

Community Brands Empowers Clients to Assemble Videos In 15 Minutes or Less

Community Brands (formerly YourMembership)

Best Advance in Unique Learning Technology

May 2018



Company Background



| Company At-a-Glance | |
|------------------------|---|
| Headquarters | St. Petersburg, FL, USA |
| Year Founded | 1992 |
| Revenue | Private company |
| Employees | 250-300 |
| Global Scale | 172 Countries |
| Customers/Output, etc. | Professional education: associations, trade organizations, and corporations with a focus on external training |
| Industry | Online Education |
| Website | https://www.communitybrands.com |

Value Proposition

Major barriers towards developing a robust content library are time and expertise. Your Membership's JetPack provides a rapid yet aesthetically engaging solution to quickly assembling video for launching and tracking from the LMS.

Jetpack, the new Crowd Wisdom™ video player, empowers clients to assemble content into eLearning within 15 minutes or less. They can upload videos into the LMS and assemble a JetPack with learning, tracking, and social features for more engaging education that can be offered for sale, compliance training, and/or supplementary

training to more formal education. Organizations of all sizes schedule webinars, offer live or annual events, or organize expert panels to provide educational content for credit and/or compliance needs.

Video is a large piece of their inventory, yet organizations struggle to use them in an educational context where tracking is key. Content is available, but resources and tools are limited to assemble it. There is a key need to quickly assemble valuable webinar recordings and existing video and launch it from an LMS. In addition, some organizations are required to track video usage for certifications and/or compliance requirements. Such metrics typically are measured with periodic time-sensitive surveys.

To address those challenges, organizations usually take a time-consuming route using tools that take expertise and time to assemble video content for education:

- **Acquire a SCORM authoring platform.** Such platforms as Articulate, Captivate, Lectora introduce a few problems. Cost of the authoring platform typically runs ~\$1,000 per license on top of the cost of an LMS to host it. In-house expertise is typically needed to convert videos to SCORM. And the user experience may not be optimal.
- **Use the organization's LMS.** For testing and survey components, then trying to track video learning using additional components in the LMS. This method introduces a few issues:
 - Complicates the content's simple, bite-sized nature by adding accompanying modules to the video.
 - Blurs the user's focus in the learning: It shifts from consuming the video learning to passing the test or answering a survey.

To reduce costs and administration efforts and improve the learning features of video, Crowd Wisdom™ JetPack video player offers:

- Simple assembly in 15 minutes or less.
- Upload video, check features to add, and optionally-enable settings for completion criteria, including viewing time and passing an embedded quiz.
- Text-transcript index that hyperlinks to video, polling, discussions, and additional text informational blocks.

For example, the Society for Dermatology Physician Assistants recently transitioned a traditional SCORM course to JetPack video player.

Product or Program Innovation

Crowd Wisdom™ LMS JetPack feature simplifies the assembly process of video-based learning and provides tracking/learning features for compliance, knowledge retention, and learning efficacy:

1. Validates learners' attention by tracking how long the video itself is playing.
2. Supports assessment with knowledge-check questions/quizzes during the video playback (on screen).
3. Add a text transcript and search capability that hyperlinks to the video, allowing a learner to view videos, find topics, search a topic/term and find it in the video for playback.
4. Allows assembly of content for learning in 15 minutes or less, thereby simplifying microcontent creation while not sacrificing tracking/learning features.
5. Uses social features such as comments/discussions to add a community aspect like TED.com or YouTube videos for discussion about video content.
6. Adds custom text blocks that appear as tabs.
7. Creates mobile-first design: entire JetPack view is responsive and fluid to adjust to iOS/Android devices to desktop platforms.

This ability typically was only possible by utilizing an often-costly, Scorm-authoring tool, a dedicated author, training, and significant time – a challenge for small- and-midsized organizations or even large organizations without a dedicated education department. JetPack mitigates these issues by allowing the greenest of admins to configure all of their basic-validation needs directly through the LMS as a free part of the LMS platform.

