



## Solution Provider Profile

### Blue Sky eLearn

August 2021



Company At-a-Glance	
<b>Name of Product/Offered</b>	Blue Sky eLearn — Path LMS
<b>Headquarters</b>	San Diego, CA
<b>Year Founded</b>	2002
<b>Number of Employees</b>	95
<b>Geographic Coverage</b>	US-focused with international clients
<b>Top Customers</b>	American Association for Cancer Research, North Carolina Bar Association and Boehringer-Ingelheim
<b>Total Users (Cloud)</b>	1.8 million
<b>Solution Name</b>	Path LMS
<b>Date Version Was Released</b>	Ongoing
<b>Year Product Was Originally Launched</b>	2014
<b>Website</b>	<a href="http://www.blueskyelearn.com">www.blueskyelearn.com</a>



## Blue Sky eLearn Solution Overview and Value Proposition

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Since 2002, Blue Sky eLearn has been leading the charge in delivering state-of-the-art online learning to associations and their valued members. Blue Sky eLearn offers solutions in three distinct areas:

- Path LMS
- Webinars, Virtual Conferences and Hybrid Events
- Learning Strategy and Development

Whether through Blue Sky eLearn's foundational Path LMS, its innovative and immersive virtual events services or expert team of learning and design specialists, the organization helps connect hundreds of organizations to millions of learners worldwide.

Blue Sky eLearn has:

- Helped over 500 organizations with their eLearning and events.
- Facilitated thousands of live webinars each year.
- Broadcast countless hours of high-quality live content across the globe, free of technical or logistical glitches.
- Housed more than 100,000 learning modules.
- Issued more than 2.5 million certificates.

Path LMS delivers online courses and content anytime, anywhere. Built specifically for online educators and meetings and events, Path is a powerful, award-winning learning management platform that helps organizations manage their programs on their terms.

Developed with feedback from clients in various industries, experiences and users in mind, Blue Sky's Path LMS makes it easy for education directors and meeting planners to capture, manage and deliver educational content. Path is built upon the most current technologies available and uses responsive web design to offer the most optimal end-user experience across a wide range of devices, including tablet devices, mobile phones and desktop computers.

Organizations can maximize their program with Path LMS:

- **Continuing Education** — Create a sophisticated educational experience with complex credit scenarios, flexible attendance monitoring with content prompts and multiple credit types (CLE, CME, etc.).
- **Optimized for Mobile** — Content is optimized to display on any device, enabling an organization's audience to access Path at any time.



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- **eCommerce Ready** — Sell content using a secure, built-in shopping cart that integrates with third-party payment gateways; control offerings with coupon codes and member group pricing options.
- **Seamless Integration** — Integration with critical platforms in the organization’s ecosystem
- **Detailed Reporting** — Accurately evaluate audience engagement and effectiveness of your content with detailed reporting that informs the company’s decision-making
- **Assessments and Certifications** — Assess the audience’s aptitude by designing unique tests to evaluate learners. Award custom-branded certificates as learners complete courses.

### Virtual Events

Blue Sky eLearn helps organizations streamline their online learning offerings and expand their audience engagement using its complete suite of top-to-bottom online learning and virtual event services. Whether organizations prefer entirely white-glove virtual event production and distribution or easy-to-use, self-managed tools to organize and track their own content, Blue Sky eLearn supports the organization and amplifies their program at whichever service level works best.

Virtual Event Services include:

- **Hybrid Events** — Blue Sky eLearn’s in-event support, coordination with organizations’ on-site event management and live event monitoring services provide both speakers and remote attendees with a seamless, real-time experience, regardless of location (virtual or on-site).
- **Webinars** — From fully managed to simply monitored events, Blue Sky eLearn helps organizations execute flawless webinars to connect global audiences in real-time in every language, with hassle-free technology and easy registration.
- **Live and Mock Live Streaming** — Blue Sky eLearn’s live streaming experts can handle an organization’s technical needs so it can focus on its message. With translation and Closed Captioning services, technical and customer support for live stream attendees and comprehensive monitoring services, organizations can provide the best experience for their members. Blue Sky eLearn can also provide “mock live” services, where it pre-records speakers virtually and then seamlessly broadcast to the event, enabling real-time audience interaction from anywhere around the world.



