

# Digital Learning Content Planning FY14

Mark Protus

# Agenda & Takeaways

## Agenda

- Content offerings
- Jump Starts (when, why, \$)
- MVA (when, why, \$)
- MLX (when, why, \$)
- FY14 Issues & Metrics

## Takeaways

- Need to work together to build capability, capacity, consistency, quality
- Find the right balance (form factors, dev models, hybrid models, and costs) to build content in the new world

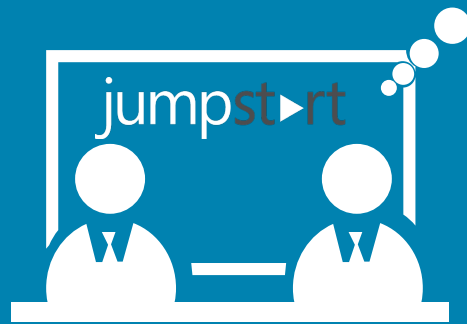


# Our MSL Content Offerings

FREE

## Jump Start

Live Video Streamed Events + Participation

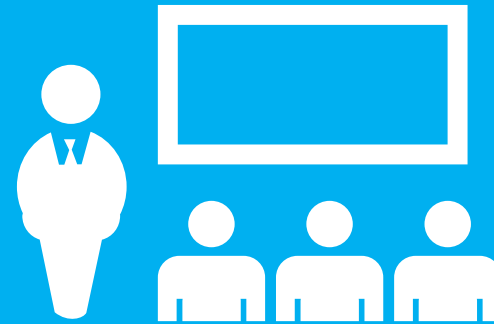


LIVE + TIME-BOUND

FEE

## MOC

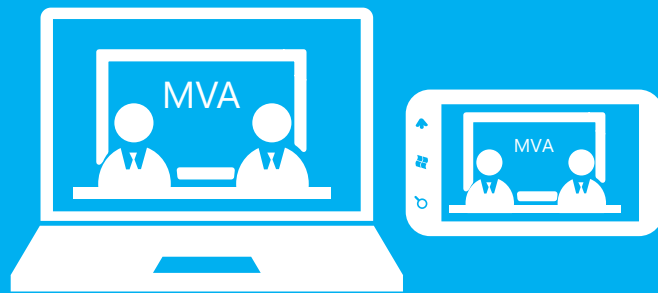
Microsoft Official Courses (ILT)



LIVE + ON-DEMAND

## MVA

Training, Tracking, Points Anytime/Anywhere



## MLX

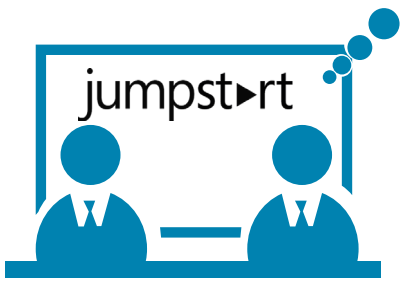
Modern Learning Experience



# MSL Fee/Free Content Strategy

Drive reach and brand preference for Microsoft while meeting MSL revenue targets.

<b>Free</b> Drive Reach	<b>Freemium</b> Grow reach, upsell for revenue	<b>Fee</b> Drive revenue, and reach
MVA content for a variety of solutions	MVA content mapped to certification exams	Official Courseware delivered via Learning Partners (MOC, DMOC, MOAC, MTA)
Jump Starts (timely & in-depth)	Jump Starts mapped to certification exams	Jump Starts bundled with exams
Tie to MS & Partner Events/Campaigns	Introductory eLearning	eLearning bundled with SA, ITA, MLX, or via individual purchase, or via SATV
MS "Personalities" in Community	1/2-day First Look Clinics with 1/2-day Hands on Labs	Hands-on-Labs & VMs aligned to certification exams
	MS Press chapters	MS Press Books



# Background

**What?**

## Features

- Live technical training streamed worldwide
- Delivered by MS or Partner talent
- Interactive moderated chat w/ experts
- Registration and CRM reporting/tracking
- Live polling

**Why?**

## Benefits

- FREE
- Highest Customer NSAT @ MSL
- Time to market (2-4 weeks from idea)
- Cheap: Pennies per head to produce
- Reach: High on-demand + Readiness
- No Maintenance (easier to produce new)

MVA jumpstart

Consistent MVA user experience for every Jump Start

HD-video produces high-quality learning experience, re-used for recordings posted to MVA

Jeff Koch

Tweet | Follow MVA Post | Like MVA

Q&A FAQ AGENDA TWITTER HELP

Please answer the new poll!