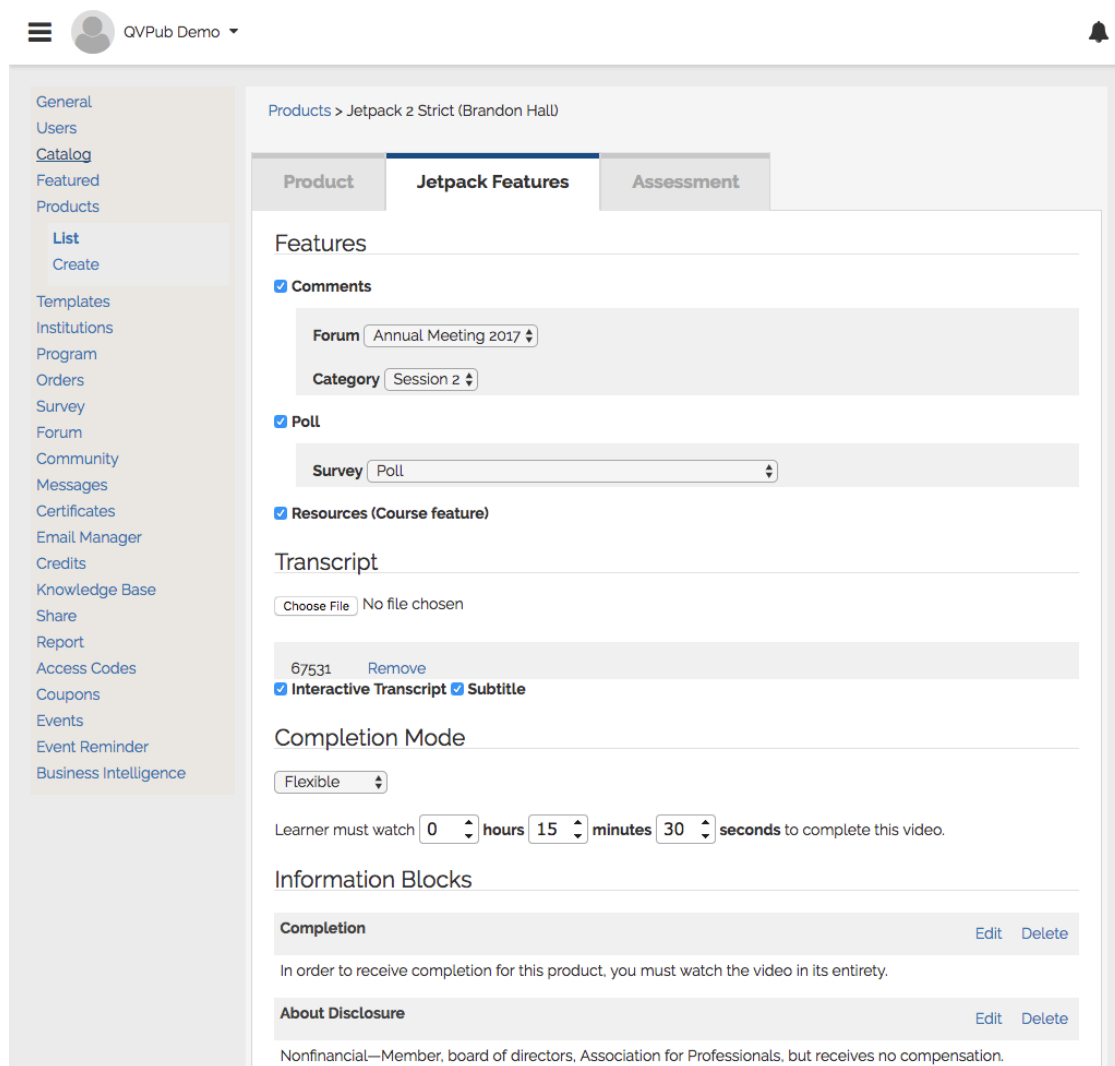
Crowd Wisdom™ takes the basic needs a step further with a comprehensive set of features to build value and position videos as more formalized content for sale. An interactive transcript, polling, discussion board, handouts, and free form-information blocks allow admins to post supporting content in a unified experience one would expect from an education provider.

Unique Differentiators

The key to the success and adoption of Crowd Wisdom's video player are:

- **Ease of authoring.** Using a single screen with no additional training to create content.

Figure 1: Ease of Authoring



Source: Community Brands (formerly YourMembership)

- **Flexibility to meet accreditation requirements.**
 - Flexible completion logic is an option to set learner-viewing time: learner must watch X hours, minutes, or seconds of the video. This ability allows the learner to skip through sections while still meeting the total video-viewing time required.

