Stepping Up in Sustainability 2012-13

North Warwickshire and Hinckley College Case Study

Title of project	**Developing an interactive online toolkit for promoting and embedding effective practice in Sustainability**
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1. Aims of the project	This case study describes North Warwickshire and Hinckley College's approach to developing an interactive online toolkit for promoting and embedding effective practice in Sustainability. Building on the success of our previous LSIS projects, our aim was to create and develop a highly engaging and interactive online rapid e-learning training tool, for promoting and embedding effective practice in Sustainability; to be disseminated for use by anyone seeking to increase their awareness of the sustainability agenda with the added intention of providing in-house accreditation for Governors, staff and students alike. Our prime rationale for engaging with Information and Learning technology (ILT) being that it must ultimately, maintain or improve the learner experience, whilst also increasing the efficiency and effectiveness of teaching and learning.
2. Situation: Identify the situation or issue that faced you	Having worked previously using paper-based Sustainable Development resources, we recognised our limitations (further described below) and decided to design and implement a more readily available and engaging approach to content delivery that could be accessed electronically, to aid delivery management (tracking of participants etc) and assessment of learning; the added benefits of which would be also to reduce the need for staff to travel to training events, (therefore

	decreasing fuel-consumption, paper consumption and travel reclaims etc).

Also, as part of an organisational restructure, our E-Services Department, having recently expanded their e-learning development team and facilities proved a supportive ally for collaboration. E-Services provided the required technical knowledge to ensure our project was a success. |
| 3. **Task: Define the outcomes you needed to achieve** | Ofsted say of NWHC that 'Sustainability has a high priority and clear and challenging targets are in place to reduce the college's carbon footprint' (Ofsted Report 385329 - 24 April 2012). To drive our Sustainability targets forward and achieve our 35% carbon reduction target, our intention was to encourage and bring about further increase in 'sustainability awareness' within the organisation. To this end we decided to develop and embed learning material relating to sustainability within NWHC addressing any environmental issues that this might encompass and for the sake of rapid awareness raising / distribution designed these at Level 1 but with links to other more in-depth aspects to be explored at will.

In line with the themes identified in the LSIS Sustaining Our Future Framework, this project has achieved many of the predicted outcomes, including:
Encourage behavioural change within the organisation Increase understanding of sustainability across the senior managers and help them embed sustainability into their departmental priorities Offer training and development for tutors to help them embed effective approaches and attitudes towards sustainability into their teaching programme, Starting point to achieving a Level 1 qualification on sustainable development, Create a learning resource that can be used by tutors to support their teaching and embed sustainability into their lesson, Encourage learners' engagement, One of the strategies to embed sustainability throughout the College will be to ensure that sustainability is among the training required as part of staff induction; hence the Quality, HR and Estates departments will coordinate to action this, Sharing experience with other learning providers and sector bodies, Negotiate partnership with specific learning resource and service providers for growing new commercial opportunities. |

4. **Actions that you took in order to achieve your plan, and your approach**	As the sustainability agenda increases in importance, we recognised the need to ensure that all members of the College community are aware of the contribution each individual can make; changing behaviour, so that the use of greener solutions becomes second nature throughout the College. Our first step was therefore to seek the support of those 'change agents' within the college, who could help achieve this. The Professional Development Co-ordinator was the first member of staff to assist in championing this initiative and was passionate about ensuring our sustainability agenda was backed by senior management. To this end we: • Identified and agreed project needs & target audience • Enlisted the support of the Assistant Principal for Human Resources to ensure that, once created, this training tool would be prioritised within the training offer • Carried out research to learn what was already available on the market, to get ideas for the development of our tool • Trialled various online software to assess the most 'fit for purpose' • Agreed on what we wanted the tool to look like and what use/ purpose we wanted it to have. Initially we created the content in PowerPoint and having tried such Authoring Tools as 'Jackdaw' and 'Articulate Presenter' we decided that, needing a more professional look for our product, we would recruit the services of a content development company. • Investigated alternatives and researched what tools and software were available on the market to assist us in achieving our goal and decided to procure the content-development service offered via a City & Guilds subsidiary • Started writing the course content to be sure that we pitched this at the correct level and used Sustainability Champions and other pilot users to endorse / offer feedback, in order to constantly improve our product • Met education resource providers to discuss commercial opportunities (anticipating that fresh opportunities may arise out of our newly found skills and knowledge) • Created a page in Moodle (VLE) dedicated to the online course from which our product would be hosted.

