

Aerotek Uses Blended Learning to Reduce Attrition, Improve Selection of Recruiters

Blended learning no longer needs to be the same tired combination of instructor-led and Web-based training. A customer success story will illustrate how Q2's xPERT eCampus allows for the creation of unique blended learning to meet reduce attrition and improve selection of key recruiters.

Falls Church, VA (April 2006) – “Making Training Stick” will be the theme of a presentation by Bill Bruck, Q2Learning lead solutions architect and Katherine Ihourane, senior instructional designer from Aerotek, a professional staffing agency.

Using a case study that centers on Aerotek's Behavioral Interviewing Program, Dr. Bruck and Ms. Ihourane will discuss how a blended approach supports the success of one of Aerotek's key training initiatives.

“Blended learning isn't appropriate for every learning situation,” according to Dr. Bruck. “But in cases like Aerotek, where the skill is clearly related to the success of the organization, an approach that lets learners ‘lock in’ the desired behavior is a tremendous advantage. With today's technology, blended learning has come to mean so much more than a combination of classroom and WBT that organizations like Aerotek are virtually unlimited in the type of learning programs they can implement.”

While Dr. Bruck will share some principles that help make blended learning programs successful, the presentation will focus on Aerotek's implementation, including examples and evaluation results. The presenters will also discuss obstacles to successful implementation and strategies to overcome them.

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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