

E-Learning Industry Facing Critical Challenges, IQPC Participants Are Told

"If we don't start focusing on proficiency and performance improvement, e-learning will become increasingly irrelevant to business owners in large enterprises. We've spent too much time picking the low hanging fruit, and people want results." This was the central message Dr. Bill Bruck gave to the International Quality and Performance Conference for Instructional Design and Curriculum Development in Chicago.

Falls Church, VA, (August 2005) – Bill Bruck, Q2Learning lead solutions architect, recently chaired the International Quality and Performance Conference for Instructional Design and Curriculum Development in Chicago. In his opening remarks, he listed several critical challenges facing the e-learning industry. Among them:

- LMS implementations that suck the money and mind-share from learning organizations as they focus on administering training, versus designing and delivering it.
- Major compliance training initiatives for legal risk reduction that takes energy away from training that can help achieve the organization's strategic and financial goals.
- The charm of "rapid development" that often amounts to boring PowerPoint being converted to boring Flash, with no instructional design or valid assessments.

Dr. Bruck also delivered a pre-conference workshop, "Implementing Best Practices for Instructional Design and Delivery of Blended Learning" where he provided guidelines for building training that focuses on proficiency and performance improvement in critical areas for the organization.

When asked about the importance of this event, Dr. Bruck said, "the promise of e-learning has not lived up to its potential. We've been picking the low-hanging fruit, and not facing the challenges of training for on-the-job proficiency. In order to help organizations realize their learning goals, we need to find ways to create interactive opportunities for participants in online blended learning programs."

About Dr. Bruck

Since 2001 Bill Bruck has been the lead solutions architect for Q2Learning, of which he is a founding partner. He designed the eCampus technology and end-to-end methodology that has been used in deploying over a hundred blended learning solutions for Fortune 500 corporations. Bill comes from Academia, where he was a tenured full professor of psychology and director of institutional research at Marymount University, where he designed a system for assessing institutional effectiveness that was cited as an exemplar during re-accreditation by the Southeastern Association of Schools and Colleges (SACS).

Bill has written over a dozen books on the effective use of technology, which have been translated into five languages. He serves as a luminary for media and industry relations, and provides keynotes internationally on collaboration technologies and their impact on organizations. His accomplishments have been recognized by his listing in Marquis Who's Who in America.

About Q2Learning, LLC

Q2Learning is the leading provider of enterprise software for collaborative learning and knowledge management. The company's xPERT eCampus, winner of the 2004 gold Brandon Hall award for innovative technology, drives mastery learning by creating blended learning programs that weave electronic content, web meetings, practice assignments and coached OJT into integrated programs of study.

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