

The How-To's of Distance-Based Training

September 13, 2011



FIELD

at the Aspen Institute

Advancing microenterprise through knowledge and innovation

A brief note on technology



Tech Support

- Email: jackieo@aspeninst.org

Chat Feature

- Type your message in text box below “Chat with Presenter” and click the “Send” button



Special thanks to the
**U.S. Small Business
Administration, Citi Foundation
and Charles Stewart Mott
Foundation**

<http://fieldus.org/Webinars/index.html>

Goal of Today's Webinar



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- Snapshot of what's happening in the field
- Key learning from practitioners



Guests Today



Marita Fairfield,
Maine Women's Business Center
Rim Counties Program Director



Jinell Smithmyer
Assistant Program Officer

What is Distance BDS?



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Business-related content or assistance delivered via remote technologies:

- ✓ Phone
- ✓ Internet
- ✓ Television

podcasts
counseling
online-worksheets-tips
online-seminars
mentoring
SM
coaching
blogs



- Poll

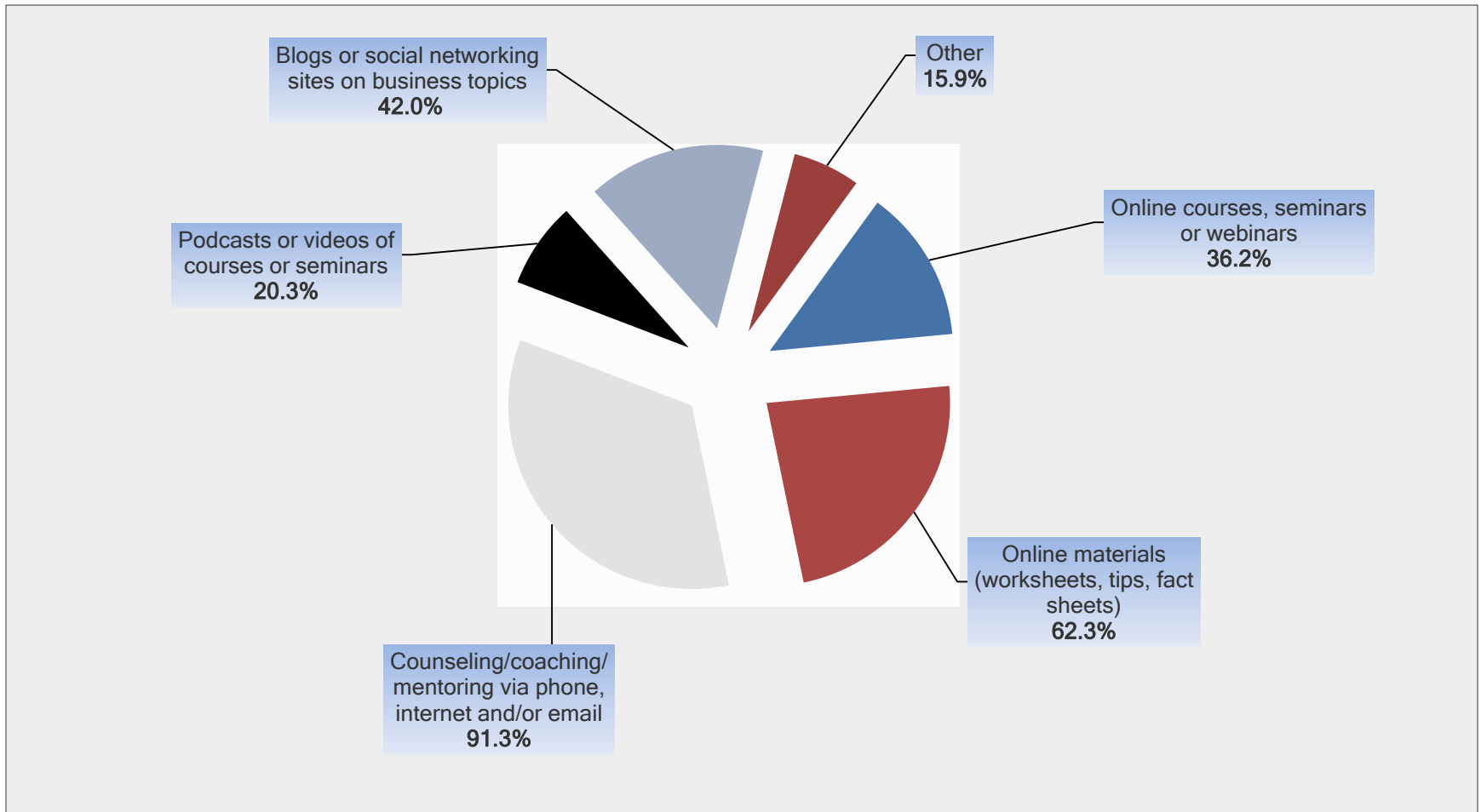


Poll

BDS Services Being Offered



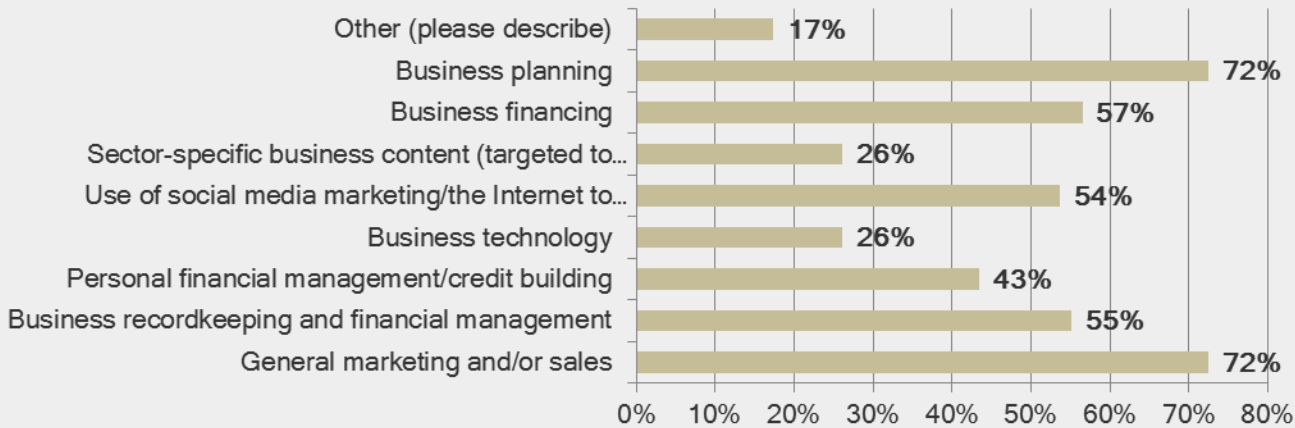
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Distance BDS Services



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Collaboration around content



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produce auctions
restaurants
community gardens
groceries & co-ops
nurseries & greenhouses
organizations
caterers
CSA

FEATURED NEWS & EVENTS

Benefit Auction

There will be an auction to benefit cancer sufferer, John R. Hershberger, Sat. Sept. 17. All proceeds go directly to the family. The event opens with a chicken dinner at 11:00AM and the auction begins...

Chesterhill Produce Auction

Wow, a great auction Thursday. Pumpkins are coming on strong this year, and we expect many more to come. Cushaw and butternut squash are beginning to fill the floor, ready for your pantry. Green beans...