Frank Gartland - MSFT: Hey everyone!

Frank Gartland: So happy to have all of you online! Welcome to the Windows Server 2012 Jump Start! We're excited to see all of you online and we'll be getting started shortly...

JS User: Will this session be recorded?

Frank Gartland replied privately: Yes sir. Please see the FAQ

Stewart JS User: I have a question about my extremely complex scenario and how it might relate to what will be presented during the afternoon sessions? Can you help?

RicksterCDN - MSFT replied privately: Of course, we see your point and will attempt to answer you by a brief description and a link to this and a link to that thing...

Robert User: I just have an unanswered question I need you to answer.

Skip Attendee: I just have an unanswered question I need you to answer.

Frederic Participant: I just have an unanswered question I need you to answer.

ElouiseIS: I just have an unanswered question I need you to answer.

Type below: send unlock

[Type your question here]

SCOTT HANSELMAN  
PRINCIPAL PROG MGR | @SHANSELMAN

DAMIAN EDWARDS  
PROGRAM MGR | @DAMIANEDWARDS

Scott Hanselman  
Principal Program Manager,  
Microsoft

Jon Galloway  
Windows Azure Technical  
Evangelist

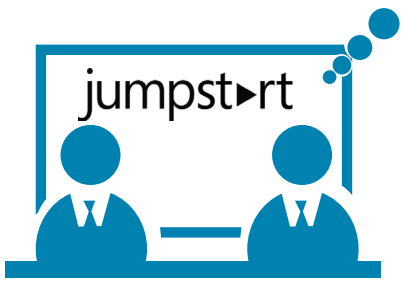
POLL: As a result of this event, how likely are you to recommend the use of Microsoft products/solutions to colleagues or peers?

- 1) Much less likely
- 2) Less likely
- 3) Neither more or less likely
- 4) More likely
- 5) Much more likely

Delivered by Microsoft Experts

Ability to capture great data from a captive audience

Real-time Q&A managed by team of Evangelists, MVPs and content SMEs



# By the Numbers

Wow. That was brilliant!! I need to build something. ... I want to use SignalR, Azure, MVC & Web API. Fantastic session guys!  
 – Customer from **Web Apps w ASPNet Jump Start**



Expert-led learning experience delivered via streaming video to LIVE global audience (100s to 1,000s)

- Team-taught by two world-class experts
- Highly-engaging, demo-rich, real-world content
- SMEs “behind-the-scenes” answering Q&A via live chat

On-demand Video recordings drive reach (10Ks to 100Ks)

- Primary destination is MVA; Channel 9, TechNet, etc.

