

E-Learning Early Adopters Programme of Singapore (ELEAP)

Lim Kin Chew
kclim@nie.edu.sg
Executive Manager
E-learning Competency Centre
Singapore
11 December 2003

Contents of Presentation

- Background
- What is ELEAP?
- The Objectives
- The Timeline
- The Funding
- The Qualifying Criteria
- The Process
- ELEAP Process Flow
- The Quality Evaluation
- The Projects
- Participating Companies
- User Organizations
- ELEAP Success Story
- ELEAP Example
- Summary

Background - 1

- Why is there a need for E-learning Early Adopters Programme?
 - Training and upgrading of staff skills is crucial for companies
 - Want to make training flexible – i.e. staff can take the courses any time and anywhere – and not to affect productivity
 - Want to catalyze the E-learning movement – i.e. get some early starters and hope other companies will join in later

Background - 2

- Initial work on ELEAP was started in January/February 2002
- First announced by the then Minister for Information and The Arts, Mr. David Lim, who was in charge of the IDA at that time.
- Attracted about 80 local companies
- Took 1 – 2 months to process
- IDA has an internal evaluation committee

(N.B. IDA – Infocomm Development Authority of Singapore)

Background - 3

- Actual programme started in June / July 2002
- Grant was up to \$100,000 but was between \$40,000 - \$90,000 when awarded. This was between 17% and 30% of the project cost.
- IDA wanted to have a good spread of the industries.
- Many companies were rejected mainly because they did not meet the criteria
- ELEAP was a Pilot Project only

What is eLEAP?

- A programme that provides a jumpstart fund for
 - non-governmental organizations to support e-learning implementation
 - training providers planning to convert their courses to an e-learning platform.

The Objectives

- Facilitate e-learning infrastructure development
- Encourages companies to embrace e-learning for continual and effective employee training.
- Develop e-learning industry

The Timeline

- Launched on 30 March 2002 by Acting Minister for Information, Communications and the Arts, Mr. David Lim
- Ended in mid 2003
- Pilot Project has been very successful.

The Funding

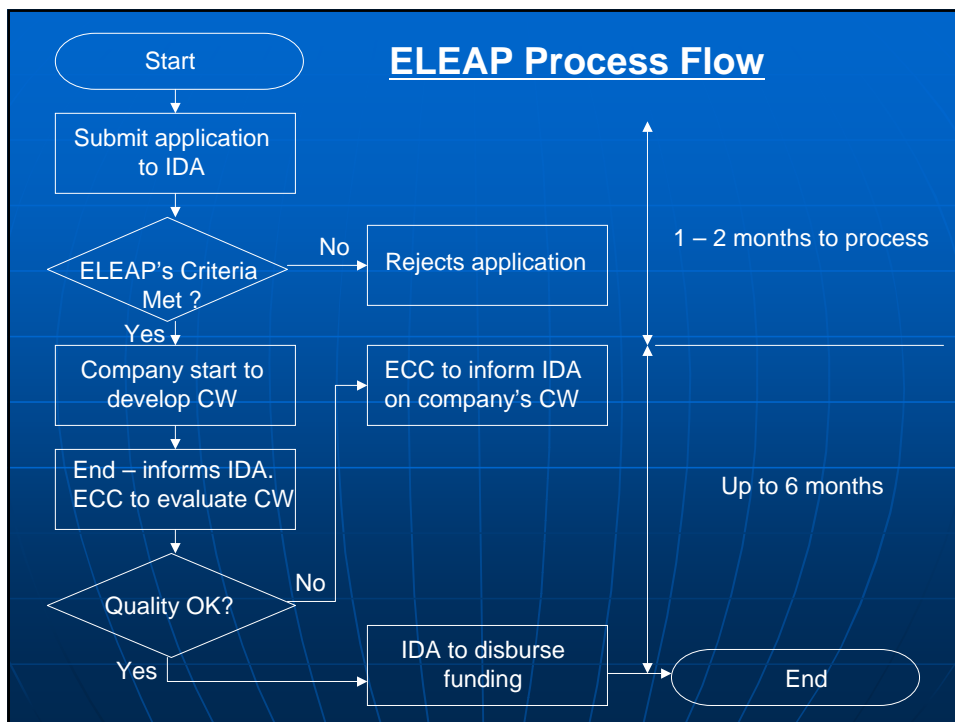
- IDA (Infocomm Development Authority) has set aside about S\$5 million for this programme
- eLEAP provides funding of up to 50% of the implementation costs capped at S\$100,000 per company's application.
- The funding may cover the following activities:
 - Implementation consultancy
 - Acquisition of hardware (e.g. servers, video conferencing card/camera) and/or software (e.g. learning management system, courseware development tools, live collaborative tools, simulation tools)
 - Customization/development of courseware and e-learning applications
 - Subscription to an e-learning Application Service Provider (ASP) services

The Qualifying Criteria

- Must be a Singapore-registered company.
- For Training company, at least 70% of the trainees must be Singaporeans and/or Permanent Residents.
- For employees' training, the company must commit to train at least 30% or 150 employees whichever is lower for a minimum of 20 e-learning hours per employee per year, for a period of 3 years.

