



2016 Webinar Series

DELIVERING BEST PRACTICES, NEWS AND
LEADERSHIP STRATEGIES FOR ASSOCIATION PROFESSIONALS

BROUGHT TO YOU BY NAYLOR ASSOCIATION SOLUTIONS

An Inside Look at

One Association's Journey to Grow Their eLearning Program



Kara Adams



Jodi Ray



**Learn
something
new everyday!**



During the next hour...

- ▶ Choosing a new learning management system (LMS)
 - ▶ A close look at IFT's path to choosing an LMS technology and partner
- ▶ Implementation
 - ▶ What to expect during integration
 - ▶ Who should be involved
 - ▶ Developing a timeline
 - ▶ Transitioning content
 - ▶ Plus, some unexpected benefits realized
- ▶ Growing an eLearning program and promoting it
- ▶ Results achieved
 - ▶ The “before” and “after”
 - ▶ Unprecedented increase in revenue and engagement



Our path to choosing a new LMS



**GAP
ANALYSIS**

**Why make
a change?**

Poll question

What is your biggest struggle with your current eLearning program?

- Developing content
- Our LMS is missing functionality we need
- It is not mobile friendly
- Users have trouble finding and purchasing content
- We don't have one yet



Our path to choosing a new LMS

A single vendor for LMS providing live online events and on-demand educational resources:

**OUTLINE
OBJECTIVES
& GOALS**

**DETERMINE
REQUIREMENTS**

- Web-based
- Scalable platform
- 24/7 access
- Mobile friendly
- Synchronous & asynchronous training
- Integration with AMS
- Integration to social networking & discussion boards
- CE management
- E-commerce functionality
- Multimedia (video) capabilities
- Robust reporting

