

Online learning might **change the world**

“Nothing has more potential to lift more people out of poverty — by providing them an affordable education to get a job or improve in the job they have. Nothing has more potential to unlock a billion more brains to solve the world's biggest problems.”

—Tom Friedman, *New York Times*, January 26, 2013

...or it may just perpetuate inequality

“(online courses) aren’t digital keys to great classroom doors. At best they are infomercials for those classrooms. At worst they are digital postcards from gated communities.”

–Gianpieri Petriglieri, *Harvard Business Review* Blog Network,
October 9, 2013

GETTING TO BIG

Take your course online
for scale and impact

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Global Youth Economic Opportunity Summit
2015



HP LIFE E-LEARNING SITE TOUR



Search HP LIFE

English

HP LIFE e-Learning

Online training for entrepreneurs

[My LIFE](#) [Courses](#) [Community](#) [Mentoring](#) [Educators](#) [Help](#)

Jim Learner [Logout](#)

My LIFE / Dashboard

Welcome, Jim Learner



5,015 points

4 contacts

3 messages

11 certifications

14 started courses

42% profile completion

Alerts



Community - BOLA Soma Ismael has accepted your contact request. [View profile](#)



Community - Where are you from? Add your country to the profile and let

Where I left off



Maximizing capacity
Operations

[Continue course](#)

BUILDING SKILLS AT MASSIVE SCALE

HP LIFE e-Learning

GOAL: Build an online platform to train global youth with skills to build their own businesses and enter the digital workforce

CHALLENGE: Massive scale, massively diverse audience in terms of language, literacy, techno-literacy and internet access

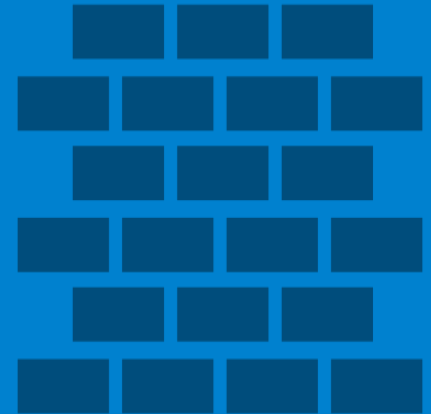
OUR APPROACH: Design interactive, low-bandwidth with user stories, technology simulations and dynamic feedback, embedded tools for educators and vibrant multilingual online community

IMPACT: 25 interactive courses in 7 languages, 560K+ users in 220 countries, 48% course completion rate, 96% user satisfaction, widely cited as model for global digital innovation

STRATEGIES TO BUILD UPTAKE AND ENGAGEMENT

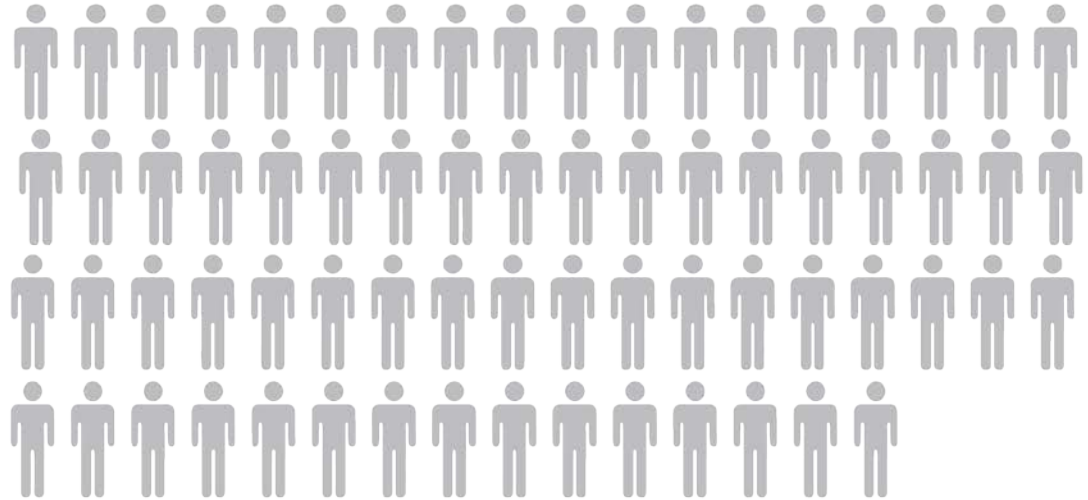
- » Content relevance
- » Ease of use
- » Focus on skills/application
- » Peer support across languages
- » Partner strategy
- » Embedded scaffolding for intermediaries

»