Figure 2: Completion Mode

Completion Mode

Flexible

Learner must watch 0 hours 15 minutes 30 seconds to complete this video.

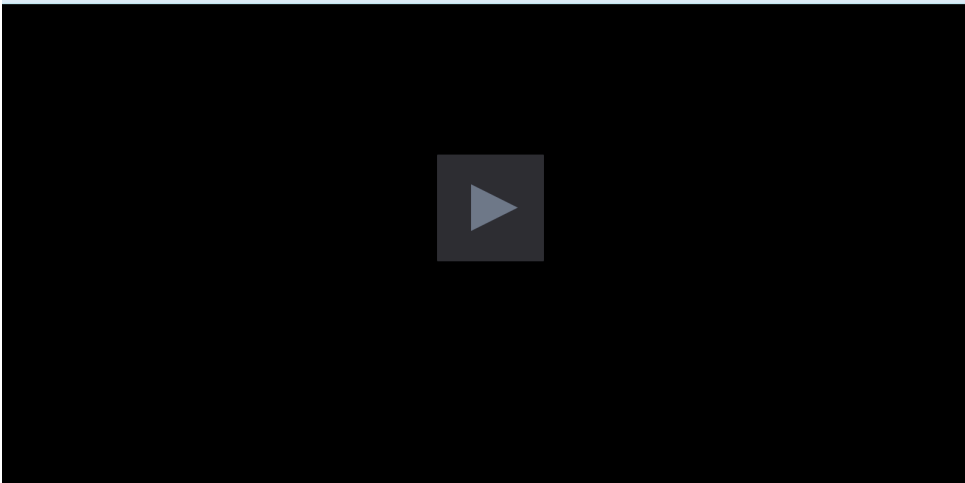
Source: YourMembership

- Strict completion logic can be set for more rigorous-viewing requirements: learner must watch the video in its entirety but leaving the video is allowed and the learner's position is bookmarked to provide a return point. The learner also may opt to restart the video. After the learner has completed the full video once, the learner may jump to different areas of the video.

Figure 3: Resume Module

Would you like to resume the video from where you left off?

Resume Start at Beginning



INTERACTIVE TRANSCRIPT COMPLETION

ABOUT DISCLOSURE

Enable auto-scroll

0 of 0

Ym's vision is pretty simple. We want to be the worlds best, at connecting people and organizations with what they value most. In the last year to two years, the single most important thing we've done, is turn our attention, to becoming an outside in organization. Where we're focusing on the members, where we're focusing on the customers, and understanding their

POLL

What is the most effective mode of education for you?