Statewide Food System Assessment proclaims "Athens Sets the Tone"

Written by Tom Redfern Ken Meter, agricultural economist and food system analyst with the Crossroads Resource Center in Minnesota has just finished a timely look at Ohio Agriculture, which traces Oh...

Food is Elementary Training - Workshop 2

2 different trainings are being offered - please see the attached flier for more information! Food is Elementary Flier Time: September 15, 2011 at 9am to September 16, 2011 at 4pm Location: OSU Extension

[Click here to view all upcoming events](#)

OHIO FOODSHED
ONLINE COMMUNITY



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EVENTS



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UPCOMING EVENTS](#)

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LOCAL FOOD
FOR YOUR CUSTOMERS

Learn how Ohio Foodshed can connect you with local producers with the experience and capacity

Comfort w/ Online Learning



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Box 21: On-line vs. In-person Training

On-line learning is best for

- remote or home bound/business clients
- clients who need to complete training at odd hours
- people who have already settled on one business idea
- straightforward business development training with tangible outcomes
- delivering modular content
- learners who feel comfortable using written communication and reading comprehension skills

In-person learning is best for

- learners who want to escape isolation
- people who are motivated by interpersonal and group interaction
- brainstorming and visioning; sorting through multiple business ideas
- empowerment, case management, life skills training, personal counseling, interpersonal dynamics or sales presentation training
- learners who present literacy, technology or language barriers

Combining on-line and in-person training delivery can accommodate some features of both approaches.