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## Learning Strategy & Development

Blue Sky eLearn has a host of staff that offers end-to-end Instructional Design Services. Blue Sky eLearn's team approach incorporates a variety of experts who can help take an organization's educational programs and materials to the next level, including:

- Fractional Chief Learning Officers
- Project Managers
- Instructional Designers
- Virtual Event Strategists
- Graphic Designers
- Video Editors
- Voice-over Talent.

Blue Sky eLearn can also help organizations develop and deliver:

- A Comprehensive Education Portfolio
- Marketing and Sales Strategy
- SCORM-Based eLearning
- Instructor-Led Training
- Webinar Planning
- Graphic Design
- Path LMS Design and Navigation.



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## Screenshots

Figure 1: Blue Sky eLearn's Path LMS

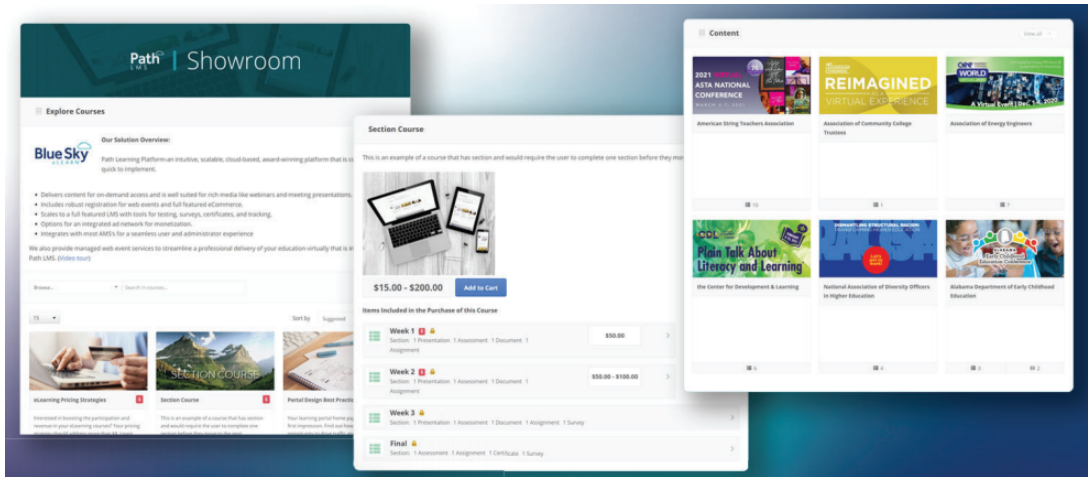
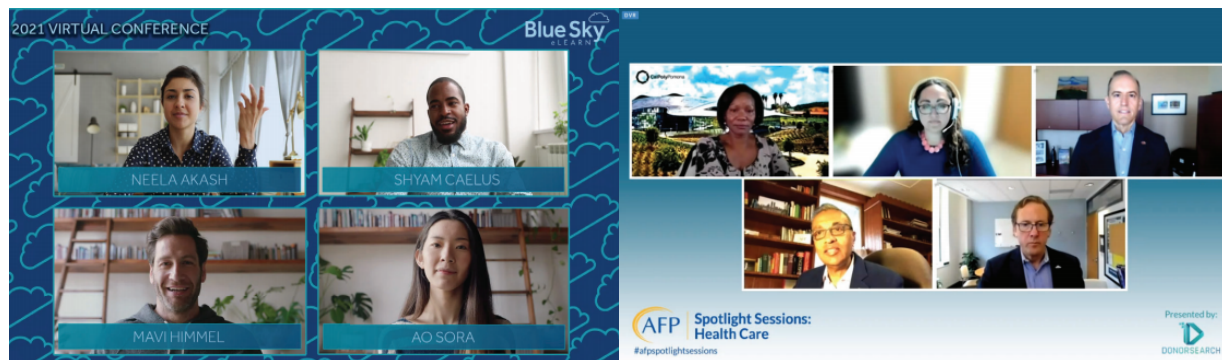


Figure 2: Blue Sky eLearn's Virtual Events



All screenshots provided by Blue Sky eLearn



## Analysis by Brandon Hall Group

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### Situational Analysis

One of the biggest challenges around training for many organizations has been how to properly train people throughout the extended enterprise, including partners, resellers, customers and more. The typical challenges presented by learning are exacerbated when the learning is being delivered to people who don't necessarily work for the company. Several factors that are driving corporations to improve their extended enterprise training strategies:

- **Improve Learner Engagement** — Organizations struggle with developing and delivering learning content that captures the attention of the learner.
- **Create a Stronger Link Between Learning and Performance** — Learning in many organizations is developed without specific individual and organizational objectives in mind.
- **Better Measurement** — It can be difficult to measure the impact on performance among learners outside of the organization.
- **Improve Accessibility to Content** — Learners are highly mobile and have many situations where it is very complex to deliver an effective learning session.