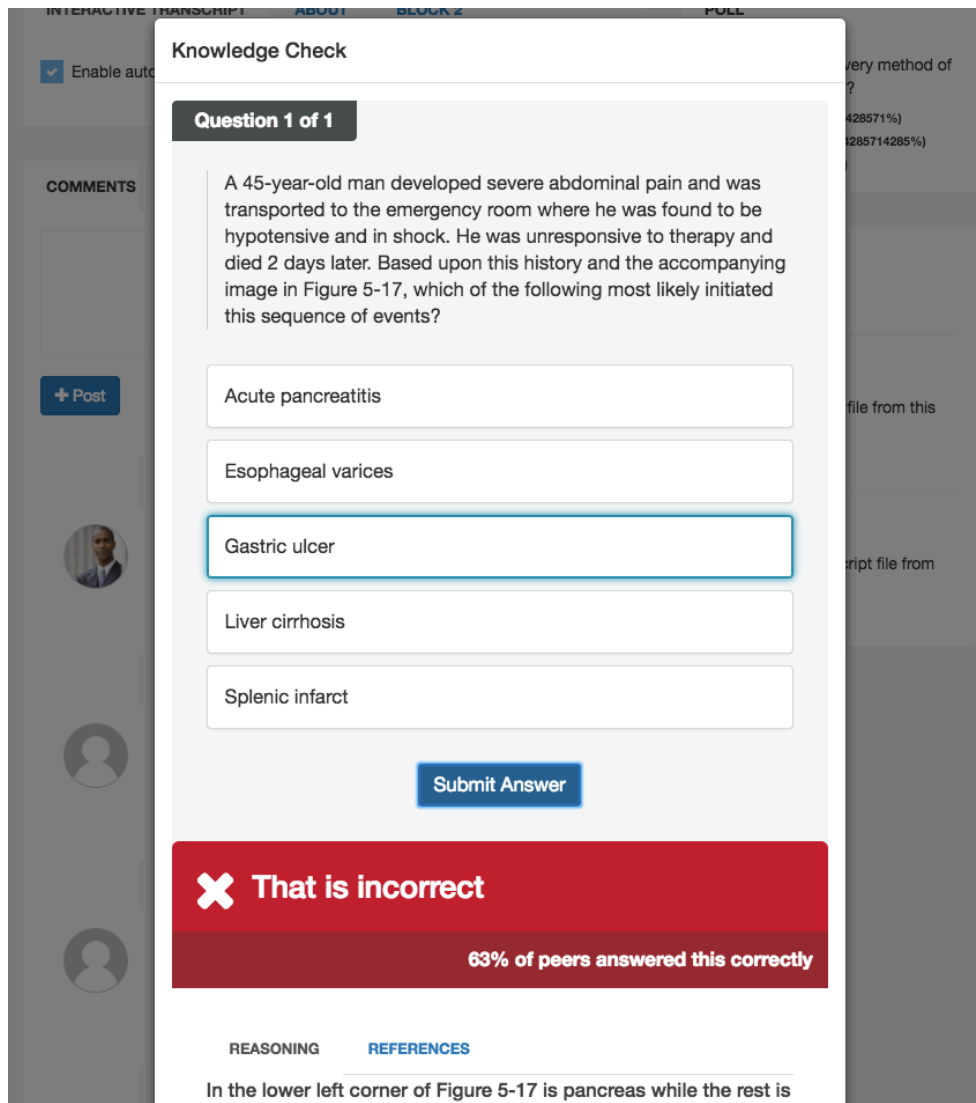
- Print (0%)
- Live (0%)
- Asynchronous Online (100%)
- Live Online (0%)

RESOURCES

Source: Community Brands (formerly YourMembership)

- Assessment: Set a quiz to validate learner attention and learning from the video. Learner must answer quiz questions that an admin configures to display at any time-stamp in the video. Quiz questions appear overlaid on the video along with time stamps designated by the author/admin.
 - Multiple choice, multiple selection, and numeric responses are supported question types.
 - Feedback and answer remediation also may also provide learners with an understanding of their answers.

