Success Story

MONASH University MALAYSIA

Monash University Malaysia Authoring Experience

- **Higher Education**
- **Agile Learning**
- **Software Training**
- **DIY authoring & Co-design**
- **Scalable Programs**

Background:

Monash University Malaysia is an internationally ranked Higher Learning institution focused on delivering research and teaching excellence across various disciplines.

Their mission to create high quality, engaging undergraduate, graduate and post graduate research courses has resulted in a trend towards eLearning as a means of supplementing traditional teaching methods.

Having successfully worked with Guroo Producer™ on a number of past projects, Monash University Malaysia has become a **licensee of Guroo Producer's™ Content Authoring Technology**.

With inbuilt planning, design, and collaboration tools, **PRODUCER** allows our partners to develop **agile learning programs at a set annual price** and determine our involvement in the production process.

> *"Becoming a licensee of PRODUCER and participating in co-design training enabled us to **empower staff through new approaches to teaching and learning**. Our collaboration with Guroo has **improved the scalability and innovation** of our education programs, as we move towards a **more flexible, engaged and self-paced learning** environment for our students."*
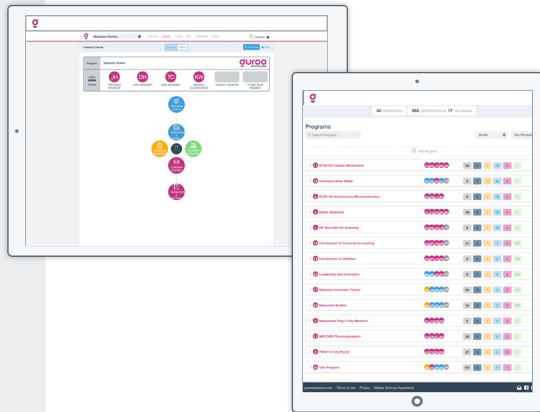
Andrew Walker

President and Pro-Vice Chancellor Monash University Malaysia

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The Problem:

The **decline in engagement with class-based learning** has prompted a call for more innovative approaches to the dissemination of course work that reduce student obligations to attend face-to-face programs. Meanwhile, **the demand for self-paced, flexible learning pathways has gained momentum,** resulting in a need for blended eLearning experiences that satisfy student requirements and increase engagement while continuing to deliver on educational objectives. Indeed, whilst eLearning services have been successful in delivering such programs, **Higher Education institutions have historically struggled to scale these services** across multiple courses and disciplines, making this approach unsustainable.

PRODUCER

The value proposition espoused by our technology is founded on its ability to provide an **end-to-end content authoring approach** - not just eLearning. Our tool aids in the creation of **complete program designs,** allows for the **mapping of non-digital components** and enables users to **collaboratively produce, edit, review, and analyse** programmatic content during production and after delivery. In other words, PRODUCER is a top-to-bottom, agile learning design platform supporting the construction of blended and digital solutions to achieve business objectives.

Offering its users design discretion through the capacity to integrate multiple learning tools into a singular program, including; business scenarios and activities, digital workbooks, interactive videos and coaching, PRODUCER allows for the complete customisation of the learning journey. Our software is a **360-degree, scalable tool available to all organisations on an annual or monthly licensing contract**. With multiple licensing options, PRODUCER empowers users to choose the package best suited to their needs and determine their own approach to development.

Goals and Objectives:

Licensing Outcomes

- Improve program scalability
- Reduce costs associated with learning design
- Create collaborative, flexible, self-paced learning pathways
- Integrate video, gamification and characters to improve engagement
- Reduce obligatory face-to-face time through blended experiences
- Simplistic, linear system that manages all aspects of design from program mapping to publishing and results
- Produces content compatible across multiple learning management systems
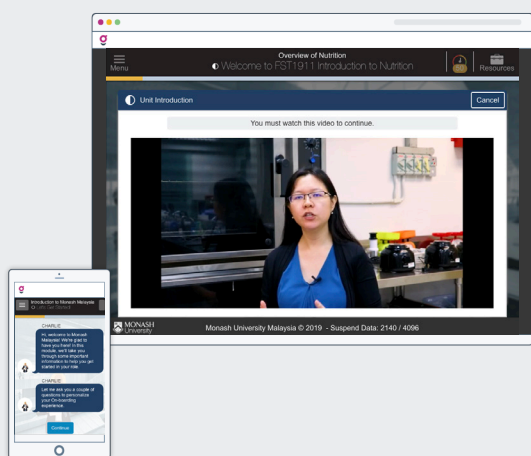
Partnership Requirements