Key Learnings



Be flexible about the technology



CEI Technology



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Moodle

Portal/Course Management System (CMS)

- self-paced, recorded
- access to virtual classroom, materials

GoToMeeting

Elluminate

Adobe Connect

Others...

Virtual Classrooms

- Need for VOIP
- Constantly testing for best functionality



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HELP & FAQ

- What's New?
- Account Support
- Find a Mentor
- Be a Mentor
- Questions & Answers
- MicroMentor Groups
- Involve Your Organization
- About MicroMentor
- Contact MicroMentor Support

Help & FAQ

WHAT'S NEW? For current MicroMentor Participants

What's Changed (Q & A and Groups)?
 Has My Profile Changed?
 Why does My Home page look different?
 Can I Opt Out?

ACCOUNT SUPPORT

Signing Up
 Login Help
 Updating Your Profile, Contact info & Account Settings
 Privacy and Your Public Profile
 Closing Your Account

ABOUT MICROMENTOR

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 Is MicroMentor Free?
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 Services Offered
 Languages Supported
 Countries Supported
 Participation Rules
 Can I Find Financing on MicroMentor?

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Microenterprise and Small Business Development Orgs
 Corporations and Professional Networks

CONTACT MICROMENTOR SUPPORT

support@micromentor.org
 503.465.4181

FIND A MENTOR

How do I Connect with a Mentor?
 Requirements to Work with a Mentor
 Time Commitment
 Working With Multiple Mentors
 How Long Does it Take to Get Matched?
 Can I Work With a Local Mentor?

BE A MENTOR

Connecting With a Mentee
 Mentor Requirements
 Expertise Needed
 Why Be a Mentor?
 Time Commitment
 Working With Multiple Mentees
 How Long Does it Take to Get Matched?
 Can I Work With a Local Entrepreneur?
 Mentor Contact Settings

QUESTIONS & ANSWERS

Asking a Question vs. Creating a Mentoring Request
 Inappropriate Answers
 Visibility of Answers

MICROMENTOR GROUPS

What are Groups?
 What is the Purpose of a Group?
 Can Anyone Create a Group?
 Can I Join Any Group?
 Can I Create a Private Group?
 Group Notifications Settings
 How do I Leave a Group?

Hi, Teresa! | [Logout](#) | [Help](#) | [Resources](#)

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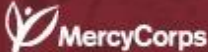
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**“You must be the change
you wish to see in the world.”**
- Mahatma Gandhi



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ACCEPT OFFER

To accept this offer and begin your mentoring relationship, please complete this message template and then click Accept Offer & Send Message.

Please use this opportunity to thank your new mentor and personally introduce yourself. (1000 characters left)

Example: Thank you for volunteering your time. I'm looking forward to working with you! Here's a bit more about me and where I'm at with my business...

Schedule your first conversation with your mentor, and let them know how to contact you. (500 characters left)

Example: When is a good time for you to connect? I am available Mon - Thurs after 5pm Pacific Time. I can be reached at 123.456.7890 or myname@myemail.com.

Describe what you would like to discuss during this initial conversation. (500 characters left)

Example: During our first meeting, I'd like to give you an overview of where I'm at with my business plan now, and discuss what to focus on next.

Attach a file to your message (optional)

Once you click Accept Offer & Send Message, we will send you an email with your mentor's contact information and your mentoring relationship will begin. If you do not hear back from your mentor within three days, please follow up with them directly.

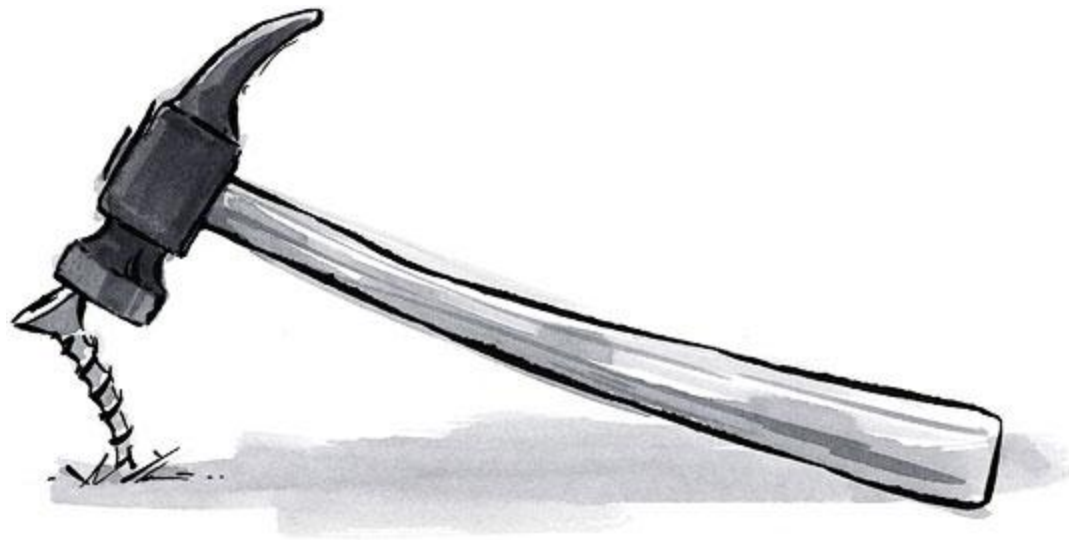
Accept Offer & Send Message »