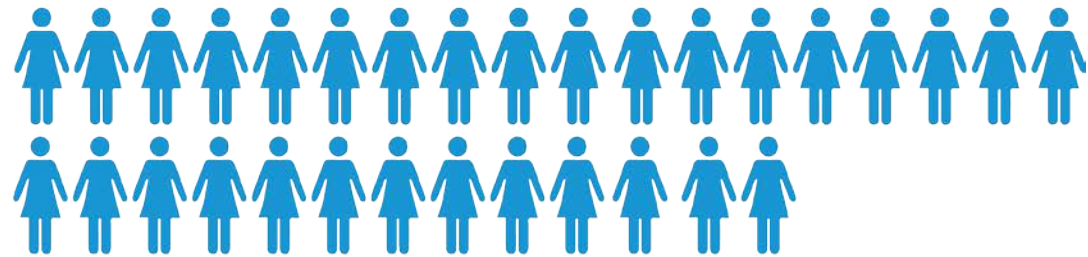


WHO USES HP LIFE?

69%
MEN

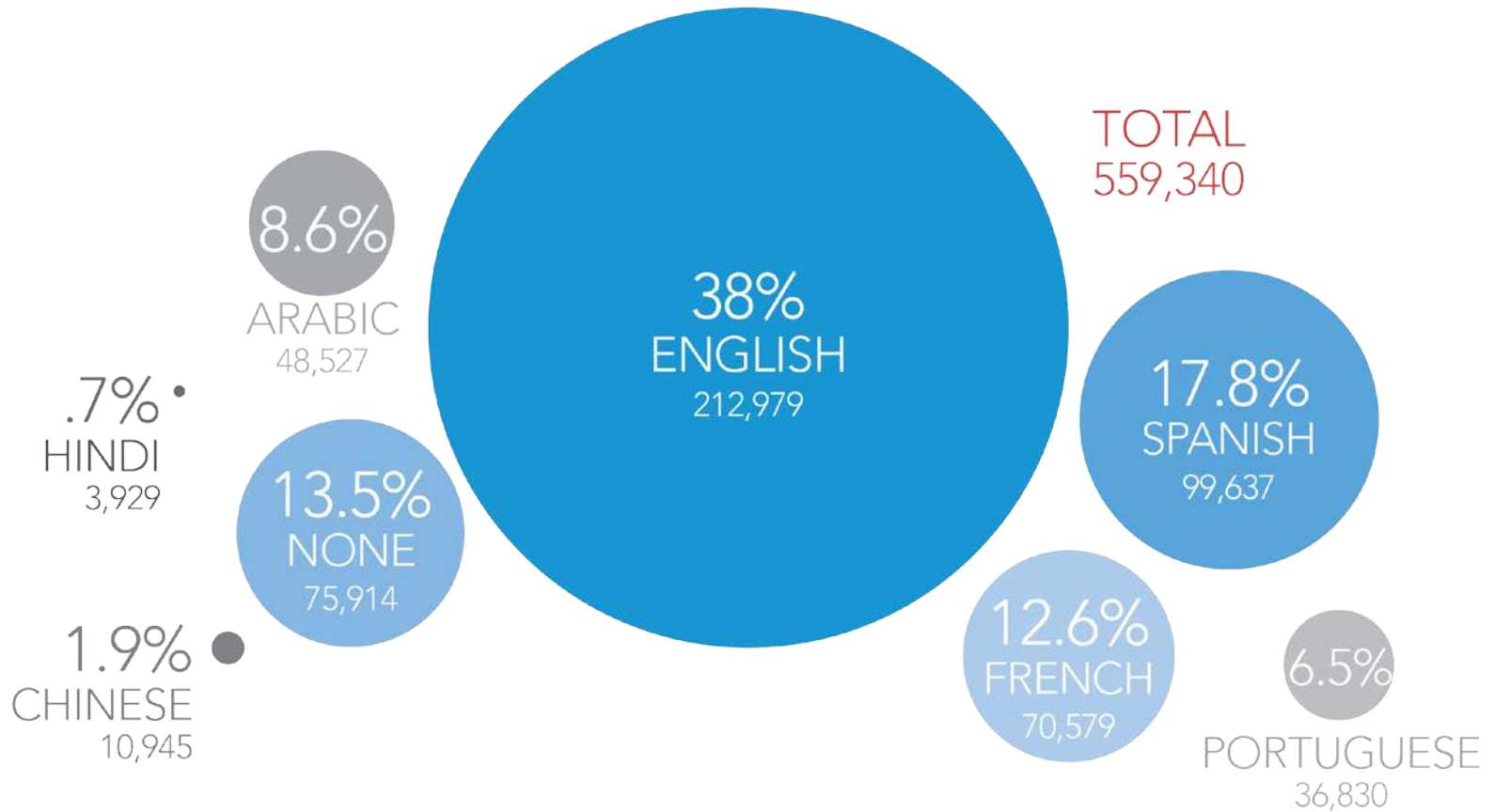


31%
WOMEN



AVERAGE AGE 31

WHO USES HP LIFE?