5. Results that you obtained	The project resulted in the creation of a high quality e-learning product, created as a NWHC Sustainable Development e-learning tool to be shared via the Excellence Gateway with other providers in the sector. The base Articulate Presenter product used PowerPoint as the authoring interface, but we realised that a further product from the Articulate suite of programmes had additional functionality and would add a more engaging dimension to the training material – Articulate Engage allowed the use of 'hotspots' and flash animation within its templates providing the 'hook' to keep the participant interested. As it was also possible to combine Articulate with the Quizmaker and Engage products, it meant that quizzes and flash animations could be created with relative ease. This end-product is being hosted via our Moodle VLE. Thanks to this project, the College has produced a flexible resource to be used in many various ways: • for staff development • for student and staff induction • to support teaching and learning in embedding sustainable development into their lesson • to give teaching staff the confidence to deliver lessons on a new topic, like Sustainability. Furthermore, the College now owns a customized e-learning resource template available for use by staff in the College and is able to develop further in-house online training courses, on other topics, or may use this for any possible commercial opportunity that might arise. Some of the early feedback from the pilot users - Assistant Principal for Facilities Management: *'It's excellent- well done!'* Library Resource Manager: *' Well done – it reads well and looks great!'* Professional Development Officer: *'Wow! What an achievement! Users will find this so engaging!'* Sustainability Champion: *'I enjoyed using it and for once staff will have a product that they are keen to use.'*

6.	What made the project a success? What were the key ingredients?	The highly professional and co-ordinated project-management approach that we adopted for this project was a key factor to its successful development. The constant evaluation of our approach and product and the enthusiasm of the key people involved, made the difference when it came to keeping to the deadlines and timescale originally scoped. Clarity of purpose and communication was conveyed both in-house and to external services; such that we were able, through careful planning, to keep within the original project scope. This enabled us to work flexibly, constantly adapting to feedback and required changes, with new realisations around the scope of engagement and capacity building, permeating throughout our business.
7.	What would you say were the most important things you learned from this project, which you will take forward as an individual or as an organisation in your sustainability journey?	The project has offered us the opportunity to mature a new ability to create an in-house tailored e-learning course. We now feel confident about: • How to structure and what to include in a course to make sure it captures the user attention • Knowing what software is available on the market • Offer assistance to other institution in the creation of an online course • Provide support to other institutions that are looking into e-learning for delivery of training within their institution • Creating other in-house e-learning resources to deliver trainings on other topics. Being that the course was specifically designed to promote and encourage behavioural change towards sustainability, it will represent an invaluable resource for the College to meet the Sustainability Agenda and achieve the carbon reduction target. The tool will be used by the wider community and we hope this will offer a good practice example for other Colleges and institutions. Having realised the impression that this highly engaging interactive course has had during its pilot phase, our intention is to use the same software and approach to recreate similar learning interventions, initially for all NWHC mandatory training and feel it sets the trend for other training modules to replicate.

8. Any resources or tools produced by the project	The Sustainability course that has successfully been developed is not yet live (at the time of writing this case) study but in order to convey our project scope and timeline you may wish to view our 'project timescale' plan/ timeline, showing the key stages of project review and implementation within the college. This has proved an excellent template which we would encourage others to use. Links to websites, web pages, etc that were researched and used for this project, are all contained within the Sustainable Development training resource which can be obtained by contacting North Warwickshire and Hinckley College direct - contact details above.		
9. Total costs of the project	LSIS funding	Match funding	Total funding
	£10,000	£0	£10,000

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