EdCast Synergizes Formal and Informal Learning

EdCast
Best Advance in Social Learning Technology
February 2017

Company Background

Company At-a-Glance	
Headquarters	Mountain View, CA
Year Founded	2014
Revenue	Private
Employees	Private
Global Scale	US, India, CAN, UK, EU
Customers/Output, etc.	HP, GE, Salesforce, EMC Dell,
Industry	Software
Stock Symbol	N/A
Website	https://www.edcast.com

Value Proposition

EdCast is a fast-growing social learning and knowledge networking platform that offers microlearning, live streaming video, curated expert content, and other forms of formal and informal learning in an intuitive, private network for organizations.

EdCast is helping organizations turn knowledge into better performance. A key point that distinguishes EdCast as a leader in online learning is the ability to designate internal and external experts so valuable experiential knowledge is stored and shared within organizations like HP.

HP LIFE, a program of the HP Foundation, offers free, online courses in seven languages. The self-paced courses provide basic business, IT, and entrepreneurship skills that are

especially effective in communities where economic development is needed most, empowering aspiring entrepreneurs and students to create a better life.

HP LIFE was looking for new ways to drive peer-to-peer knowledge sharing through both informal and formal learning. The HP LIFE program team needed a solution that would offer them more control over the education experience allowing them to add courses easily, update content dynamically, and build a community that encourages peer-to-peer learning where users can learn and grow together.

HP also wanted a solution to seamlessly blend informal and formal learning to optimize the learning experience, making it intuitive, engaging, and fun, ultimately shifting from a course-centric to a user-centric learning approach. It chose EdCast to meet these needs.

"EdCast has greatly improved the reach and quality of HP LIFE's learning experience. Being part of the Open edX community has allowed us to reach more users than ever. The EdCast Knowledge Sharing Network enables us to engage users in new ways by offering social collaborative features and a personalized feed of bite-sized insights from experts around the world."

–Jim Vanides, Head of Social Innovation Programs & Senior Education Advisor, HP.

Product or Program Innovation

EdCast establishes knowledge networks built to inspire, empower, and educate individuals, teams, and organizations with personalized curated content, micro-learning insights – SmartBites^{TM} – and easy-to-use live streaming video. It provides direct access to internal and external industry-specific experts to capture experiential knowledge to benefit everyone.

The core innovation of EdCast is to synergize informal and formal learning using unique tools built to enhance the learning process, make the accessibility of personalized learning content easier to find, and to ultimately support continuous learning objectives.

Through the Corporate Academy, organizations can leverage all the traditional online course and massive open online course functionality to get the right users the content they need. The Corporate Academy is designed to easily host many forms of content, build new content, report on activity, manage user access, and share knowledge using built-in learning tools.

EdCast's Knowledge Network provides a robust and engaging informal learning environment that:

- Shares bite-sized micro-learning insights.

- Delivers personalized, curated content directly to individual users.

- Networks with internal and external subject matter experts.

- Delivers learning pathways to share knowledge easily with designated individuals or teams.

- Captures and store experiential knowledge.

- Creates live streaming video with just a few clicks.

- Accesses everything on an industry-leading mobile app while on-the-go.

The synergy between informal and formal learning to support all aspects of social learning that EdCast provides represents a disruption from the way it has thought about corporate learning. This meets the growing demand for companies to get away from their legacy Learning Management System and focus on turning knowledge into better and measurable performance.

Unique Differentiators

Many of the unique differentiators separating EdCast for other providers available today are communicated in the previous section. Here are a few key points to summarize:

- Mobile first – available on the Apple Store and Google Play Store.

- Access to best-in-class, personalized learning content.

- Intuitive traditional and informal learning tools.

- Networking connections to internal and external thought leaders.

- Leverage micro-learning capabilities to share knowledge.

- Machine learning and AI-led discovery.

EdCast powers HP LIFE's 175 courses – 25 topics – each available in seven languages, English, French, Chinese, Arabic, Hindi, Portuguese, and Spanish.