WHO USES HP LIFE?



HP LIFE
e-Learning
vital tool for
North Carolina
Small Business
Center Network



Barbara
successfully uses
HP LIFE
e-Learning in her
classroom



Students
win
entrepreneurship
award using HP
LIFE e-Learning

Tawfik
opened his own
successful olive
and conserves
business.



Khouloud
runs a successful
steel business in
Tunisia.



Naoufel
established his
own business in
Tunisia.



Anis
opened a solar
panel business in
Tunisia.



Khaoula
established a
plexiglass
production
business.



Najet
realized her
dreams and runs
her own call
center in Tunisia.



HP LIFE E-LEARNING PARTNER EXAMPLES

Partner

Focus Area

United States Agency for
International Development (USAID)

Tunisia youth, Myanmar

The National Association for Community
College Entrepreneurship (NACCE)

US community colleges

SkillsUSA

US community colleges
and high schools

The United Nations Industrial
Development Organization (UNIDO)

Tunisia youth

Indiana University Kelley School of
Business

Myanmar



COURSES COMPLETED

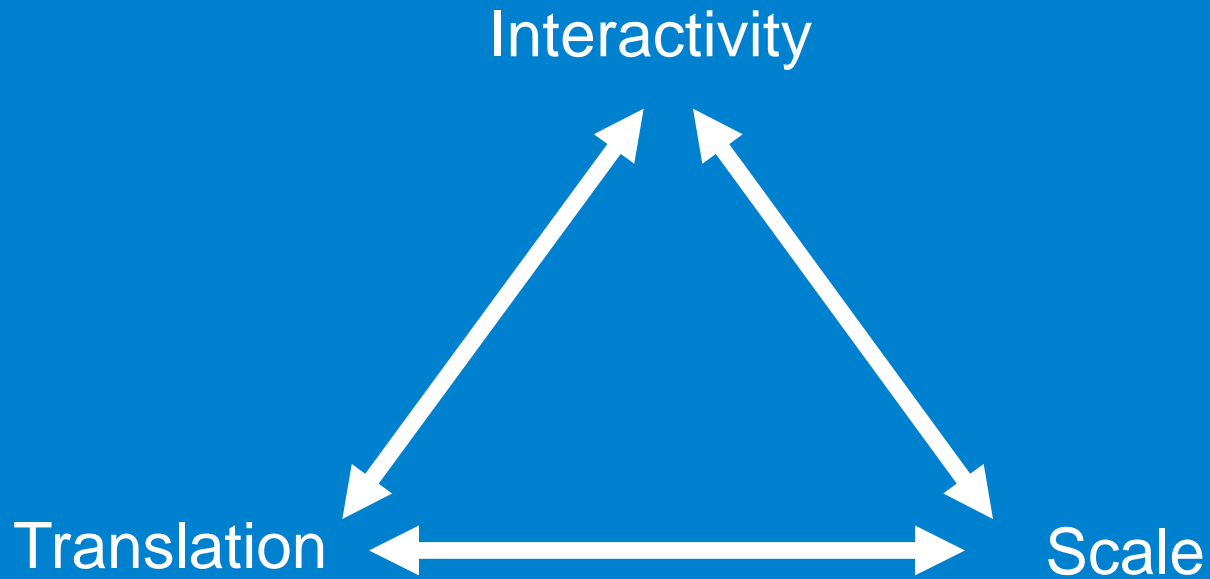
- » Overall courses completed: 465,922;
- » Overall courses started: 961,267;
Completion rate: 48%
- » Courses completed by partner cohorts: 52,833;
Courses started by partner cohorts: 65,051;
Completion rate: 81%

LESSONS LEARNED

Strategies for reaching under-resourced audiences:

- » Low bandwidth/high impact design
- » Site in 7 languages
- » Work with intermediaries
- » Keep it modular, relevant, fun and free

LESSONS LEARNED



LESSONS LEARNED



Measure Impact



Iterate

LESSONS LEARNED

Certification matters!



Certificate of completion

Jim Learner

has successfully completed the **HP LIFE e-Learning**
course on "**Basics of finance**"

Through this self-paced online course, totaling approximately 1 Contact Hour, the above participant actively engaged in an exploration of how to categorize different types of expenses, calculate the break-even point of a business, and use a spreadsheet to make calculations easier.

Presented June 10, 2012

A handwritten signature in black ink, appearing to read 'J. Weisschuh', written over a horizontal line.

Jeannette Weisschuh
Director, Economic Progress
HP Corporate Affairs

A handwritten signature in black ink, appearing to read 'Rebecca J. Stoeckle', written over a horizontal line.

Rebecca J. Stoeckle
Vice President and Director, Health and Technology
Education Development Center, Inc.

Certificate serial #15-5



THANK YOU

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