## 173.4

Avg. NSAT

## 118K

Avg. Video Views

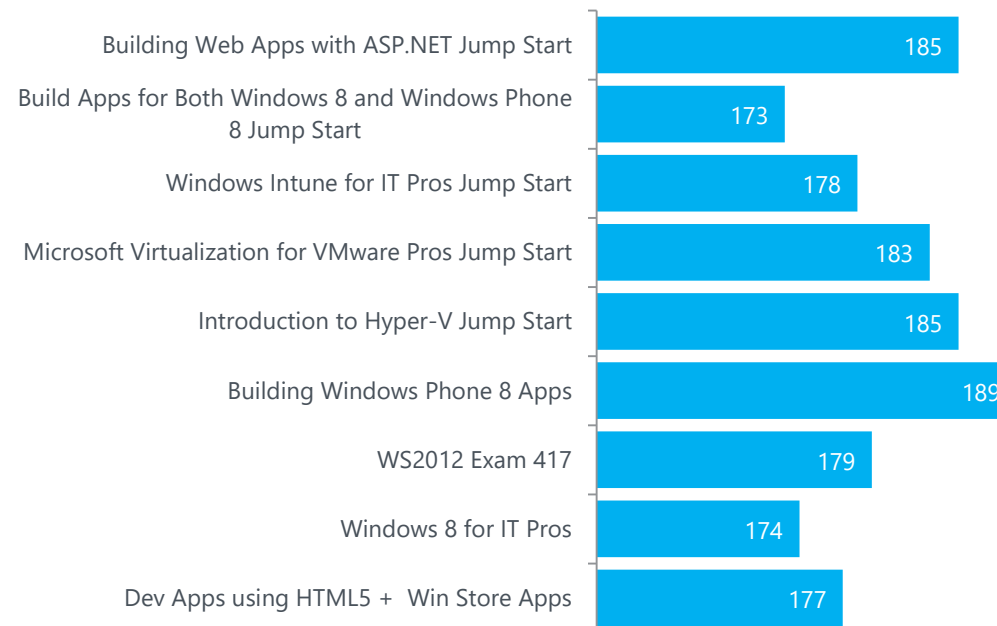
## 1,125

Avg. Live Attendance

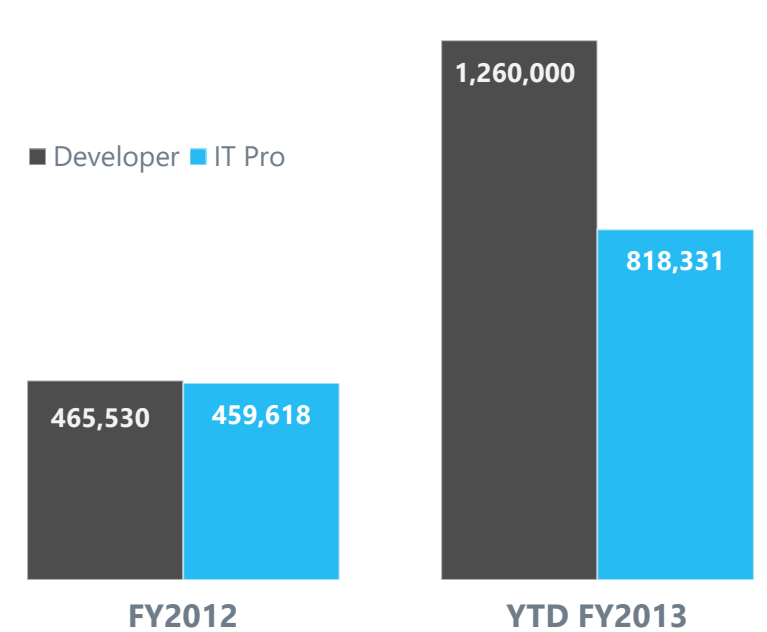
## 89

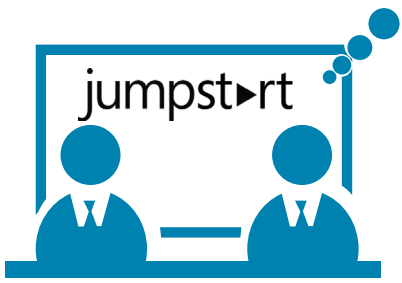
Avg. Countries Represented Live

## Jump Start NSAT (Oct – Feb)



## On Demand Views





# Deep Dive

When?	Recommend
	Quick time to market
	Agile product development cycles
	Reach more important than revenue
	Strategic content (may need to build audience)
	Fits with BG/MSL campaigns & promotions
	Have experts with specific knowledge / status

## Jump Start Roadmap for FY14

- More Jump Start Events & Live Events
- Integration of DPE personalities
- Integrate Community (continue online conversation)
- Stream live from new Azure platform (MLX)
- Better Analytics/BI/engagement model
- Live video transcription & translation

Budget \$10-\$15K per event	
8 hours live = 4-6 hours completed on-demand training	\$5K-10K
Streaming & Registration	\$10K per day
Subject Matter Expert	\$1K day rate
Travel & Entertainment	\$250. per day
Production costs are free for now	\$0

Other cost variables	
Live	Course or outline creation
	PowerPoint consolidation & formatting
	Demo creation & fictitious name requirements
	Food/catering
On-demand	Video editing/production
	Closed-captions & transcripts
	Exam questions/supplementary materials
	Localization



# Background

What?

