



ESRI

The ESRI Virtual Campus: Looking Back and Envisioning the Future

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ESRI background

- Global GIS company
 - Headquarters in California, USA
 - Privately held
 - Established in 1969
- 4,000 employees
- 1,000,000+ users in over 200 countries
- \$700M+ revenue in 2007



ESRI Educational Services

- Provides customer, partner, and employee training
 - Instructor-led classroom training since 1988
 - 45 courses
 - 36,000+ students in 2007
 - ESRI Virtual Campus launched in 1997
 - 136 e-learning offerings
 - 215,000 students in 2007
 - ESRI Press formed in 1998
 - 123 books in print

Overview of the ESRI Virtual Campus today

A successful e-learning portal

- Extensive content
 - 133 Web courses
 - 3 Virtual Classroom courses
 - 48 podcasts
- 500,000+ members
 - 40% are university students
- Learner support
 - Learning pathways
 - Library
 - Partnerships

The screenshot displays the ESRI Training and Education website. The header features the ESRI logo and the text "ESRI Training and Education Learn from the World Leader in GIS". Navigation tabs include "Home", "Course Catalog", "My Training", "Library", and "ESRI Press". A secondary navigation bar contains "Learning Center Locations", "Types of Training", "Contact Us", and "Login". The main content area is titled "What's New in Training and Education" and includes a featured article: "Is your GIS database ready for the enterprise? Take ArcGIS Server Enterprise Configuration and Tuning for SQL Server". Below this are several promotional boxes: "Find a Course", "Class Schedule and Registration", "Get Course Recommendations", "Browse GIS literature and conference proceedings", "Go to My Training", "Free Live Training Seminars", "Annual User License Login", and "Training Managers". A right-hand sidebar contains sections for "First Time Visitors", "Latest Training News" (with a "Sign up for our newsletter" link), "Instructional Series Podcasts" (with a "Listen or download today" link), "GIS for Educators" (with links for "Universities and Colleges", "K-12, Primary, Middle and Secondary Schools", and "Libraries and Museums"), and "Authorized Training Program" (with a "Find an authorized instructor or education center" link).

Initial vision for the ESRI Virtual Campus

Training for everyone...anywhere, anytime

- Affordable just-in-time training
- 24/7 availability to worldwide customer base
- Provide industry-focused training
- Support different learning styles
- Asynchronous training

The ESRI Virtual Campus debuts: 1997-1999

- Launched with one course
 - Adapted from instructor-led materials
 - Taught popular ESRI technology
- Created using proprietary system
 - Hard-coded HTML pages
- Interface modeled after university campus



The ESRI Virtual Campus is a destination: 2000

- Content created specifically for the Web
- Proprietary content management system
 - Knowledge Base
- Virtual Campus Publishing Program
 - Attract third-party authors with industry expertise
- Community clubs available for industry user groups
- Virtual Campus interface has its own identity



A mature ESRI Virtual Campus: 2001-2007

- New training formats
 - Asynchronous and synchronous
 - Live training seminars
 - Instructor-led Virtual Classroom
 - Web workshops
 - Podcasts
- Content Studio
 - Friendly authoring tool
 - Standardized learning components
 - SCORM publishing
- Improved course design



The screenshot shows the ESRI Virtual Classroom interface. At the top, it says "ESRI Virtual Classroom". Below that, the course title "Advanced Techniques for Labels and Annotation" is displayed, along with the dates "Feb 8 - Feb 10, 8:30 AM - 11:30 AM (Pacific time)".

On the left side, there is a navigation menu with the following items:

- Welcome
- Participants
- Class Activities
 - Lecture
 - Exercises
 - Communication
 - Discussion Forum
- Wrap-up
 - Course Evaluation
 - Course Data
 - What's Next
- Back to ESRI Training

The main content area features a welcome message: "Welcome to the Virtual Classroom. Bringing a live instructor and classroom to your desktop." It includes a photo of the instructor, Sally Swenson, Senior Instructor. Below this, a message reads: "Good morning, Tom. Welcome to Advanced Techniques for Labels and Annotation. The classroom is open. Please join me by starting the [lecture](#)."

A "Class Agenda" table is provided, detailing the schedule for Tuesday, Wednesday, and Thursday.

