Neovation

eLearning Content Libraries

A HIDDEN GEMS WEBINAR

Presented by Mansel Belyea

Hello!

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1 **What is an eLearning content library?**

2 What kinds of courses are in eLearning content libraries?

3 How many courses are there in the standard eLearning content library?

4 What format are off-the-shelf eLearning courses?

5 What are the advantages of using a content library? The disadvantages?

6 How do eLearning content libraries set their prices?

7 What should I consider before using an eLearning content library?

Housekeeping

40–45 minutes

We'll capture all questions in the Q&A feature

Feedback Survey

What is an eLearning content library?

A platform filled with pre-built online courses, made available through central directory service.
(similar to a Netflix- or Spotify-style service)

Platforms are usually subscription-driven

May be more cost-effective over creating custom courses

What kinds of courses are in eLearning content libraries?

Leadership training

Hospitality and customer service

First aid, health, and safety training

Selling skills

Basic computer and software skills

Productivity and time Management

What kinds of courses are in eLearning content libraries?

Leadership training

Browse Leadership & Management Content from The BizLibrary Collection

First aid, health, and safety training

Health and Safety (go1.com)

What kinds of courses are in eLearning content libraries?

Hospitality and customer service

[Sales and Customer Service (go1.com)](go1.com)

Basic computer and software skills

[Browse IT Training Content from The BizLibrary Collection](#)

What kinds of courses are in eLearning content libraries?

Selling skills

Browse Sales & Service Content from The BizLibrary Collection

Productivity and time management

Time Management (go1.com)

And more!

How many courses are there in the standard eLearning content library?

Anywhere from a few dozen...

...to tens of thousands.

In what format are off-the-shelf eLearning courses provided?

Text-based content

Media elements

Animations

Simulations

Quizzes and assessments

Interactive activities

Gamification elements

What format are off-the-shelf eLearning courses?

Text-based content

Multimedia elements

Animations

Simulations

Quizzes and assessments

Interactive activities

Discussions and collaborative elements

Gamification elements

- Explanations
- Bullet points
- Summaries

What format are off-the-shelf eLearning courses?

Text-based content

Media elements

Animations

Simulations

Quizzes and assessments

Interactive activities

Discussions and collaborative elements

Gamification elements

- Images,
- Infographics
- Videos
- Audio recordings

What format are off-the-shelf eLearning courses?

Text-based content

Multimedia elements

Animations

Simulations

Quizzes and assessments

Interactive activities

Discussions and collaborative elements

Gamification elements

Used to:

- Break down information into step-by-step sequences

- Present dynamic visualizations

What format are off-the-shelf eLearning courses?

Text-based content

Multimedia elements

Animations

Simulations

Quizzes and assessments

Interactive activities

Discussions and collaborative elements

Gamification elements

- **Real-world scenarios**
- **Decision-making processes**
- **Interactive exercises**

What format are off-the-shelf eLearning courses?

Text-based content

Multimedia elements

Animations

Simulations

Quizzes and assessments

Interactive activities

Discussions and collaborative elements

Gamification elements

- **Multiple-choice**
- **Fill-in-the-blank**
- **Matching exercises**
- **Interactive activities**

What format are off-the-shelf eLearning courses?

Text-based content

Multimedia elements

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Simulations

Quizzes and assessments

Interactive activities

Discussions and collaborative elements

Gamification elements

- Drag-and-drop exercises
- Clickable elements
- Branching scenarios
- Virtual labs

What format are off-the-shelf eLearning courses?

Text-based content

Multimedia elements

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Quizzes and assessments

Interactive activities

Discussions and collaborative elements

Gamification elements

- Badges

- Leaderboards

- Rewards

What are the advantages of using a content library?

- Easy LMS integration
- Quick starting point
- Large selection of material*
- Easy to establish a baseline

- Saves money and time
- Less course management
- World-class instructors

*May even cover all of the material you need, depending on your industry and training objectives.

What are the disadvantages of using a content library?

💲 Additional expense

🎨 Lack of custom branding

ℹ️ Information may be *too* broad

How do eLearning content libraries set their prices?

Per learner

Based on number of learners with access to the library

Total Cost: Number of learners multiplied by per-learner price

Suitable for organizations with a stable/predictable number of learners
[Pricing Rate Card Example.xlsx - Google Sheets](#)

Per course

Based on the individual course cost

Total Cost: Total dollar amount of the specific courses selected

Suitable for organizations with specific training needs or that want more control over content purchased
[Online Courses - Learn Anything, On Your Schedule | Udemy](#)

Things to consider before using an eLearning content library

Pricing model

Quizzes and tests

Lack of customization

Instructor qualifications

Content updates

Content versioning

User interface/platform

Questions?

Q1

How can content libraries help large (20k+ employees), international organizations?

Q2

Are there free repositories of content libraries for those more standard concepts like soft skills and compliance?

Udemy: [Online Courses - Learn Anything, On Your Schedule | Udemy](#)

HubSpot Academy: [HubSpot Academy - Homepage](#)

Q3

How can you take this buffet [of training opportunities] and suggest paths for learners that would like them?

More Information

The Neovation
Learning Hub $\rightarrow$ neovation.com/
learning-hub

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Thank You!