The EdCast Knowledge Network provides complete control, enabling dynamic updates of the course materials, a customized learning experience, and continuous user engagement.

The formal courses are seamlessly integrated with the EdCast Knowledge Network to provide social, mobile and cloud-based learning, enabling HP LIFE's over 600,000 users to learn from experts in a vibrant global community. Users can harness the power of social engagement, collaborative peer-based learning, and outcome-oriented training to gain the skills they need to improve their professional lives.

The EdCast mobile app, on both iOS and Android, allows users to access and consume course content 24/7.

Figure 1: Program Mobile App
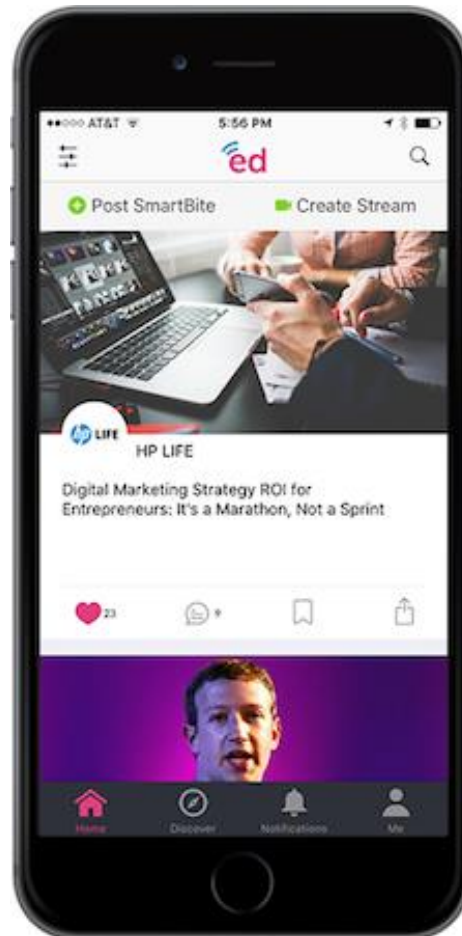
Source: EdCast 2017

Measureable Results

HP LIFE powered by EdCast provides many options for independent learners, teams, and organizations to personalize their learning experience through a unified experience of short- and long-form content.

Courses are seamlessly integrated with a personalized feed of curated, bite-size content from global thought-leaders that can be consumed in just five to 10 minutes every day, providing an important opportunity for continuous daily learning. The use of EdCast for the social learning needs of HP LIFE resulted in:

- Significantly-increased global reach.

- A rich learning experience with a personalized daily feed of bite-size content.

- Higher engagement and more dynamic content.

- Peer-to-peer collaborative knowledge sharing.

- 84% of users say HP LIFE helped them reach their professional goals.

The HP LIFE program is opening the door to talented people around the world that do not have access to the educational resources they need to reach their full potential. Through its combination of courses, personalized content, and peer-to- peer knowledge sharing, HP LIFE users gain the practical business and IT skills they need to create jobs or improve their job readiness, enabling them to provide sustainable futures for themselves and their families, and to support the economic development of the communities in which they live.

EdCast also provides social learning for GE, EMC Dell, Salesforce, and many more visionary organizations. Learning is its passion and, despite being a young company, it made the decision, when it was founded, to invest some of its own cognitive surplus into causes that can impact the world through education.

On September 20, 2016, one of those causes came to fruition with the launch of the UN's Sustainable Development Goals Academy. EdCast is the learning platform for this initiative and the company donated its technology and time to make this project a reality.

About Brandon Hall Group

Brandon Hall Group is a HCM research and advisory services firm that provides insights around key performance areas, including Learning and Development, Talent Management, Leadership Development, Talent Acquisition, and HR/Workforce Management. With more than 10,000 clients globally and more than 20 years of delivering world-class research and advisory services, Brandon Hall Group is focused on developing research that drives performance in emerging and large organizations, and provides strategic insights for executives and practitioners responsible for growth and business results.

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