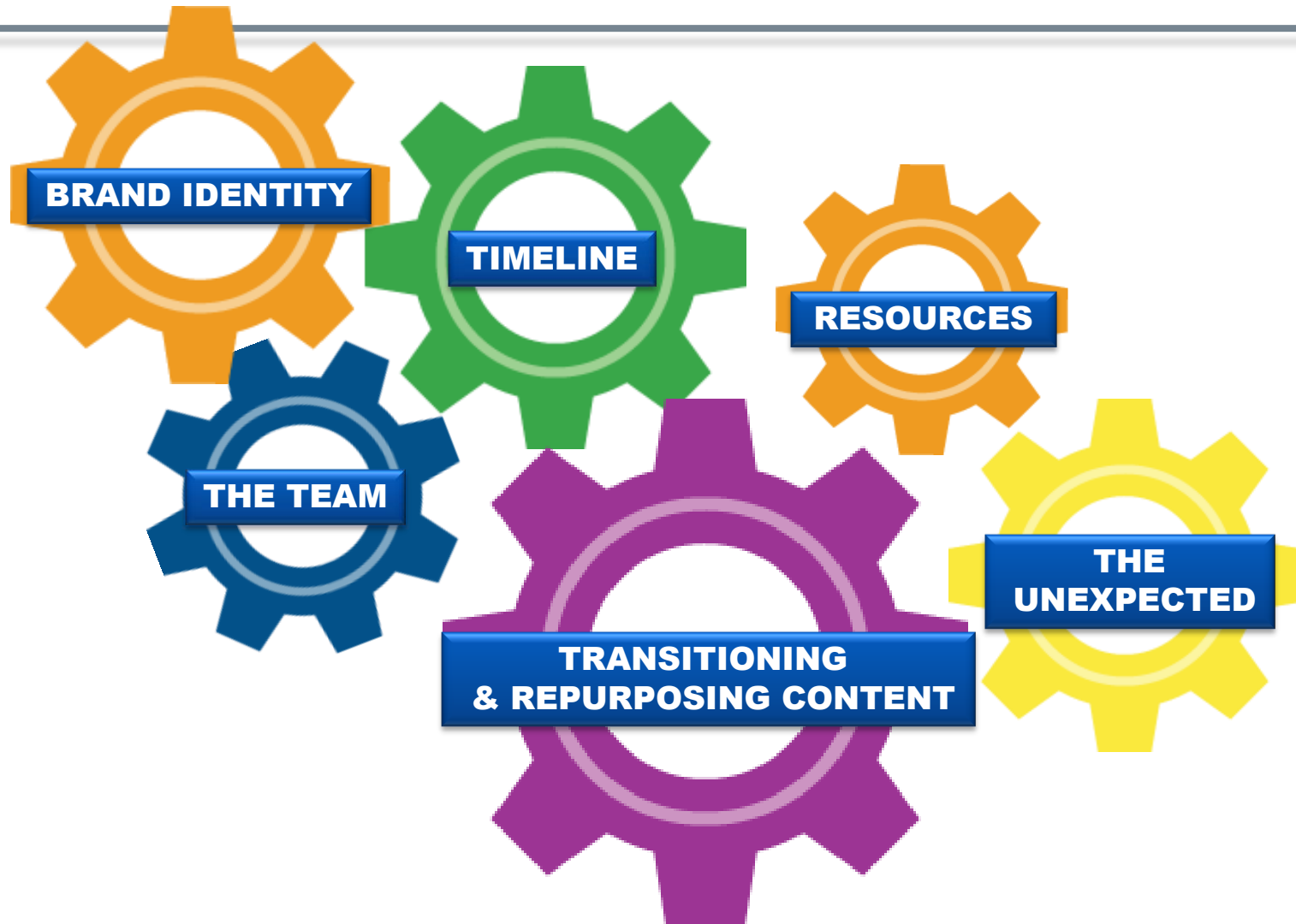
Our path to choosing a new LMS



**FIND THE
RIGHT
PARTNER**

**What was IFT's
process to find
the right
partner?**

Gearing up for implementation



The result: IFT's Path LMS

IFT Putting the world just flat the world

Timely education at your fingertips...

IFT Learn Online

Welcome!

If you haven't already, please be sure to sign in with your IFT username and password. Register for a Live Webcast, shop the On-Demand Webcast Catalog, purchase Online Courses, view the IFT15 Session Catalog or use the search feature at the top of your screen to search keywords.

Featured Live Web Events

View all >

April 15, 2016
Fri 12:00 PM CDT

FSMA Final Rule: Accreditation of Third-Party Certification... \$

The FSMA final rule for Third-Party Food Safety Audits will be discussed.

Duration 7H 00M Seats Available Part of IFT Live Webcast

April 27, 2016
Wed 12:00 PM CDT

Top 10 Functional Food Trends Live! \$

Iz Skorn and Catherine Adams must discuss the Top 10 Functional Food Trends. This presentation will only be

Duration 7H 00M Seats Available Part of IFT Live Webcast

May 4, 2016
Wed 11:00 AM CDT

Evolution of the Space Flight Food System - IFT/NASA/Orbita... \$

Learn about the development of safe, nutritious and palatable foods that will sustain the health and

Duration 7H 00M Seats Available Part of IFT Live Webcast

Courses

View all >

NEW! Fundamentals of Sensory Science \$

Enhance your knowledge of the fundamental elements of sensory and consumer science.

14 5 13 1 1

Food Science for the Non-Food Scientist \$

Learn the basic principles of food science in IFT's most popular and newly updated online course. Equip yourself with enhanced knowledge of the role of food science.

14 13 1 1

CFS Certified Food Scientist: Certified Food Scientist (CFS) Prep Course \$

The CFS Prep Course is an optional online course for those preparing to take the CFS Exam and earn their Certified Food Scientist credential. Certification is available.

10 1 10 1 1

The Science Behind Food & Health \$

This course explores the compounds and chemistry of bioactive and their impact on cognitive health.

Flavor Interactions in Food: A Primer \$

This online course content covers the fundamentals of flavors. If you are new to the flavor industry and in need

Incorporating Food Safety in Product Development \$

Learn more about incorporating food safety throughout the entire product development process. Explore the key

Creating content

Easy course authoring tools

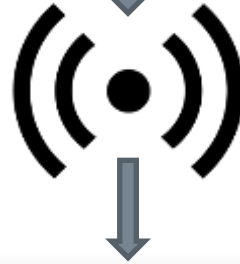
- Drag and drop
- WYSIWYG
- Order & set pre-requisites
- Tests
- Assign credits
- Issue certificates
- Presentations as video, slides, audio, 3rd Party

Why is it important for your staff to be able to upload, update and manage LMS content?

