

Regional Collaboration Fund (RCF) grant based intervention Impact study template

RCF Project title	To develop an online adult learning store
Name of lead contact	Peter Kilcoyne
Consortium members	Worcester College of Technology, City OF Bath College, Solihull College, HOLEX ,Adult Enterprise
Other contributing organisations (if any)	Paypal
The project	
What problem or issue you were trying to resolve or improve with this project	<p>The aim of the Project was to share expertise and complementary skills between three Colleges and Adult Enterprise to generate technology and curriculum innovation to transform how adult learners transact and procure learning. The Project involved 3 Colleges working together with Adult Enterprise to design and market an online entrepreneurship curriculum that can be sold in bite-sized chunks to adults using a commercial micro-payments system.</p> <p>The problem this project was trying to address was how to apply the lessons from retail technology to FE adult learning products to understand how this technology might support changes in learning transactions within the sector.</p>
What was your solution	<p>The aim of the Project was to identify a small range of entrepreneurship units offered by Adult Enterprise as a basis for the prototype store that could be sold and segmented into bite sized chunks and delivered online or on an individual event basis.</p> <p>An online store was created that enabled a back end learning platform to be integrated with the front end sales and merchandising framework. The technology solution on ILT and merchandising was integrated into an effective curriculum and learner management model to ensure the integrity and probity of the sales.</p>
Describe what you did and what happened	<p>An online store was developed using Magento software and a Paypal payment system and it was linked into the Adult Enterprise website.</p> <p>The original project had planned to use existing Adult Enterprise content and repurpose it for the online store. However it became apparent that the development of specific curriculum products was required that were suitable for selling as bite size learning products. A free Adult Skills Inventory was developed alongside 4 bite size courses.</p>

	<p>These were then linked up to a store locator to direct learners to the 34 Colleges and Adult Learning Services running Adult Enterprise. The payment, enrolment and access to the courses were trialled and tested to ensure that it worked smoothly. In addition field testing was carried out with students to gain feedback on user views.</p>
<p>The collaboration</p>	
<p>How well did the collaboration work and what were the key factors that led to this</p>	<p>Worcester provided a sound basis for the technology developments with a strong existing partnership relationship with Adult Enterprise.</p> <p>Alongside this Adult Enterprise had a strong existing collaborative relationship with HOLEX and City of Bath College as a result of earlier partnership projects.</p> <p>Solihull College contributed field testing and marketing advice.</p> <p>Changes of personnel at Paypal limited their involvement towards the end of the project although they helped shape the commercial framework for the retail technology used in the online store</p>
<p>The benefits and impact of the project</p>	
<p>What benefits/ impact has the project had on:::</p>	<p>a. the work/ effectiveness of the organisations in your consortium</p> <p>All partners were pleased to have produced through joint action an online store with a smooth end to end transaction system leading to enrolment. It has highlighted that the content needs to be written specifically for online learning and that it is not suitable for all types of learners. It seems to be more attractive to post 25 learners who are interested more motivated online learners.</p> <p>Adult Enterprise now has an online store to support learners and also direct them to 34 Colleges and adult Learning Services in the consortium. The relationship between Adult Enterprise and Worcester has been strengthened further as a result of this project.</p> <hr/> <p>b. the cost/ efficiency of activities</p> <p>The online store provides a low cost way for learners to access entrepreneurship training and the free Adult Skills Inventory can be used in open days across the 34 Colleges and Adult Learning Institutions free of charge.</p> <p>The store locator also will help learners find their nearest Adult Enterprise centre across England.</p> <hr/> <p>c. any other aspect(s) of your work</p>

	<p>Adult Enterprise is a not for profit sector based social enterprise and partnership curriculum consortium and as the prototype online store will be tested further it will continue to share the methodology across the learning and skills sector by way of its website www.adultenterprise.com</p>						
<p>What contribution to the success / smooth running of the project was made by:</p>	<table border="0"> <tr> <td data-bbox="500 510 808 573">LSIS funding</td> <td data-bbox="808 510 1437 573">essential- pump primed the initiative</td> </tr> <tr> <td data-bbox="500 573 808 636">LSIS Associate</td> <td data-bbox="808 573 1437 636">essential – very helpful and supportive</td> </tr> <tr> <td data-bbox="500 636 808 930">Other contributors (please identify)</td> <td data-bbox="808 636 1437 930">These were Colleges who field tested the curriculum – these were helpful but as they had tested them on a broad variety of students there was very mixed responses- adult students liked the sequenced curriculum but younger students did not like the product.</td> </tr> </table>	LSIS funding	essential- pump primed the initiative	LSIS Associate	essential – very helpful and supportive	Other contributors (please identify)	These were Colleges who field tested the curriculum – these were helpful but as they had tested them on a broad variety of students there was very mixed responses- adult students liked the sequenced curriculum but younger students did not like the product.
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<p>What did the project cost: LSIS funding + your consortium’s contribution</p>	<p>£29890 (LSIS CONTRIBUTION) plus an additional £10,000 (Consortium’s contribution) for creating bespoke curriculum products</p>						
<p>What lessons did you learn / what tips would you give to other providers</p>	<ol style="list-style-type: none"> 1. Online stores provide a new way to sell, enrol and deliver to adult learners 2. The online products need to be written specifically as opposed to be repurposed classroom products 3. The audience for an online store is global and it is very difficult to provide advice and guidance to an unknown student body. This has implications if younger learners enrol but do not enjoy the experience. The role of a free trial product is important to ensure that learners want to progress. 4. Paypal systems are easy to use and understandable to learners 5. Marketing the online store needs to be carefully considered 						
Telling others							
<p>What have you done to share /disseminate this project with others in the sector</p>	<p>The online store will be disseminated through the Adult Enterprise network (34 Colleges and Adult Learning Services) In addition the Project was disseminated in February 2013 by Worcester College of technology at the LSIS Technologies workshop. Marketing and social media will be used to disseminate the online store courses.</p>						

<p>Provide a quote on your experience of the LSIS RCF project.</p>	<p>“The Project has enabled the Consortium to develop an online store that uses commercial retail technology to sell online adult learning. Online stores provide a new way to sell, enrol and deliver to adult learners”</p>				
<p>Are you happy for us to use this and your contact details for marketing and publications?</p>	<table border="0" style="width: 100%; text-align: center;"> <tr> <td style="width: 50%;">Quote</td> <td style="width: 50%;">Yes</td> </tr> <tr> <td>Contact information</td> <td>Yes</td> </tr> </table>	Quote	Yes	Contact information	Yes
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<p>Contact details for further information</p>	<p>Christina Conroy OBE, Adult Enterprise Christina.conroy@adultenterprise.com 0758 4991219</p> <p>Peter Kilcoyne ILT Director Worcester College of technology pkilcoyne@wortech.ac.uk 01905 725583</p>				