The Process

- Organization submits the application to IDA
- IDA evaluates the application and approves/rejects the application
- Organization develops the e-learning courseware and implements e-learning
- Courseware are to be evaluated by E-Learning Competency Centre
- IDA decides the funding level based on implementation plan/status and courseware evaluation report



The Quality Evaluation

- Quality evaluation is carried out to ensure the funded project meet the basic quality requirements:
 - Evaluation on the courseware quality
 - Usability
 - Instructional Design
 - Production Quality
 - Evaluation on the courseware development process
 - Analysis
 - Design
 - Development
 - Implementation
 - Evaluation

The Projects

- 15 projects have been approved.
- Mainly from MNCs, Non-for-profit organizations, training schools
 - Fuji Xerox, Standard Chartered Bank, Seagate, Tech Semiconductor
 - Singapore Pest Management Association, Singapore Society of Financial Analyst
- 90% of the projects met the quality criteria

(N.B. MNCs – Multi-National Corporations)

Companies participating in ELEAP - 1

No.	Company	Project Name	No. of Course Modules	Content Hours	Development Time
1	TTS Asia Learning	FinLION	27	129	3 months
2	Genovate Solutions Pte Ltd	Genovate E-learning Portal	5	40	4 months
3	S'pore Society of Financial Analyst	E-Learning for Chartered Financial Analyst Exam	22	44	9 months
4	SMG Training Systems (S) Pte Ltd	Cambridge-SMG Teaching Award	5	14	4 months
5	Tech Semiconductor S'pore Pte Ltd	Tech Semiconduct or E-learning	36	63	6 months
6	Standard Chartered Bank	Corporate E-learning	4	13	6 months
7	Fuji Xerox S'pore Pte Ltd	VITEL E-learning	15	51	6 months

Companies participating in ELEAP - 2

No.	Company	Project Name	No. of Course Modules	Content Hours	Development Time
8	Seagate Technology International	6 Sigma Orange Belt	12	14	6 months
9	Novena Hall Pte Ltd	Chinese E-learning Courseware	10	6	6 months
10	S'pore Chinese Chamber Institute of Business	E-Business Mandarin	3	30	6 months
11	Asiapac Books Pte Ltd	Total Chinese E-learning	1	50	6 months
12	Tele-centre Services Pte Ltd	Tele-centre E-Learning Portal	11	9	2.5 months
13	Singapore Pest Management	E-learning for Pest Mgt Skills	6	12	6 months
14	Electronics Industry Training Centre	Intro of E-Learning for NITEC	3	12	6 months

User Organizations that have adopted E-learning

No.	Company	Project Name	# of Course Modules	Content Hours	Development Time
1	Singapore Dental Association	Delivering E-learning	34	70	23.5 months
2	Jurong Island	Online Safety Courses	2	18	18 months

ELEAP Success Story

The screenshot shows a web browser window displaying the Fuji Xerox website. The browser's address bar shows the URL http://www.fujixerox.com.sg/news_135.asp. The website header includes the Fuji Xerox logo and navigation links for Learning, Videos, Maintenance, Customer Service, and Internet Explorer. A search bar is located in the top right corner.

The main content area features a banner with the text "Knowledge Sharing to keep you in the loop..." and a "Knowledge Management" logo. Below the banner, there is a "Newsroom" section with a red oval highlighting the following article:

Fuji Xerox Singapore Celebrates S\$700 000 Cost Savings With New E-Learning Initiative

- grant from IDA under the e-Leap programme successfully kick started project in end 2002

8 April 2003, Singapore - Fuji Xerox Singapore (FXS), leading document and knowledge management solutions provider, launched its inaugural e-learning programme today, announcing a projected resultant cost savings of close to S\$700 000 in the first year.

The programme, Video Interface for E-learning (VITEL e-learning), targets at its team of Customer Service Engineers (CSE) responsible for machine and service maintenance, as well as Customer Relations Officers (CRO) responsible for customer product training. Training materials in product familiarization, usage, service and maintenance in the form of rich-media are deployed on the unique Video-to-Media management Suite (VMS). These are made available to the CSEs and CROs on the Internet and to its customers on the Internet, allowing training to take place on demand.

The URL www.fujixerox.com.sg/news_135.asp is visible at the bottom of the page.

ELEAP Example

The screenshot shows the website of the Singapore Chinese Chamber of Commerce & Industry (SCCCI). The page is titled "新加坡中華總商會" (Singapore Chinese Chamber of Commerce & Industry) and "共展鴻圖" (Towards Global Connectivity). The main content area is titled "新聞發布" (News Release) and features a headline: "總商會將通過第七屆互聯網商業大會啟動‘網上學華語’系列課程" (The Chamber will launch the 'Online Chinese Learning' series of courses through the 7th Internet Business Conference). The text below the headline describes the program, mentioning that it was developed over 6 months and is supported by a 50% grant from the Singapore Chinese Chamber of Commerce & Industry. It also states that the program is designed to help Chinese-speaking professionals improve their English skills and that it is open to all interested parties.

Using ELEAP to support e-learning on "How to read Chinese".

Summary

- ELEAP – an example of Singapore Government's initiative to jumpstart the adoption of e-learning in corporate bodies
- Funding for infrastructure development
- Funding up to 50% of development cost and not exceeding S\$100,000.
- Funding approval depends on quality review of the courseware

End of Presentation

Thank You!