Tuesday	Wednesday	Thursday
Print lecture [306 KB] Print exercise [798 KB] <i>Adobe Reader® is required.</i>	Print lecture [410 KB] Print exercise [570 KB]	Print lecture [380 KB] Print exercise [699 KB]
Introduction of students	Review	Review
Enhancing your text	CAD data in ArcGIS	Editing annotation
Exercise	Exercise	Exercise
Building expressions	Coverage data in ArcGIS	Automating processes with ArcObjects
Exercise	Exercise	Exercise
Wrap-up	Wrap-up	Wrap-up

Features of ESRI's current course design

- Module-based
- Easy to navigate
- Some interactivity
- Software exercises provide hands-on learning
- Linear with lots of text

The screenshot shows the ESRI Virtual Campus interface. The top navigation bar includes 'Home', 'Catalog', 'My Campus', 'Community', 'Library', and 'Support'. The main content area is titled 'Learning ArcGIS Spatial Analyst by ESRI'. A left sidebar contains a table of contents with expandable sections: 'Course Introduction', 'Getting Started', 'Course Data', 'Module 1: Getting Started with ArcGIS' (with sub-items like 'Working with ArcGIS Spatial Analyst', 'Setting the analysis environment', 'Work with Spatial Analyst tools', 'Preparing your data for analysis', 'Converting data', 'Convert vector data to raster data', and 'Reclassifying raster data'), 'Module 2: Analyzing Surfaces', 'Module 3: Working with Map Algebra', 'Module 4: Interpolating Raster Surface', 'Module 5: Mapping Distance and Density', 'Module 6: Using Cell, Neighborhood, and Zonal Functions', 'What's Next', 'Course Evaluation', 'References', and 'Weblogography'. The main content area is titled 'Reclassifying raster data' and includes a 'Why reclassify your data?' section with a text paragraph and a bulleted list: 'Input discrete raster' and 'Reclassified raster'. Below the text is a map showing a reclassified raster with a legend titled 'Landuse' containing five categories: 21 (purple), 22 (red), 23 (black), 43 (green), and 81 (cyan).

Revisiting the ESRI Virtual Campus today

- Training and Education Web site (“gateway”)
- One-stop shopping for all ESRI training products
- Access e-learning content and instructor-led class registration
- Interface consistent with other ESRI Web sites

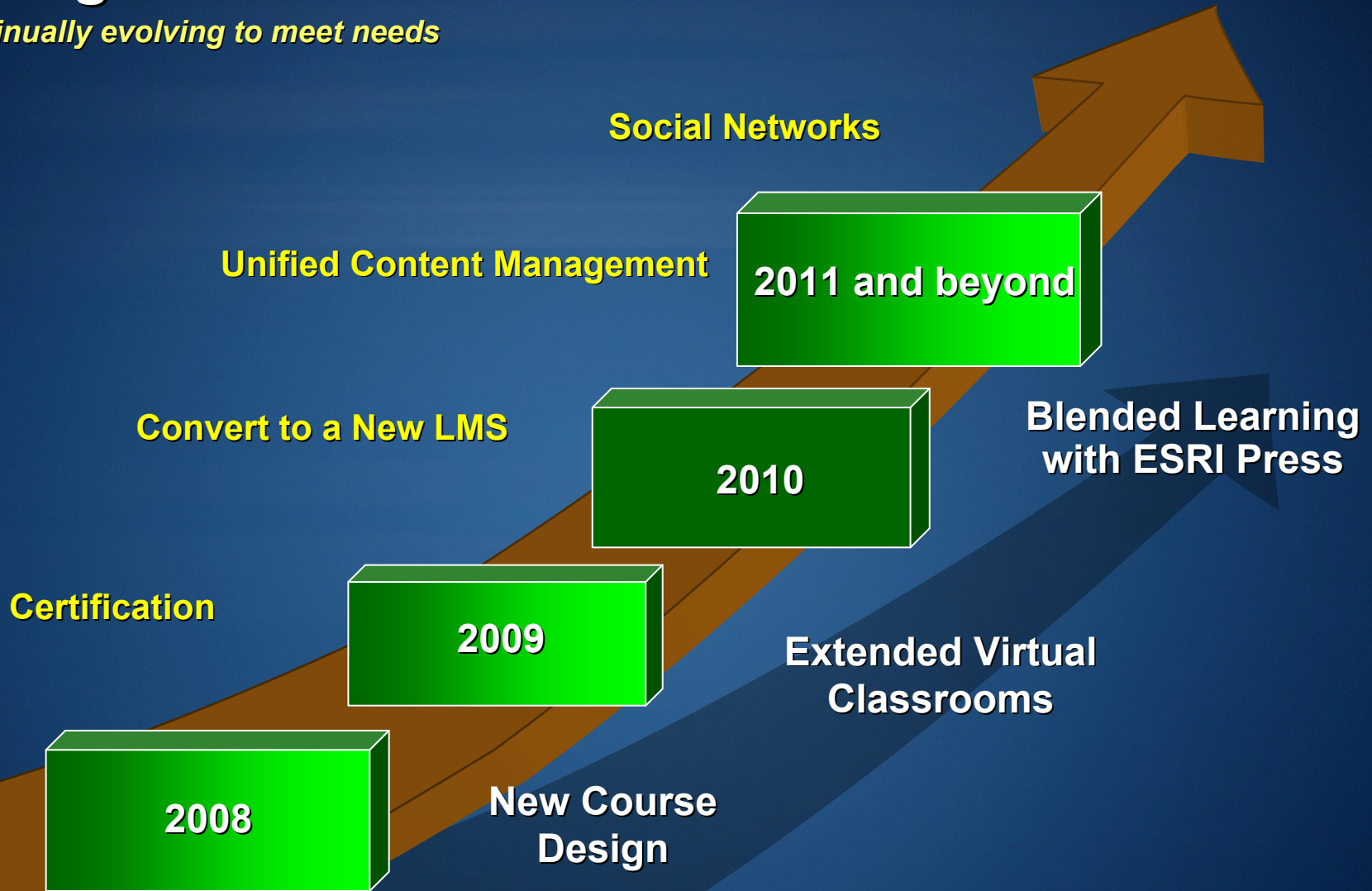
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Lessons Learned

