GROWING REVENUE POTENTIAL WITH TALENT MANAGEMENT SUITE

AFABC adopts online learning, building internal capacity while achieving increased market reach

MARCH 2014

AT-A-GLANCE

CLIENT:
Adoptive Families Association of BC

OPPORTUNITY: Improve course accessibility and standardization by moving from face-to-face sessions to 100% online learning.

SOLUTION: Implement a learning management platform based on Moodle 2.5 with mobile capacity.

RESULTS: Improved program accessibility, creation of new revenue sources and ability to reach a larger audience.

ORGANIZATION

The Adoptive Families Association of BC is a growing not for profit organization, with approximately 25 staff members, numerous volunteers province-wide, and approximately 1,000 members. For over 35 years, AFABC has been dedicated to finding families for children and to providing ground-breaking programs that support the entire adoption community. AFABC provides province-wide support and education for families who are thinking about adoption, who have decided to adopt, or who have already had a child or children join their family. The organization also plays a significant role in promoting awareness of the thousands of British Columbia children in the care of the Ministry of Children and Family Development.

1,000 MEMBERS

400 CLIENTS

THE CHALLENGE

The Adoptive Families Association of BC was at a critical transition point in how they delivered their educational programs. For 35 years, they had offered courses using a face-to-face format. This worked well for city-based clients, but not for people living in small communities. While AFABC offered courses in smaller centers across the province, not everyone who wanted to access them could find a convenient time or location. A few years ago, they had begun to offer courses through a combination of face-to-face sessions and webinars. After a full assessment, the association decided that a 100% online offering would better serve their clients.

At the time, AFABC was undertaking a major project for the Ministry of Children and Families, providing online training to approximately 400 clients per year. The new program would take advantage of the association's in-house subject matter expertise to **produce a standardized online curriculum**. Because a provincial government ministry would use some of the organization's programs all courses and learner information had to be hosted on Canadian soil. After reviewing their own server capacity relative to the bandwidth required to host the program, staff decided to work with a managed hosting service.

THE SOLUTION

After investigating the various platforms available for training and learning management, the organization decided on Moodle. They then approached Lambda Solutions for help with the project. "Because **Lambda is a Certified Moodle Partner**, we knew they would be a good choice as they would have gone through a certification process and met certain standards from the Moodle community. In addition they met our conditions for privacy, which were critical," said Sophia Barton-Bucknor, Education and Youth Services Manager at AFABC.

Managed Hosting and Support for Moodle

In addition to providing AFABC with appropriate bandwidth and local hosting, the initial and on-going support from Lambda was important because the Association's Education Manager at the time did not know Moodle or have much experience with learning management systems.

"It was really important to make sure that we partnered with an organization that would meet our hosting requirements, but the key was finding a partner that could support us as we entered the world of online learning. To be able to speak with Lambda, to have them recognize where we were coming from, understand our requirements and be flexible was really important," said Barton.

Upgrade and Mobile Capacity

As AFABC worked with Lambda Solutions, moving through a pilot, it became obvious that an upgrade to Moodle 2.5 was advisable. The upgrade included a responsive theme, which allows clients to access AFABC courses through mobile devices. Lambda was an important resource, installing the upgrade, making necessary changes, as well as carrying out some design customization to make the theme work better for AFABC.

BENEFITS AND RESULTS

Improving Program Accessibility

Not only do AFABC's clients now have a way to access programming remotely, they may do so at a time convenient for them. Given the busy lives of families, this has been a great feature, allowing many more people to participate.

Creating New Revenue Sources

Their new capacity to deliver high quality online programming has captured the attention of parallel organizations in other jurisdictions. Alberta and other provinces have asked AFABC t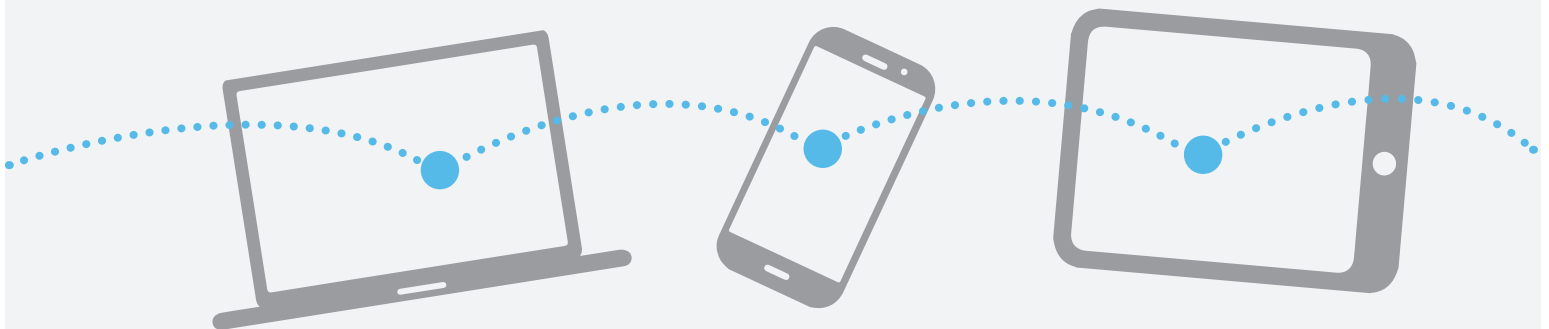o provide courses to their clients. As a result, the **AFABC has created a new revenue source**, which will generate additional funding for the association's important services.

Reaching a Larger Audience

AFABC has moved from providing training for 100 clients a year to supporting programming for approximately 400 clients a year and, with contracts to provide services to out of province providers, the organization will easily double their numbers over the next year. Using Moodle, with the support of Lambda, they have been able to build a program, which is both reliable and scalable to support this growth.

ABOUT LAMBDA SOLUTIONS

Founded in 2002, Lambda Solutions provides a full range of learning technology and talent management services through their partnerships with Moodle and Totara Learning Management Systems. Lambda Solutions works with both institutional and corporate clients to help them achieve better learning outcomes and increase the value of their human capital. More than half a million people learn everyday on their managed hosting platforms. Focused on healthcare, education and government, Lambda Solutions provides systems integration, customization, training and support to enterprise-class customers, including Four Seasons Hotels, Mt. Sinai Hospital, CGI, Rutgers University, and the Canadian International Development Agency. Lambda Solutions is a Moodle certified services partner and a Totara gold partner. The company has offices in the United States and Canada.

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