

Coastal eLearning

A Case Study

The Organization

Arlington, VA Department of Environmental Services
Services Provided: Water, sewer and streets, traffic engineering and solid waste
Contact: Dennis Cuddy, Safety Specialist

The Challenge

Providing safety training for field employees

The Solution

Cuddy and his employees selected Coastal's ClarityNet® courseware because of its:

- 24/7 access
- Customization capabilities
- Video-enhanced content
- Tracking features via the Coastal LMS
- English and Spanish versions available.

24/7 Access

ClarityNet® provides Cuddy's staff the flexibility to train at its leisure. "The employees like going on the computer because it's more convenient for them to fit safety training into their work schedules," Cuddy says.

Since ClarityNet® is accessible online, it can be delivered to any location and any employee instantaneously. "A few employees came to us and expressed their wish to do online training at home after the work day was over, so we allowed them to complete the ClarityNet courses after hours on their own computers," Cuddy says.

Customization Capabilities

A key highlight of ClarityNet® is its customization capabilities, which give users the opportunity to add original content." I really like the customization," Cuddy says. "I will add policies and procedures that are related to our county and photos of county employees. The next time employees go through the ClarityNet® courses, they will be like new."

Video-Enhanced eLearning

ClarityNet® courses contain high-impact video that makes them more compelling. Cuddy says his employees chose the ClarityNet® solution because of the video content, which "is especially helpful to people who have never used computers, because it helps them go through the courses." The video is accompanied by narration that is equally helpful.

Testing and Tracking via the Coastal Learning Management System (LMS)

The ClarityNet® courses include questions after each segment to test employee knowledge. "I like the way online training measures an employee's retention span and understanding of the programs," Cuddy says. "Online training is like a book. Each course is a book and each book has chapters. As you open the book up, you read the chapter, and you are tested on each chapter. You get tested as you go through the book and after you complete the book."

Whenever an employee completes a course, the Coastal LMS keeps a record of it. Cuddy uses this information to document and monitor employee training.

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(continuation of Coastal elearning case study)

Multiple Languages

Ten percent of his employees are Spanish speakers, which isn't a problem since many ClarityNet® courses are available in both English and Spanish.

Having Spanish programs is a key advantage for Cuddy. "It's important for me to know that my Spanish-speaking workers really understand everything that is required of them to do their jobs safely, and keep them safe each day," he says.

The Execution

To handle a workforce with a wide range of computer skills, Cuddy purchased new computers and set them that went online got a raffle ticket," he says, "and if we pulled out the employee's name, he won \$50."

Communication

Cuddy also sent e-mail messages to each employee announcing the ClarityNet® training. "On the e-mail I listed each ClarityNet® course, gave a description, and explained how workers could go online to take the training," Cuddy says.

The Result

The result is a popular program that has achieved 60 percent enrollment in just the first year.

Increase Employee Ownership

It's all part of Cuddy's plan to boost employee responsibility. "One of the biggest pluses of online training is that it gives individuals the responsibility to do their own training," he says. "When employees accept this responsibility, they do it with open arms. We allow each employee to be responsible and take ownership."

**"I'm happy with online training, but what's most important is that my employees like ClarityNet®.
That is why I am renewing for another year and adding my own customization." – Dennis Cuddy**

Reliable Technical Support

Cuddy also lauds the help he gets from Coastal's Technical Support department. "My Website is hosted and if I report any trouble, the Technical Support department pulls up my site, locates the problem and fixes it," he says. "Within a few hours it's fixed and I get a follow up call making sure everything was corrected to my satisfaction. They can fix things pretty quick, which is important to kept the training going."

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