Cancel »

By accepting this offer, you are agreeing to MicroMentor's [Code of Conduct](#), and committing the time and effort needed to make this a successful mentoring relationship.



Design with the user in mind



User-centric Design Tips



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1. Make current content easily accessible
2. Experiment with new pieces of content
3. Solicit feedback from users
4. Evaluate whether it works
5. Make adjustments as necessary



The “right” staffing is critical

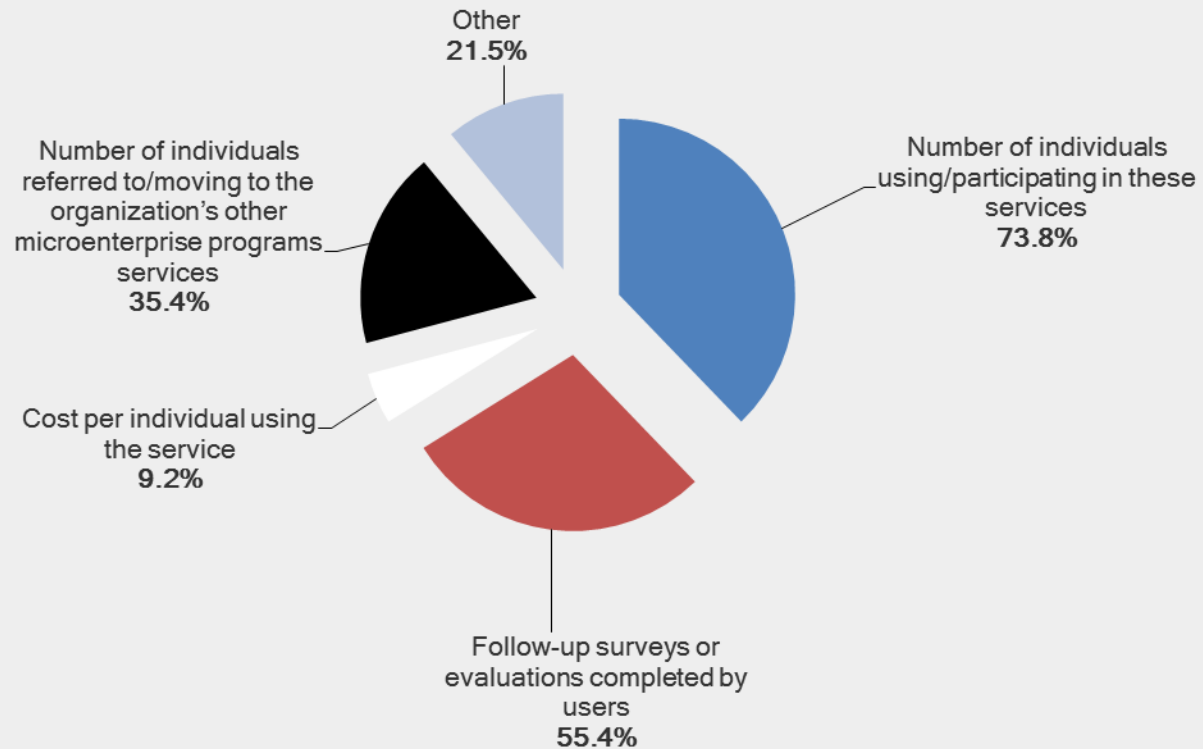


Continued investment is needed

Evaluation Metrics



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Tie metrics to goals



Questions



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Download

<http://fieldus.org/Projects/DistanceBDS.html>



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Distance Learning and the Changing Face of Business
Development Services

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Joyce Klein

August 2011


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