## Features

- Free technical training anytime/anywhere
- Localized in 11 countries
- Gamification, points, leaderboards
- Reporting, progress tracking, recommendations
- Certificates of completion

Why?

## Benefits

- FREE
- Reach: High on-demand numbers and NSAT
- Time to market (4-8 weeks)
- Inexpensive to produce
- Repurpose content from other groups/sources
- Global reach & localization options

Customizable Hero graphics and CTAs to call out latest content, products, strategies & campaigns

Localized in 11 countries

The screenshot shows the Microsoft Virtual Academy homepage. At the top, there's a navigation bar with 'Microsoft' logo, 'Home', 'Courses', 'Top Students', and 'Get Started'. A dropdown menu shows 'United States' and 'Sign in'. The main hero section features a video player titled 'Build Modern Apps with ASP.NET' with a 'Sign Up Now!' button. Below this is a 'Quick Search' bar and a 'Sign Up Now!' button. The page is divided into several sections: 'Courses' (listing 'Tuning SQL Server 2012 for SharePoint 2013 Jump Start...', 'Microsoft Tools for VMware Integration & Migration...', 'Programming in C# Jump Start', and 'Building Web Apps with ASP.NET Jump Start'), 'Recent News' (listing '20 Mar 2013 Security Development Conference: REGISTER NOW AND SAVE', '18 Mar 2013 MVA Live Q&A on 4/3/2013. Opportunity to ask your virtualization questions!', '08 Mar 2013 Live Event: Learn About IT Career Opportunities @ Certified Career Day, March 12', and '06 Mar 2013 Help name MVA's upcoming series of live events!'), 'Popular Courses' (listing '1. Developing in HTML5 with JavaScript and CSS3 Jump Start', '2. Windows Server 2012 Training: Technical Overview', and '3. System Center 2012: Configuration Manager'), 'Top 3 Students' (listing 'Gustavo Henrique Fulanet... 5,008 Points', 'Vicente Alves Soares 5,005 Points', and 'Wladimir Andrianoff 4,450 Points'), 'Live Events' (listing 'MVA Live Q&A: Microsoft Virtualization April 3, 2013' with a 'Register Now' button), 'Connect with MVA' (social media icons for Facebook, Twitter, and LinkedIn), and 'Total Activity' (listing '1,101,592 students registered', '1,558,420 self-assessments passed', and '1,569,428 hours of training delivered').

