

# Wyndham's WynLearn Learnings!

Tom Edwards

*Outstanding partnership and social inclusion projects in Victorian public libraries*

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## Today's presentation

- A brief intro to WynLearn
- Where it's at currently
- Learnings
  - What has worked? What has surprised us?
  - What would we do differently?
  - How do these learnings inform development?
  - Where to from here?



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## An intro to WynLearn

- Conceived by Kerri Sidorow

### Objectives

- To increase knowledge of and accessibility to learning opportunities
- To increase participation in learning opportunities
- To facilitate connectedness amongst libraries, learning providers and learners
- To invite community dialogue about learning in Wyndham



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## An intro to WynLearn (cont.)

### Strategic framework

- Wyndham Quality Community Plan
- Wyndham Community Learning Strategy
- Wyndham Library Service Strategic Plan

Funded by a grant from the Libraries Building  
Communities Demonstration Project  
([State Library of Victoria](#))



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## Where it's at currently

- Over 1 million hits since the launch in May 2007 (more appropriate measure is visits, of which there were approx. 90,819 in this period).
- The ACFE Western Metro Region's evidence guide for the 2007 academic year reflected a 38% increase in Student Contact Hours for the Wyndham Region over the 2006 figures (there are many contributing factors for this – eg. increased injection of funding for CALD learning delivery to our emerging communities etc. however the impact of WynLearn may be seen to have increased enrolments and therefore contact hours over this period)
- Development cycle has just finished, this will deliver some exciting opportunities for new programs within WynLearn and will assist in streamlining processes for learning providers.



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## Taking a tour...



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# Learnings

- What has worked well
- What would we do differently
- Where to from here?



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# What has worked well?



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## Success stories

- Online forum for discussing issues relating to gambling (collaboration between Wyndham Connected and Gambler's Help Western) run in December 2007.

Cam Thu Dec 13, 2007 5:26 pm

Hi Karen,

Thank you for offering this forum. It has provided me with lots of knowledge and a great starting point for helping my friend deal with their gambling problem.

Thanks.

Cam

Jackie Thu Dec 13, 2007 5:30 pm

I didn't realise there were so many services to assist people with a gambling problem. Not to mention services that operate 24/7.

Thanks for making me aware of these services Karen. This has been a very valuable forum for me.

jennig Thu Dec 13, 2007 5:50 pm

Thank you for providing a forum full of information. I've learnt so much.

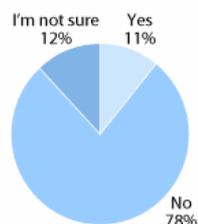
Will you be holding one of these again? because I know a few people who could really benefit from this information.

Jenni

## What would we do differently?

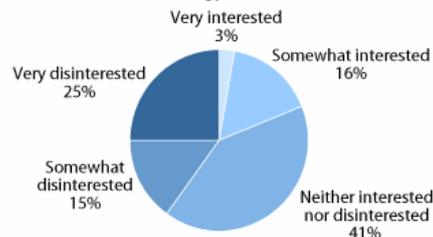
Not get *too* caught up in aspects of the technology?

"Do you currently use an RSS feed?"



Base: 2,231 US online adults

"How interested would you be in using RSS technology in the future?"



Base: 1,990 US online adults who don't use or aren't sure if they use RSS

(percentages may not total 100 because of rounding)

source: North American Technographics® Media And Marketing Online Survey, Q2 2008

17150

Source: Forrester Research, Inc.



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# What would we do differently?

Not get *too* caught up in aspects of the technology?

Among online political users age 18-29... **8% set up a politics-related RSS feed.**

Users of various social media applications were also interested in obtaining timely customized information... Twitter users were much more likely to subscribe to political **RSS feeds (14% vs. 4%).**

Source: Pew Internet & American Life Project Post-Election Survey, November-December 2008.  
<http://www.pewinternet.org/Reports/2009/6--The-Internets-Role-in-Campaign-2008/2--The-State-of-Online-Politics/4--Political-activities.aspx?r=1>

## Political news customization

The % of internet users and online political users who did the following in 2008. Online political users are the 55% of the voting-age population who used the internet in one way or another for political purposes during the 2008 campaign.

	Among online political users	Among internet users
	%	%
Sign up online to receive updates about the campaign or the elections	15	11
Set up email news alerts about political or campaign information	12	9
Customize a web page to display political or campaign information that is particularly important to you	6	5
Subscribe to receive campaign or political information through an RSS feed	5	4
<b>Have done any of these</b>	<b>23</b>	<b>17</b>

Source: Pew Internet & American Life Project Post-Election Survey, November-December 2008. Margin of error is +/-3% based on internet users (n=1,591) and +/-3% based on online political users (n=1,186).

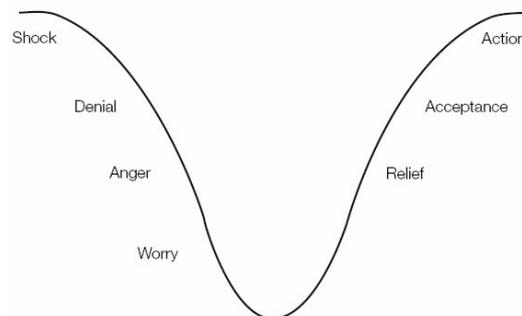


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# What would we do differently?

Focus more on developing a sense of ownership among key stakeholders...

Where do our stakeholders sit on the kubler-ross change curve?



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## Where to from here?

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**Find learning**  
When & Where  
Who

**Engage in learning**  
Connect  
Explore

**My WynLearn**  
You are logged in as  
< Logout

**My Alerts**  
List

**Engage in learning Connect**  
This is a forum for people to discuss learning in the Wyndham area.

Forum	Topics	Posts	Last Post
<b>Announcements</b> General noticeboard. View this forum for up to date information.	2	0	Wed Aug 06, 2008 9:34 am
<b>Suggest learning opportunities</b> Can't find what you're looking for? Post here to suggest or discuss new learning opportunities locally	1	1	Thu Mar 27, 2008 9:20 am
<b>Discuss specific learning events</b> View discussions based on events listed on the website. Please note that not all events will have discussions.	9	14	Mon Jun 09, 2008 9:28 am
<b>FAQ</b>	6	0	Wed May 06, 2009 11:08 am

Watch this space for the  
"Ask an expert" program

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## Where to from here?

- Integrating WynLearn into other learning programs & structures (new Library/Community Centre model at Wyndham).
  - WynLearn instructional/promotional DVD in pre-pre-production!
  - Continuing to build partnerships and make it a more inclusive resource.
  - Ensuring WynLearn is resourced and advocated for satisfactorily.
  - How will WynLearn be useable in the "semantic web"?
- (For more about this concept, check out the Tim Berners-Lee video on the "Next Web" at the TED (**Technology, Entertainment, Design**) Conference 2009

[http://www.ted.com/talks/tim\\_berniers\\_lee\\_on\\_the\\_next\\_web.html](http://www.ted.com/talks/tim_berniers_lee_on_the_next_web.html)

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When you're talking about community on the web, content always comes first. In fact, the definition of "content" could be "that which the user experiences before he communicates with other users"

Powazek, Derek (2002). *Design for Community: The Art of Connecting Real People in Virtual Places.*



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 Questions?



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# Thankyou!

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