- Experienced professionals with a history of working within the Higher Education sector
- Consistency in learning experience across units
- The ability to deliver qualitative and quantitative results stored in a learning system
- Access to technology and design experts

The Monash Journey:

The relationship between Guroo Producer™ and Monash University Malaysia was initially formed in response to the University's request to develop a suite of programs across the science, business, arts and social science and engineering faculties. Each program was developed as a **blended-learning experience, intended to reduce class time and supplement lecture and tutorial content**. The programs consisted of between 11 and 15 modules consumed over the 12-week semester or an 8-week summer course, and comprised **videos, resources, readings, assignments, quizzes and other course content** to support and assess student learning.

Having successfully deployed these programs and received **positive feedback from course facilitators and University staff** regarding the effectiveness of the e-Learning suite, Guroo was contracted to create additional course content. Since this time, **Monash Malaysia has become our partner and a licensee of PRODUCER** granting them **independent design and co-design capacity**. Through specialised training, as well as the programs inherent functional capabilities, Monash University Malaysia now has access to all the tools necessary to transform, scale and measure their education model by creating their own learning journeys.

Program Training:

Based on their success with eLearning and subsequent **decision to upscale the production of online courses, Monash University acquired a 12-month license** to PRODUCER, alongside our services in the form of a detailed **'co-design boot-camp'**.

Nine staff members were chosen to partake in the intensive training course allowing them to **create a suite of course based learning programs and cross-skill employees.** These optional training programs along with a 2-3 hour complementary coaching session has been made available to clients as part of the licensing agreement.

Results:

The decision to become a licensee of PRODUCER has had a very important impact on Monash Malaysia's ability to **increase the scalability and consitent production** of its programs, whilst still maintaining access to Guroo Producer's™ services in the form of our learning design and technical expertise. Similarly, through the cross-skilling of employees, **program production can be optimised and associated costs exponentially reduced** as the design capabilities of producers improve and the need for co-design is minimised.

9 employees trained over a **2 month boot camp** in Malaysia

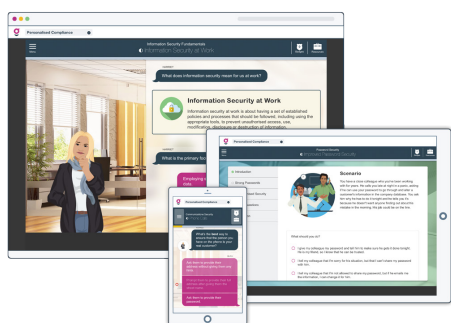The need for **outsourcing was minimised** through internal optimisation

Scalability increased and production **costs reduced**

Consistency improved across course units

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At Guroo Producer™ we are dedicated to placing **immersive**, **personalised** and **adaptive learning journeys** within reach of all organisations from start-ups to world-leading companies and universities. Working across Corporate Learning and Development, Executive Education and Higher Education, we have developed a **learner-centred** approach that is **experiential, engaging and educational**.

Since our inception in 2016, we have delivered hundreds of learning experiences using the Guroo Producer™ Learning Design Platform. Unlike other authoring tools, **the Guroo Producer™ platform supports the entire learning production life cycle** from analysis and design through to development, delivery and evaluation. **Our user-friendly platform** allows for the creation of **customisable scenarios**, **simulations**, **video productions** and **games** that ensure both scalability and consistency across every project. Moreover, the ability to create self-paced, work-integrated and blended **programs that are both data-driven and xAPI-ready** enhances the user experience whilst producing quantifiable and measurable results.

At Guroo Producer™, we believe customer relationships are paramount to producing transformative learning experiences. We understand that **different projects require different partnership models**, that's why we have built a collaborative and agile learning design platform, and a learning services team to support you when you need it. On each project you can choose if you want to completely outsource, collaboratively co-design, or DIY using our platform.

Guroo Producer™ is a team of diverse individuals with expertise across multiple disciplines from design, animation and video production to technological development. Having received several industry awards in acknowledgment of our work and dedication to the production of innovative project designs, we find true fulfilment in the success stories and testimonials of our many satisfied customers.

Are you a Guroo Producer too?

www.gurooproducer.com

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