Gamification, points & leaderboards

Quick search options for the latest content and courses

Live event registration and social connections

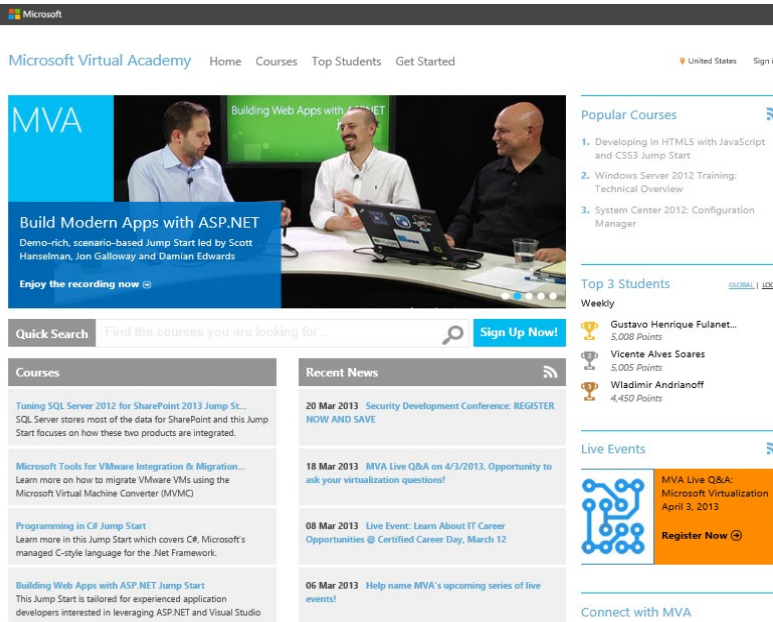
Dynamic site and user stats





# By the Numbers

Just registered for my first @microsoft exam, taking up their offer! Studying on Microsoft Virtual Academy! @MSLearning @MSVirtAcademy I REALLY appreciate all of the free resources, MSFT is #1



## Engagement by New Users

MVA Historical User Growth	H2FY10	H1 FY 11	H2 FY 11	H1 FY 12	H2 FY12	H1FY13
New Reg Users	142,899	51,077	39,567	157,989	349,781	194,954
Reg Base	142,899	193,976	233,543	391,532	741,313	936,267
Reg Base Growth	N/A	36%	20%	68%	89%	26%

MVA Engagement by New Users	H2FY10	H1 FY 11	H2 FY 11	H1 FY 12	H2 FY12	H1FY13
% who did any activity on the site*	0.1%	0.3%	29%	26%	36%	62%
% who watched at least one video	N/A	N/A	20%	22%	32%	54%
% Course Completed	0.0%	0%	1%	1%	2%	6%
% Assessments Completed	0.1%	0.6%	9%	7%	10%	16%
% who want to be re-marketed by MS	0.7%	0.4%	1%	1%	1%	58%

## 1.1M

Registered Users

## 600K

Avg. Monthly Active Users

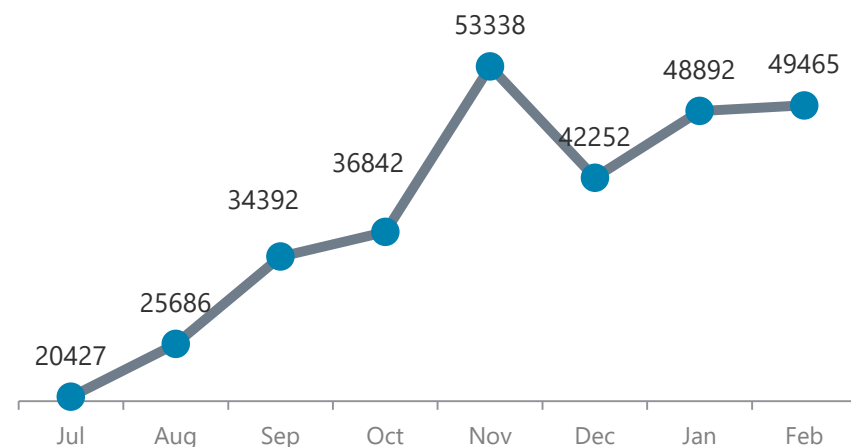
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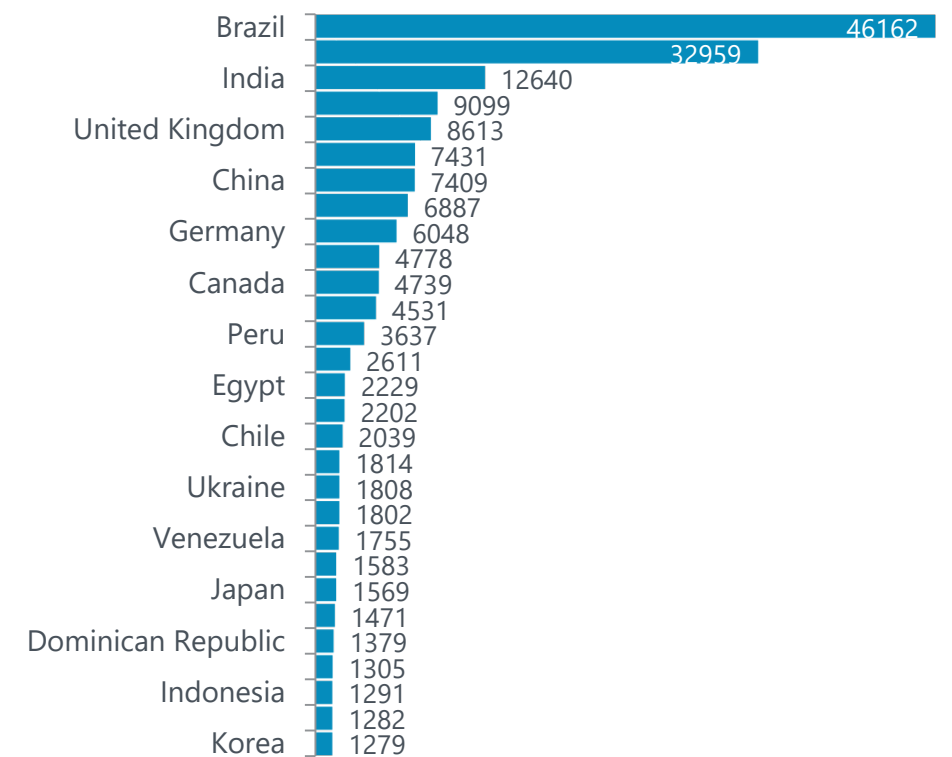
## 11