Repurposing content



vs



IFT event content and organization

IFT *Putting the words that feed the world*

Timely education at your fingertips...

Explore Events All Free Purchased Not Purchased

Live Web Events On-Demand Events

On-Demand Events All Years

On-Demand Webcast Catalog \$

View IFT's catalog of 80+ on-demand webcasts. Sort by content area (track) or skip the entire area (track) or skip the entire area (track).

January 1st, 2007 - December 31st, 2026 18

Top 5 Webcasts \$

IFT's Top 5 Most Popular Webcasts, Updated Quarterly

January 1st, 2007 - 31st, 2025 5

IFT15 Scientific Session Catalog \$

IFT15 Scientific Session Catalog Sort by day or by track. Mobile-friendly.

July 13th - 14th, 2015 105

IFT Division Webcasts \$

IFT's 24 Divisions are organizations formed through interest in a specific area of food science and technology.

September 1st, 2014 - January 1st, 2018 15

Global Food Traceability Center (GFTC) Webcasts \$

Our collection of GFTC webcasts, available at nra.com.

September 4th, 2013 - 4th, 2020 9

IFT's Upcoming Short Courses

Learn more and register for one of IFT's upcoming Short Courses.

November 20th, 2014 - December 31st, 2024 6

What type of event content does IFT provide?

How have you chosen to organize it and why?

IFT course content and organization

IFT Feeding the world that feeds the world

Timely education at your fingertips...

Explore Courses

All Categories (5) | All | Free | Purchased | Not Purchased

- All Categories (9)
- Food Chemistry (5)
- Food Engineering (3)
- Food Health & Nutrition... (3)
- Food Microbiology (2)
- Food Processing & Packa...
- Food Safety & Defense (4)
- Multidisciplinary (2)
- Product Development & I... (5)
- Public Policy & Regulat... (3)
- Sensory & Consumer Scie.....

NEW! Fundamentals of Sensory Science \$

Enhance your knowledge of the fundamental elements of sensory and consumer science.

Food Science I Scientist \$

Learn the basic, pr... most popular and equip yourself with the role of food science...

The Science Behind Food & Health \$

This course explores the compounds and chemistry of bioactives and their impact on cognitive health.

Flavor Interactions in Food: A Primer \$

This online course content covers the fundamentals of flavors. If you are new to the flavor industry and in need of basic training, this online course is a great start.

Certified Food Scientist (CFS) Prep Course \$

The CFS Prep Course is an optional online course for those preparing to take the CFS Exam and earn their Certified Food Scientist credential. Participants also have...

Incorporating Food Safety in Product Development \$

Learn more about incorporating food safety throughout the entire product development process. Explore the key issues concerning food safety, identify food safety...

What type of Course Content does IFT provide?

How have you chosen to organize it and why?

Web event integration

The screenshot shows a course page with the following details:

- Course Path:** Courses > IFT Live Webcast > FSMA Final Rule: Accreditat...
- Course Title:** FSMA Final Rule: Accreditation of Third-Party Certification Bodies to Conduct Food Safety Audits and to Issue Certifications | Contact Hours: 1
- Date:** April 15, 2016
- Time:** Fri 12:00 PM CDT
- Duration:** 1H 0M
- Price:** \$0.00 - \$95.00
- Buttons:** Add to Cart, Already Registered? Sign In, [View Requirements](#)
- Overview Tab:** DESCRIPTION
- Description:**

The Food and Drug Administration (FDA) is adopting regulations to provide for accreditation of third-party certification bodies to conduct food safety audits of foreign food entities, including registered foreign food facilities, and to issue food and facility certifications, under the FDA Food Safety Modernization Act (FSMA). These certifications will be required for participation in the voluntary qualified importer program (QIIP) established under the Federal Food, Drug, and Cosmetic Act (FD&C Act). In addition, when the Agency has determined that an imported food is subject to certification under FSMA, the Agency may require a certification under this rule as a condition for admitting the food into the United States. FDA also expects that these regulations will increase efficiency by reducing the number of redundant food safety audits.