Figure 4: Knowledge Check

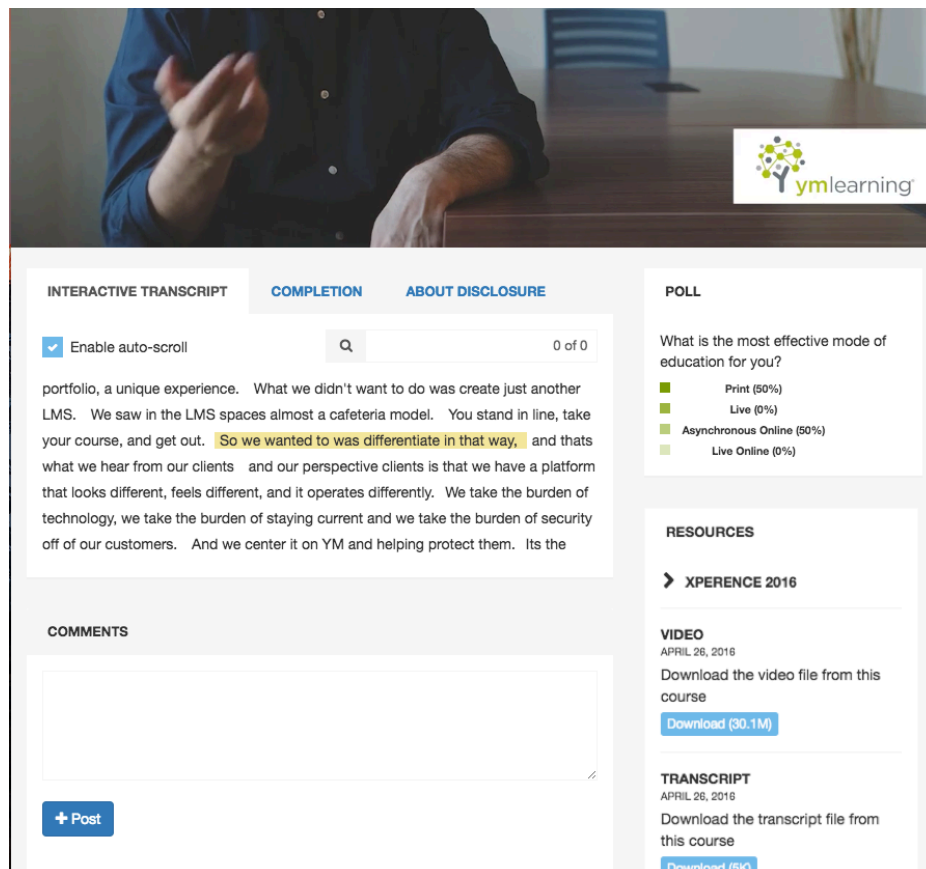


The screenshot displays a 'Knowledge Check' modal window. At the top, it says 'Question 1 of 1'. The question text reads: 'A 45-year-old man developed severe abdominal pain and was transported to the emergency room where he was found to be hypotensive and in shock. He was unresponsive to therapy and died 2 days later. Based upon this history and the accompanying image in Figure 5-17, which of the following most likely initiated this sequence of events?'. Below the question are five multiple-choice options: 'Acute pancreatitis', 'Esophageal varices', 'Gastric ulcer', 'Liver cirrhosis', and 'Splenic infarct'. The 'Gastric ulcer' option is highlighted with a blue border. A blue 'Submit Answer' button is located below the options. At the bottom of the modal, a red banner displays a white 'X' icon and the text 'That is incorrect'. Below this banner, it states '63% of peers answered this correctly'. At the very bottom, there are links for 'REASONING' and 'REFERENCES', and a partial sentence: 'In the lower left corner of Figure 5-17 is pancreas while the rest is'.

Source: Community Brands (formerly YourMembership)

- **Admins add value and justify sale of content.**
 - Interactive transcript: Search ability, automatically scrolling, transcript of dialogue during the video, allowing learners to skip through the video to find specific areas of interest or easily refer to the video at a later time.
 - Community: Allows the Q&A from an event to live on after the event. Crowd Wisdom's community widget allows learners to continue to post questions answerable by the administrator.
 - Polling: Widget allows quick feedback from learners.
 - Information blocks: Additional supporting information can be accessed easily as part of the video. For example, information about the speaker or how to learn more about the topic.
 - Resources: Supporting handouts, PowerPoint slides, and more are easily organized and accessible from the video-page itself.

Figure 5: Interactive Transcript



The screenshot displays a video player interface with several interactive features. At the top, a video frame shows a person speaking, with a 'ymlearning' logo in the bottom right corner. Below the video, there are three tabs: 'INTERACTIVE TRANSCRIPT', 'COMPLETION', and 'ABOUT DISCLOSURE'. The 'INTERACTIVE TRANSCRIPT' tab is active, showing a search bar and a transcript of the video content. A 'POLL' section asks 'What is the most effective mode of education for you?' with four options: Print (50%), Live (0%), Asynchronous Online (50%), and Live Online (0%). Below the poll is a 'RESOURCES' section with a link to 'XPERIENCE 2016'. A 'VIDEO' section offers to download the video file (30.1M). A 'TRANSCRIPT' section offers to download the transcript file (5K). At the bottom, there is a 'COMMENTS' section with a text input field and a '+ Post' button.

Source: Community Brands (formerly YourMembership)



- **Cost-effective.** Crowd Wisdom's jetpack video player is included free of charge for all subscribers of the LMS system.
- **Portable.** By supporting a single-page display of all needed content along with completion rules, JetPack videos may be emailed to learners via direct link to allow immediate access.

Measurable Results

After JetPack's release in October 2016, clients as a whole have decreased the number of new SCORM courses created by 16% and increased their creation of video courses by 20%. Nearly 50% of all new videos are now utilizing completion rules or supporting information.

Two of the largest professional associations in North America have opted to leverage Crowd Wisdom's video player for their annual-conference recordings due to the ease of authoring and the cost savings for an audience of more than 300,000.



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