Localized Sites

## FY13 New Registered Users



## New Users by Country





# Deep Dive

## Recommend

When?

- Quick time to market
- Agile product development cycles
- Reach more important than revenue
- Strategic content (may need to build audience)
- Fits with BG/MSL campaigns & promotions

## MVA Roadmap for FY14

- Growing toward 2.5-3M users
- 30-50 new live and on demand courses
- Backend migration to new Azure platform (MLX)
- Integration of DPE personalities
- Revamped discovery UX – “One Click Nav” to Topics/BG specific learning plans
- Personalization & social sharing of achievements
- Increased social/community HC/investment for learners
- Revamped Analytics/BI/engagement model
- Multi-lingual video transcription =faster/broader/cheaper localized delivery
- Win8 + Phone app

## Budget \$0-\$5K per course

Subject Matter Expert	\$1K day rate
Travel & Entertainment	\$250. per day
Video production costs (subs)	\$variable
MVA production costs are free for now: video production; transcription; course production; editing; testing; publication; localization; reporting & analytics; event point vouchers	\$0

## Other cost variables

- Course or outline creation + text
- PowerPoint & graphic consolidation & formatting
- Video production and editing
- Closed-captions & transcripts
- Exam questions/supplementary materials
- Content Localization
- Course Maintenance
- Custom landing & promotional pages



# Background

## Features

- Training anytime/anywhere/any device
- Hands-on labs and interactive experiences
- Self-paced, instructor-led, blended
- Social, community, games, badges, points
- Reporting, progress tracking, certification prep

What?

## Benefits

- Freemium content
- Anytime/anywhere learning
- Customized learning plans and large catalog
- Online community and resources
- Expert mentors & guidance
- Career planning and tracking

Why?