Webcast presenters will discuss the final rule, as well as its implications. Attendees will be able to submit questions to the presenter and moderator during the live event.

The recorded webcast will be available in IFT's On-Demand Webcast Catalog within 24 hours after the presentation concludes.

All webcasts are free for IFT Members.
- CONTRIBUTORS:**
 - Melanie Neumann**
Melanie Neumann, J.D., M.S. of Neumann Risk Services, LLC
More presenter details coming soon!
 - Greg Sower**
A Manager at Ramboll Environ, Dr. Sower has over twelve years' experience in toxicology, with particular emphasis in the areas of agricultural and contaminated soils, food and food ingredients, site characterization and remediation, and ecological and human health risk characterization and assessment. He has performed long-term ecotoxicology and human health projects measuring and evaluating bioavailable contamination of common environmental contaminants including metals and persistent organic pollutants such as PAHs, PCBs, and organo...

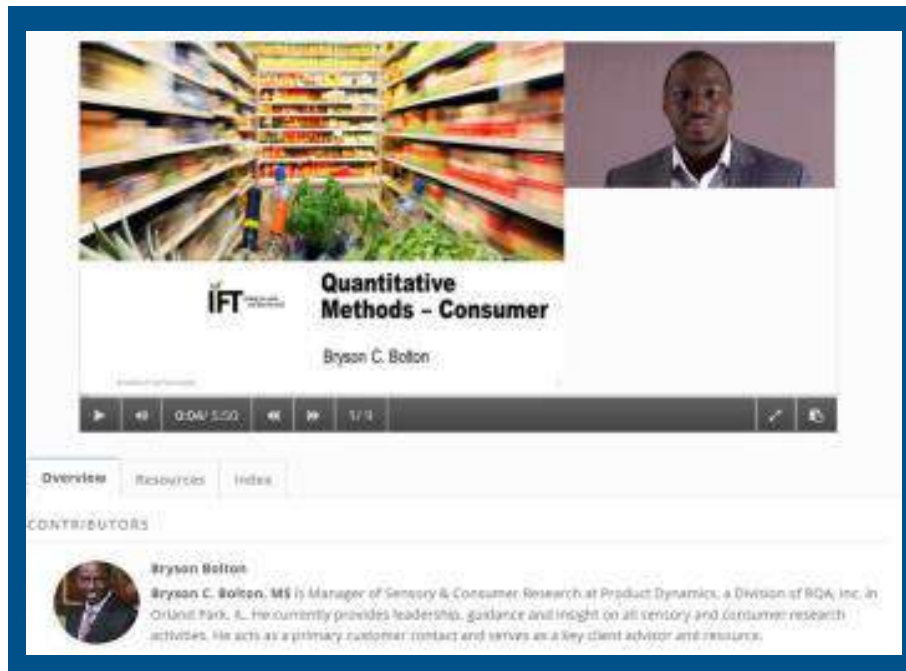
What is the advantage of having your webinars integrated with your LMS?

