**E-learning strategy for**

**…**

Date: …

Autors:

* **…**

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# Introduction

## Initial situation

…

## Mandate

…

*Possible steps:* The strategy is developed in six steps:[[1]](#footnote-1)

1. Deriving the training vision from the strategy of the organisation / partners.
2. SWOT analysis regarding the training vision and the use of e-learning.
3. Definition of the strategic success positions and the strategic goals.
4. Elaboration and selection of possible fields of intervention of a strategy.
5. Identification of 3-4 strategic options.
6. Selection of the e-learning strategy.
7. Planning of strategy implementation and strategic controlling.

*Possible tasks*

1. Preparation of SWOT analysis (Document analysis and interviews by lead)
2. Discussion of SWOT and strategic success positions (group with key stakeholders)
3. Drafting strategic building blocks (lead),
4. Elaborating building blocks (group)
5. Drafting 3-4 strategic options (lead)
6. Optimizing, complementing strategic options, selection of a strategy (group)
7. Planning (lead)

# SWOT Analysis

## Strengths and weaknesses of the organisation

|  |  |
| --- | --- |
| **Strength (potential)** | **Weakness (limitations)** |
| **Organisation and Resources** | |
|  |  |
|  |  |
| **Human Resources of participating partners** | |
|  |  |
|  |  |
|  |  |
| **Technology** | |
|  |  |
|  |  |
|  |  |
| **… (other aspects)** | |
|  |  |
| **… (other aspects)** | |
|  |  |

## Opportunities and Threats in the project environment

|  |  |
| --- | --- |
| **Opportunities** | **Threats** |
| **Organisation environment** (legal, economic, cultural environment ; external networks, potential partners etc.) | |
|  |  |
|  |  |
| **External Human Resources / Expertise** | |
|  |  |
|  |  |
|  |  |
| **Technological Environment** | |
|  |  |
| * … |  |
|  |  |
| **… (other aspects)** | |
|  |  |
| **… (other aspects)** | |
|  |  |

# Strategic success factors and goals

Based on the SWOT analysis, the following strategic success factors and potential fields of intervention have been discussed.

|  |  |  |
| --- | --- | --- |
|  | **Strengths** | **Weaknesses** |
| **Opportunities** | **Areas of Expansion**   * … * … | **Areas to catch up**   * … * … |
| **Threats** | **Areas for hedging/safeguarding**   * … * … | **Areas to avoid**   * … * … |

The discussion of the above strategic success factors has led to the following selection. The strategy should focus on:

1. …
2. ..

In the defined fields of intervention, the following strategic goals will be aimed for:

1. …
2. …
3. …

# Fields of intervention: “Building blocks” to develop our strategy

…

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Fields** | **Possible forms** | | | | | | | | |
| **Our offer: We create an online / blended learning offer to target group xy.** | | | | | | | | | |
| Target groups |  |  | | |  | |  |  |  |
| Competences to be achieved |  |  | | |  | |  |  |  |
| Social forms | Forms of 30-40 students | | 5’000 individual learners national scope | | … (combination of x and y) | |  |  |  |
| Roles of trainers | Teaching in class | | Online coach | | Local onsite coaching | | … |  |  |
| Learning / Teaching |  | |  | |  | |  |  |  |
| E-content |  |  | | |  | |  |  |  |
| Assessment |  | |  | |  | |  |  |  |
| … |  | |  | |  | |  |  |  |
| **Organisation** | | | | | | | | | |
| Cooperation /coordination of teachers | School-centred teams | Subject-centred teams (inter-school) | | … | |  | |  |  |
| Support and coaching-offer for teachers |  |  | |  | |  | |  |  |
| Organisation of support (Ped. / IT / Org./Admin) |  |  | |  | |  | |  |  |
|  |  |  | |  | |  | |  |  |
| **Professional Development of teachers, instructors, …** | | | | | | | | | |
| Selection of instructors |  |  | |  | |  | |  |  |
| Faculty development |  |  | |  | |  | |  |  |
| … |  |  | |  | |  | |  |  |
| **Partnerships** | | | | | | | | | |
| Partner |  |  | |  | |  | |  |  |
| Needed competences |  |  | |  | |  | |  |  |
| Collaboration |  |  | |  | |  | |  |  |
| Communication |  |  | |  | |  | |  |  |
| … |  |  | |  | |  | |  |  |
| **ICT: Which solutions are promoted in planning?** | | | | | | | | | |
| Software | Open source | Company-solution xy | | .. | |  | |  |  |
| Hardware |  |  | |  | |  | |  |  |
| Connection | Mobile networks | Satellite | | Local servers | | … | |  |  |
| IT architecture | Central | School-based | | … | |  | |  |  |
| Other infrastructure |  |  | |  | |  | |  |  |
| … |  |  | |  | |  | |  |  |
| **Time and resources: What resources do we intend to invest over what period of time? Timeline of strategy implementation** | | | | | | | | | |
| Timing |  |  | |  | |  | |  |  |
| Resources |  |  | |  | |  | |  |  |
| **…** | | | | | | | | | |
| … |  |  | |  | |  | |  |  |
|  |  |  | |  | |  | |  |  |

# Elaboration of the strategy

## Strategic options

…

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Option 1: (Title/keywords)** | **Option 2: (Title/keywords)** | **Option 3: (Title/keywords)** |
| … |  |  |  |
|  |  |  |  |
|  |  |  |  |
| Resources (money, time, infrastructure) |  |  |  |

## Selected e-learning strategy

|  |  |
| --- | --- |
|  | **… Title of the strategy** |
| … |  |
|  |  |
|  |  |
| Resources (money, time, infrastructure) |  |

# Planning

## Organisation

…

## Process

…

## Strategic Controlling

…

1. Kreikebaum H. (1997): Strategische Unternehmensplanung, Kohlhammer-Verlag. Urich P. + Fluri E. (1995): Management, Haupt-Verlag. [↑](#footnote-ref-1)