn and can now be accessed whether they have an internet connection or not.

Jenison also offer a web-accessible hosted environment for organisations who do not have, or do not wish to use, their internal systems to install, maintain and update learning products. A customers IT resources in this case can remain focused on their core business while learners develop their knowledge using the on-line courses.

Steve Soper, Jenison’s Managing Director enthusiastically supported the development. “The Management Milestones range has always provided a high quality of training material for its target audience. This new development simply means that those undertaking the training can do so in a way that suits their needs and circumstances”.

The Management Milestones - Essentials collection provides:

- online content, available when it is needed, to enable supervisors, developing and middle managers to develop the critical competencies for business success.
- a comprehensive range of interactive, visually appealing material to assist new and developing managers in becoming confident in their roles covering the key topics to ensure they develop into well-rounded leaders.
- a powerful portfolio of 43 engaging online courses.
- interactive skill-building topics include leadership, personal and team development, sales, budgeting, finance and communication.
- comprehensive skill building courses or use the material for a quick just in time update or reminder.
- mapped to industry qualifications and business standards

Essentials courses are suitable for all who need the skills and knowledge to ensure they effectively manage themselves and others at work. Expert involvement in the development of the courses ensures that invaluable tips and reminders are available for handling day to day business challenges.

For a free trial or to find out more about Jenison’s Management Milestone’s - Essentials courses contact Jenison on 01273 224228 or visit [www.jenison.co.uk](http://www.jenison.co.uk)

[Back to main page](#)

[Main Page](#)

[National Trust Article](#)

[Marketing Resource Pack](#)

[Essentials Accessibility](#)