Presentations: before and after



**Old
Delivery**

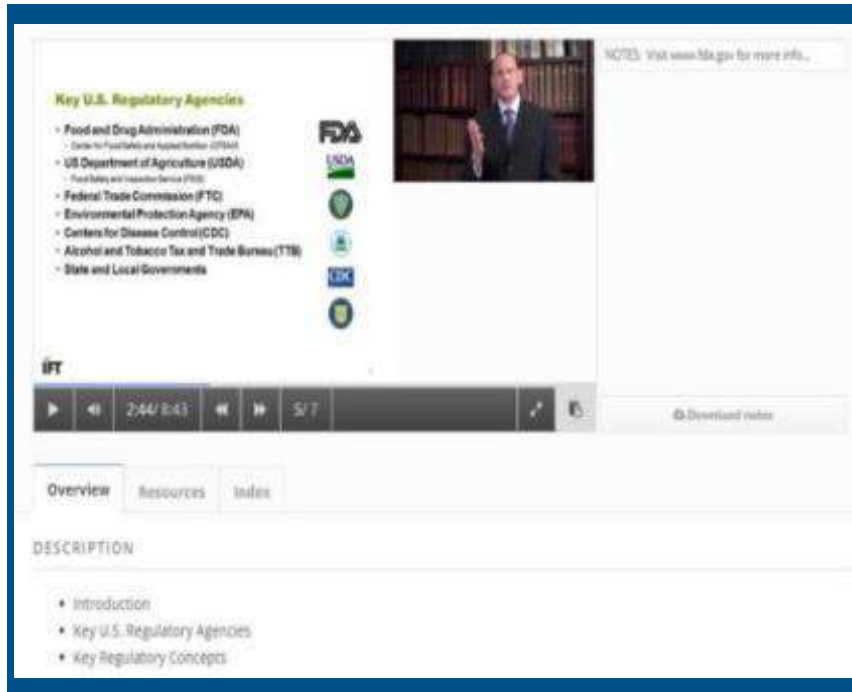
Presentations: before and after



The screenshot shows a video player interface. The video title is "Quantitative Methods - Consumer" by Bryson C. Bolton. The video player shows a blurred image of a grocery store aisle. Below the video player, there are tabs for "Overview", "Resources", and "Index". Under the "CONTRIBUTORS" section, there is a profile for Bryson Bolton, MS, Manager of Sensory & Consumer Research at Product Dynamics, a Division of RGA, Inc. in Orlando, FL. His bio states: "He currently provides leadership, guidance and insight on all sensory and consumer research activities. He acts as a primary customer contact and serves as a key client advisor and resource."

**New
Delivery**

Presentations: before and after



**New
Delivery**

eLearning: social and collaborative



**In what ways
does IFT
encourage
social
learning?**

Certificates and CE credits



**How is IFT
providing CE
and
certificates?**

eCommerce and pricing

IFT Learn Online | Events | Courses | Product Bundles | Search... | Cart 1 | Sign in

On-Demand Webcast Catalog

All Days | All Tracks | 88 Presentations

TO PURCHASE A WEBCAST (INCLUDING FREE \$0.00 WEBCASTS), ADD PRODUCTS TO YOUR CART AND PROCEED THROUGH CHECKOUT.

1 | 2 | 3 | 4 | Next » | Last « | 25 per page

- IFT** Effective Food, Nutrition and Health Messages: From the Eyes of the Consumer to The Health Promise of Foods - Dairy Foods Division Webcast | March 24, 2106 | Contact Hours: 1
Presentation: Marianne Smith Edge, Bill Layden, Nitin Joshi, 57 min 22 sec | \$0.00 - \$95.00 | Add to Cart
- IFT** Sensory Science Mythbusters: "Is Fat Another Basic Taste?" - Sensory and Consumer Science Division Webcast | March 23, 2016 | Contact Hours: 1.5

Pricing Model Options

practice tests, a note-taking tool, and our interactive online community on mobile devices. Contact H

[Click here to read the full course description and to take a](#)
Ready to buy? Click the "Add to C

Upon completion of any online course, you will be able to view and print a... and CFS Prep Course Group in IFT Connect fo

Member	\$595.00
Non-Member	\$760.00
Staff	\$0.00
Emeritus	\$595.00
Student-to-Mem...	\$595.00






This course is also offered as an in-person Short Course.