- Extensive & broad vs. short & focused
 - Course completion rates tell the story
- Customer input crucial
- Free campus
 - Enabled university curriculum adoption
- Third-party authors
 - Challenging to work with
- Community
 - Not successful
- Integration with other business systems
 - Critical for long-term success

Looking to the future

...Continually evolving to meet needs



New course design

- Same course navigation, but...
- Replacing "book online" design
- Interactive dynamic content
- New technology and media
 - Enhanced learning experience
 - Less text, support for more learning styles
 - Not "technology for technology's sake"

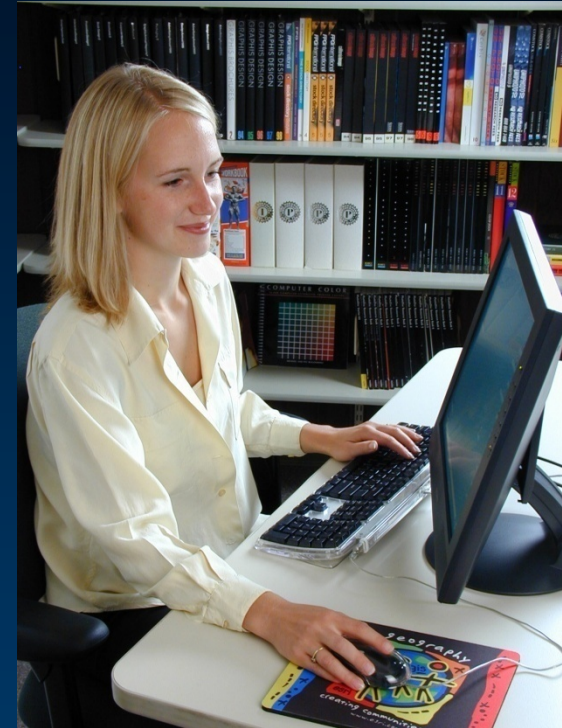
The screenshot displays the ESRI Virtual Campus interface. At the top, there are navigation links: Home, Catalog, My Campus, Community, Library, and Support. The main content area is titled "Getting Started with GIS" by ESRI. It includes a "Course Introduction" section with a "Getting Started" and "Course Data" sub-section. The "Course Data" section lists several modules and topics, such as "Module 1: The Big Picture of GIS" and "Module 2: Understanding Geogra...".