Links to social media, sharing, communities

HTML5 browser-based delivery on a variety of devices

Video-based training featuring one expert talking 1:1 to student

Closed-captioning, full transcripts meets accessibility needs

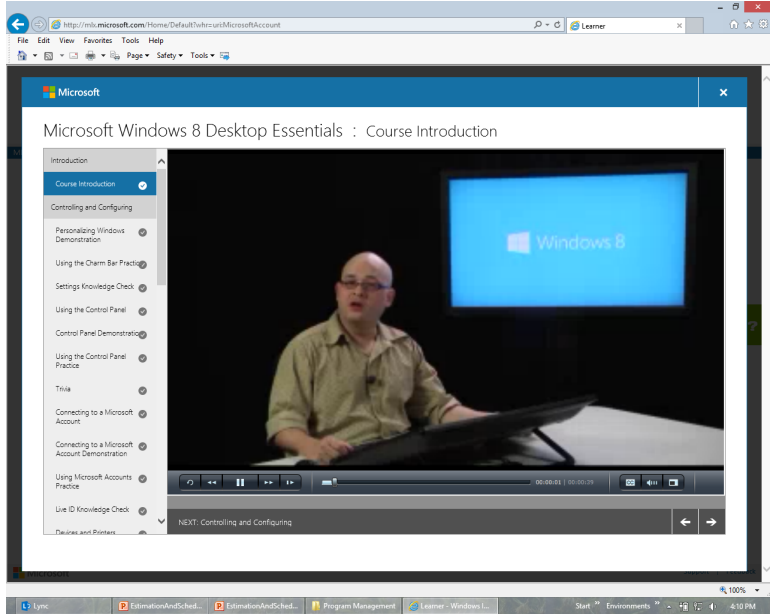
Loads of additional features including: notebook, reporting, related links, links to course specific communities, full glossary, multi-language support, help, more.

Navigate to the learning you want and track your progress along the way



# By the Numbers

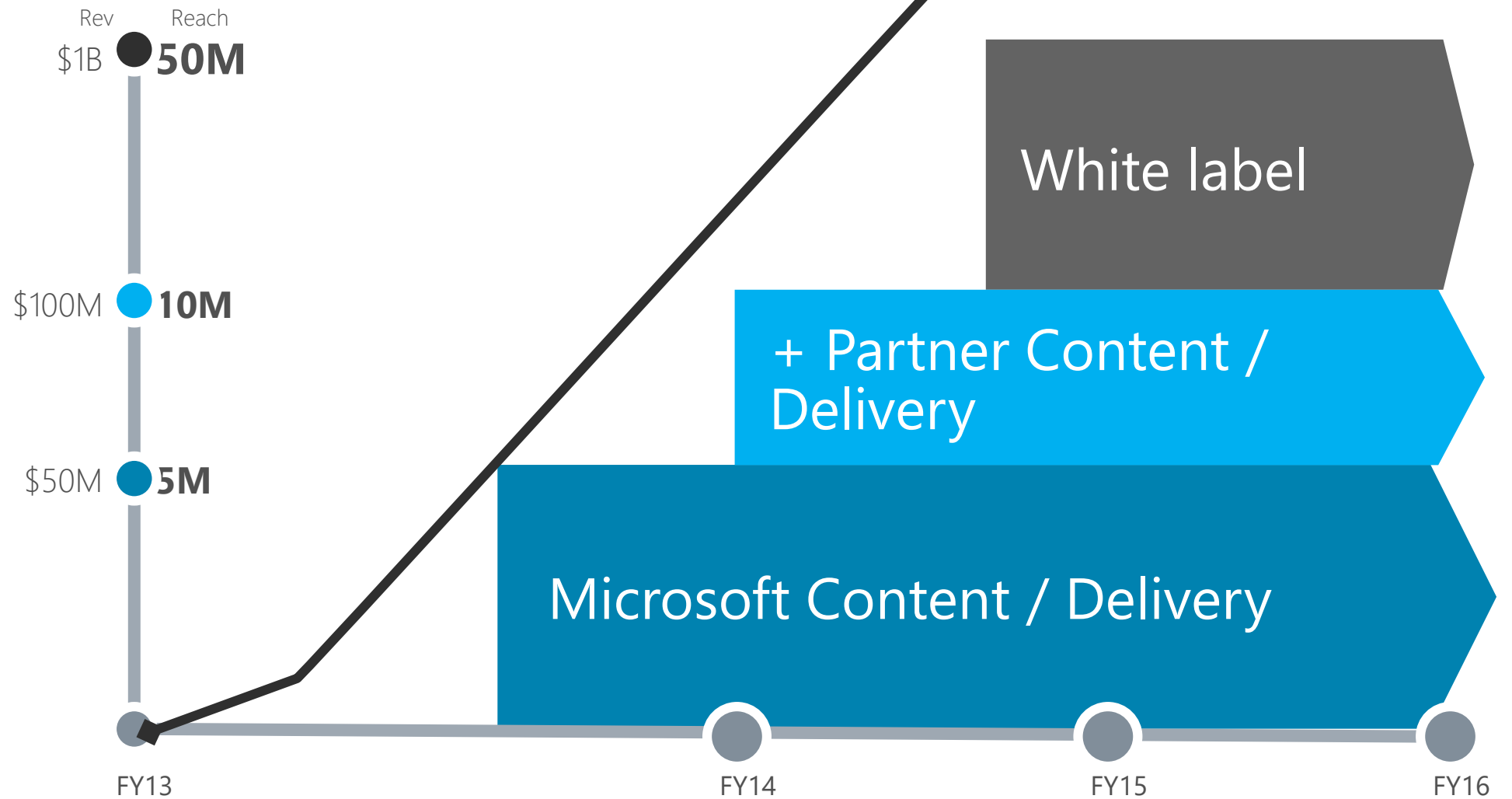
“Every Microsoft customer is an MLX customer”