\$0.00 - \$760.00 | **Add to Cart**

Items Included in the Purchase of this Course

Full Course Description & Virtual Tour

eCommerce and pricing

 Effective Food, Nutrition and Health Messages: From the Eyes of the Consumer to The Health Promise of Foods - Dairy Foods Division Webcast March 24, 2106 Contact Hours: 1 Presentation: Marianne Smith Edge, Bill Layden, Nitin Joshi, 57 min 22 sec	\$0.00 - \$95.00	Add to Cart
 Sensory Science Mythbusters: "Is Fat Another Basic Taste?" - Sensory and Consumer Science Division Webcast March 23, 2016 Contact Hours: 1.5 Presentation: Jeanrine Delwiche, Richard Maites, Allison Baker, 79 min 50 sec	\$0.00 - \$135.00	Add to Cart
 Hazards, Analysis and their Management: What else can we do to get it right? - IFT Quality Assurance Division Webcast February 26, 2016 Contact Hours: 0.5 Presentation: 29 min 12 sec	\$0.00 - \$55.00	Add to Cart
 Extended Shelf-Life Foods - Ensuring Food Safety Through High-Pressure Based Technological Solutions - IFT Nonthermal Processing Division Webcast February 25, 2016 Contact Hours: 1.5 Presentation: Ahmed E. Yousef, V.M. Balasobramaniam, Jason Wan, Marcia Walker, Christopher Doona, 96 min 17 sec	\$0.00 - \$135.00	Add to Cart
 Dissecting FSMA Rules for Your Business - IFT Fruit and Vegetable Products Division Webcast February 11, 2016 Contact Hours: 1 Presentation: Jenny Scott, Michelle Smith, David Gombus, 50 min 8 sec	\$0.00 - \$95.00	Add to Cart

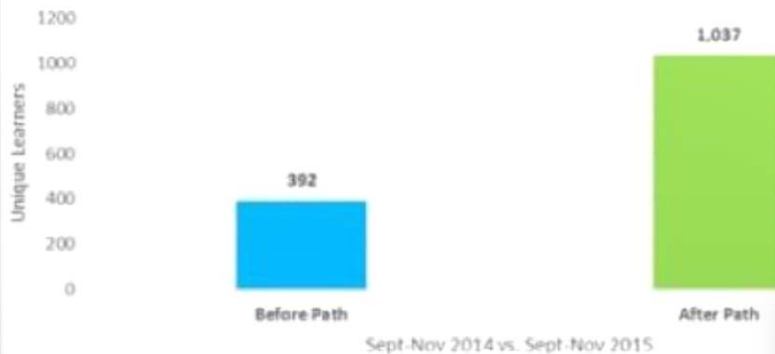


How has IFT set-up eCommerce?

The results: before and after

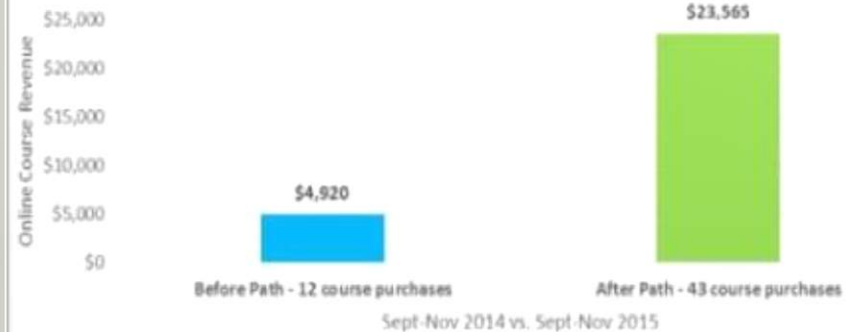
Number of Learners

Number of unique learners 3 months *prior* to launching Path, compared to the same 3 months one year later. 265% increase.



Revenue

Online Course revenue 3 months *prior* to launching Path, compared to the same 3 months one year later. 379% increase.



Reporting

TOP 5 VISITED PRESENTATIONS:

Online CFS Prep Course Virtual Tour: 127 visits (14.38%)

The Fundamentals of Sensory Science - Course Introduction: 110 visits (12.46%)

Sensory Science Myhbusters: "Is Fat Another Basic Taste?" - Sensory and Consumer Science Division Webcast | March 23, 2016 | Contact Hours: 1.5: 80 visits (9.06%)

Food Science for the Non-Food Scientist Virtual Tour: 74 visits (8.38%)

Effective Food, Nutrition and Health Messages: From the Eyes of the Consumer to The Health Promise of Foods - Dairy Foods Division Webcast | March 24, 2016 | Contact Hours: 1: 41 visits (4.64%)