Below the navigation, there are two interactive content windows. The first window, titled "How are paper, digital, and GIS maps different?", contains text stating "A GIS map is more than a map. A GIS map has a database behind it." and features a map of the United States with a pop-up window showing a "Map Properties" dialog box. The second window, titled "How GIS Was Used in the Past", is a video player showing a globe with the text "Mapping Disease Using GIS".

At the bottom, there is a quiz titled "What is the definition of GIS?". The quiz instructions are: "Drag and drop the words on the right to complete the definition of GIS on the left." The definition text is: "GIS stands for _____ information _____ system. A GIS stores geographic information in a _____ and displays it on a map. GIS maps are _____." The words to be dragged are: analysis, attributes, database, dynamic, management, solve, and visualization.

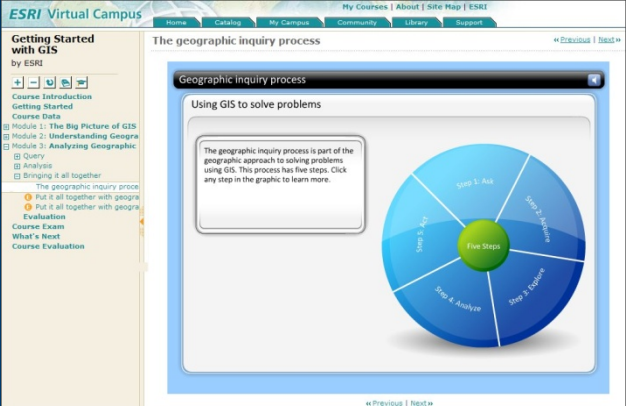
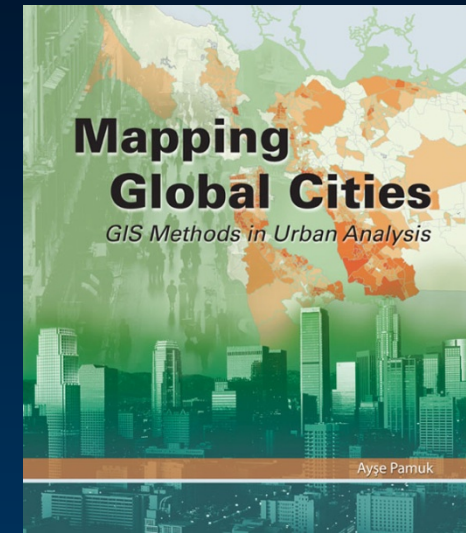
Extended Instructor-led Virtual Classroom

- Multi-week synchronous training
 - Reuse foundational content
 - Slower learning pace
 - Allows more study and exercise time
 - Scheduled instructor office hours



Blended learning

- Traditionally
 - Instructor-led course with supporting materials
- Web course reinforced by book
 - Book linked to Web site and pedagogy
- Blending training and education
 - Existing courses: Training
 - Teach skills
 - ESRI Press books: Education
 - Teach concepts, broader understanding in context



ESRI Virtual Campus

Home Catalog My Campus Community Library Support

My Courses | About | Site Map | ESRI

Getting Started with GIS

by ESRI

Course Introduction
Getting Started
Course Data
Module 1: The Big Picture of GIS
Module 2: Understanding Geogra
Module 3: Analyzing Geographi
Query
Analysis
Bringing it all together
The geographic inquiry proce
Put it all together with geogra
Put it all together with geogra
Evaluation
Course Exam
What's Next
Course Evaluation

The geographic inquiry process

Geographic Inquiry process

Using GIS to solve problems

The geographic inquiry process is part of the geographic approach to solving problems using GIS. This process has five steps. Click any step in the graphic to learn more.

Step 1: Ask
Step 2: Plan
Step 3: Explore
Step 4: Analyze
Step 5: Act
Five Steps

Certification

- Certify ESRI partners, users, and employees
- Certify on ESRI products
 - Software-based vs. job-based
- First GIS software company to do this

Research and Development initiatives

- Simulations
- Education “bazaar” – ESRI hosts others’ material
- Sub-sites for specific user groups (e.g., K-16 students and teachers)
- Practice exams for certification
- Pre- and post-assessments for classroom and e-learning
- Build your own e-learning (modular materials)

<http://www.esri.com/training>