## MLX – Foundation of 5yr MSL Strategy

- Establish MLX as online readiness platform for STB and beyond
- Evolve traditional learning and certification business
- Platform for continuous publishing

## MLX Growth Plans



**1M**  
Customers Trained Annually @Partners

**20K**  
Current MCTs

**1.7bn**  
eLearning World Marketplace 2015

**17.3M**  
US Online Students by 2015



# Deep Dive

When?	Recommend
	Hands-on, interactive & VM requirements
	Content maps to certification
	Subscription program benefits (ITA/SA)
	Aligns to career plans and upsell opportunities
	High revenue potential/customer request
	Self- study MOC alternative
	Multiple devices for playback
	Blended classroom or Instructor required
Accreditation, tracking or reporting required	

## MLX Roadmap for FY14

- UI Fit and Finish
- GA for ITA & SA customers [Jul]
- 250m eLearning seats at MS customers via SA /ITA benefit programs
- Azure vLabs [Dec]
- eCommerce and Virtual Classroom [Jun'14]

## Budget \$10-\$25K

Original Content	Original content creation: outlines; storyboards; scripts; video production; graphics & animation; demos; simulations; HOL; transcripts; quizzes & feedback; links & additional resources; authoring; testing; publication	\$25K per hour EN content
Derivative Content	Repurpose existing content: same elements as above as needed ...	\$2-4K per hour EN content
LOC	Localizing application chrome and: all text; demos; simulations; transcripts; captions	\$4K per hour per language

## Other variables

Support & maintenance
ITA, instructor or administrator guides and materials
Supplementary materials & additional graphics
Virtual and hands-on labs
Mentors, instructors, moderators
Live experiences and streaming events

# FY14 Goals and Metrics

## Issues for FY14

- What MOC courses should be self-study?
- Plan for MTA?
- Plan for ITA/Academic curricula worldwide?
- Localization plans?
- Getting teams trained for in-house + hybrid production?

## What should be the goals for FY14?

Audience | Engagement | Quality | Time

Digital Learning				
# of registered students (MVA)	Audience	Baseline 740K, goal 75% growth (1.3M) (original 50% 1.1M)	1.3M	1,030,000
% of UU per month who return on MVA	Engagement	Measures stickiness - unique users visiting and returning to MVA site monthly (Nov/Dec avg was 19% ) Goal = move from 1/5 to 1/4 engaged	25%	26%
Jump Start IT Pro Reach	Audience	YoY growth for IT Pro reach. FY13 growth = 225% (original goal 45% = 700K+)	1.5M	
Jump Start Developer Reach	Audience	YoY growth for Developer reach. FY13 growth = 330% (original goal 45% = 700K+)	2M	

# Thank you

Mark Protus