Systems Dashboard



TOP 5 VISITED COURSES:

Certified Food Scientist (CFS) Prep Course: 3470 visits (34.04%)

IFT Live Webcast: 2969 visits (29.13%)

NEW! Fundamentals of Sensory Science: 1339 visits (13.14%)

Food Science for the Non-Food Scientist: 1087 visits (10.66%)

Online Course Virtual Tours: 311 visits (3.05%)

Course Settings

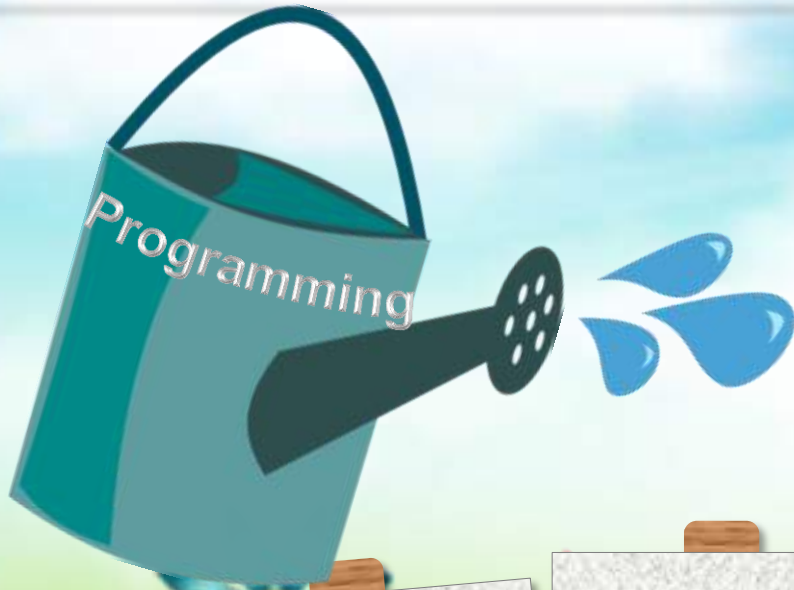
Course Name	URL	Registration Fee	Course Fee	Registration Period	Course Period	Start Date	Registration Status	Web Registration URL	Web Page URL
IFT Live Webcast	IFT Live	0.00	0.00	01/01/16	01/01/16	01/01/16	Open	IFT Live	IFT Live
IFT Live Webcast	IFT Live	0.00	0.00	01/01/16	01/01/16	01/01/16	Open	IFT Live	IFT Live
IFT Live Webcast	IFT Live	0.00	0.00	01/01/16	01/01/16	01/01/16	Open	IFT Live	IFT Live
IFT Live Webcast	IFT Live	0.00	0.00	01/01/16	01/01/16	01/01/16	Open	IFT Live	IFT Live
IFT Live Webcast	IFT Live	0.00	0.00	01/01/16	01/01/16	01/01/16	Open	IFT Live	IFT Live
IFT Live Webcast	IFT Live	0.00	0.00	01/01/16	01/01/16	01/01/16	Open	IFT Live	IFT Live
IFT Live Webcast	IFT Live	0.00	0.00	01/01/16	01/01/16	01/01/16	Open	IFT Live	IFT Live
IFT Live Webcast	IFT Live	0.00	0.00	01/01/16	01/01/16	01/01/16	Open	IFT Live	IFT Live
IFT Live Webcast	IFT Live	0.00	0.00	01/01/16	01/01/16	01/01/16	Open	IFT Live	IFT Live
IFT Live Webcast	IFT Live	0.00	0.00	01/01/16	01/01/16	01/01/16	Open	IFT Live	IFT Live

What reports are important to you?

What is next for IFT with eLearning?



Grow your eLearning program



24/7 Access

Social

Technology

Mobile Friendly

industry trends

best practices

member benefits

marketing

relevant education

live & on-demand content

CE management



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**One Association's Journey to Grow Their
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Questions?

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Jodi Ray | Director of Business Development
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