### Challenges to the Business

Organizations have had difficulty in leveraging traditional LMS technologies to meet these new learner requirements. Learner requirements have evolved quickly and their need for content that is relevant, accessible and highly interactive is more important than ever. In particular, traditional LMS platforms are not designed to fully support all the necessary learning modalities in a mobile environment.

### Implications for the Business

The implications are two-fold. For the learner, the learning experience is waning and learner engagement continues to steadily decline. For the organization, a significant amount of financial and people resources are being consumed by learning organizations in leveraging their current LMS platforms — and still, the needs of the learner are not being met. This leads to poor performance for the organization because employees are not learning what they need to know to excel at their jobs.





## Questions to be Answered by the Business

Organizations need to rethink how they leverage technology to keep pace with the rapidly changing dynamics of their learners and business.

The key questions for the business are:

- Does the technology offer enough functionality to meet the requirements of learners?
- Is the technology able to easily reach a dispersed and diverse set of learning audiences across the extended enterprise?
- Can the technology support the current and future needs of the organization?

## Blue Sky eLearn as the Answer

While many LMS providers offer support for the extended enterprise, few are purpose-built to solve the complex challenges this environment presents. Blue Sky eLearn is one of those few, providing a set of tools and solutions to help companies excel in training external audiences, especially association members. According to Brandon Hall Group's *2020 Extended Enterprise Study*, more than half of companies need to deliver training to at least some external audience, if not multiple audiences.

The Path LMS is built specifically for online and virtual education. Companies can keep track of certifications and continuing education credits and there is built-in eCommerce functionality — both critical to the success of extended enterprise training. More than half of companies use extended enterprise learning for certification and compliance, and 74% use some sort of eCommerce tool.

Blue Sky's standout functionality is around their virtual events. Companies can create and manage events on their own or they can have Blue Sky manage the whole thing. These tools and services have become even more critical in the new remote work environment. To address this, Blue Sky offers seamless hybrid (virtual/in-person) events, webinars and live streaming. They can provide translation and caption services, so no attendee is left out. In addition to the real-time hybrid approach for remote and in-person learners, Blue Sky can also create hybrid synchronous events, where some speakers are live and others are pre-recorded, all with real-time interactions.

Beyond their platforms, Blue Sky also offers consulting services for the learning strategy. If your organization is lacking in a particular functional role, Blue Sky has people that can step in and help guide the strategy forward. This includes anyone from the CLO level to video editors and instructional designers.



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The learning experience is critical for external audiences, especially ones that are paying for it. Blue Sky helps companies ensure they are delivering world-class content and experiences in a seamless and intuitive environment. Organizations that need to train a lot of external audiences — associations, training organizations, public agencies, etc. — would do well to look at a solution like Blue Sky eLearn that is built for them first, and not as an ancillary function.

*- David Wentworth, Principal Analyst, Brandon Hall Group*

*- Michael Rochelle, Chief Strategy Officer and Principal HCM Analyst, Brandon Hall Group*



## About Brandon Hall Group

With more than 10,000 clients globally and 27 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.

Some ways we can help...



### MEMBERSHIP PACKAGE

Includes research library access, events, advisory support, a client success plan and more.



### ADVISORY OFFERINGS

Custom Research Projects, including surveys and focus groups interviews. Organization Needs Assessment for Transformation, Technology Selection and Strategy.



### EXCELLENCE AWARDS

Global recognition showcasing leading programs and practices with a library of case studies.



### PROFESSIONAL DEVELOPMENT

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recognizes world-class HCM programs that transform their organization and achieve breakthrough results. This designation is the next step beyond the HCM Excellence Awards, which focus on a single program, and looks at the department as a whole.



#### SMARTCHOICE® PREFERRED PROVIDER PROGRAM

uniquely places HCM service and technology companies at the top of organizations' consideration list of vendors. It adds an unmatched level of credibility based on BHG's quarter of a century's experience in evaluating and selecting the best solution providers for leading organizations around the world.



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are comprehensive educational programs that center around a multiphase knowledge test.