



# Driving a 360-Degree Hybrid Learning Experience

L&D Trends for 2022 and Beyond



# Introduction

It's no secret that virtual learning strategies leaped into hyperdrive throughout 2021. The realities of mandated remote work did not create the idea of embracing technology for training and development, but it certainly made it easier to take the plunge.

In this new scenario, Learning and Development needs to take a more strategic and proactive role to ensure the holistic development of people resources. The idea is not just to up-skill an individual, but also to ensure that the learning strategies are well aligned with the organization's key business priorities and performance.

## The Future of Workplace Learning is Hybrid

The new buzzword in the work world is 'hybrid.' Hybrid work and the flexibility it implies as a future major trend will have multiple, company-wide implications, including an impact on HR and L&D – both needing to prepare for training their workforces in a different way than before.

It is evident that if the future of work is hybrid, then so is the future of successful

L&D. Hybrid learning, like blended learning, combines traditional face-to-face instruction with various learning modalities like experiential learning, digital course delivery and everything in between. Where hybrid learning departs from blended learning is around its flexibility of delivery to meet the needs of each learner and learning objective rather than seeking a balance between online and offline learning.

The key to hybrid learning is flexibility – both in delivery and participation. Facilitators and course designers can provide learners with the possibility of face-to-face instructional workshops or opportunities for reinforcement while also leveraging independent learning through recorded seminars or independent assessment. It's about meeting the learner where they are.

In the digital space, video is the most effective communication medium. Whether employees are collaborating in leadership training sessions via virtual classrooms or completing video courses for annual security compliance training, video facilitates an immersive learning experience that is unparalleled.

That's why at Kaltura, we advocate for setting a 360-degree learning and development strategy with training objectives in mind, supported by video technology. In this guide, we will cover how to leverage different video delivery methods for maximum impact, including:

- Benefits of real-time virtual instructor-led training
- How to best serve up on-demand content, make it accessible and interactive, and track its usage and effectiveness
- Utilizing webcasts to broadcast live video town halls for all hands meetings and major announcements

# 360 Degrees to Training & Development

## Video Delivery Methods

We are all no doubt familiar with leveraging video conferencing systems for virtual instructor-led training (VILT). We'll certainly speak to that here, but real-time, face-to-face instruction via virtual or in-person modalities is only one of many instruction methods that you should be leveraging in your hybrid learning programs.

By using a full slate of diverse delivery methods, we can maximize the efficacy of each by allowing each learning modality to do what it does best: real-time instruction for active collaboration and video courses for independent upskilling.

Video has many applications, and we can leverage different delivery methods for maximum impact:

### Real-Time

Virtual instructor-led training for collaboration, discussions, and meaningful conversations. Turn face-to-face sessions in a physical room into both a physical and digital experience. Virtual classrooms or lecture capture technology bring remote learners into the conversation.

### On-Demand

On-Demand video is anytime training for introducing new topics or reinforcing previous knowledge. These types of videos are flexible and offer employees the ability to learn when convenient.

### Live

Oftentimes, leadership needs to communicate with employees en masse through professional broadcasting tools. Utilize webcasting to broadcast your town halls to every employee, wherever they may be, at any scale. Not all big announcements require more than a computer, so tools like lecture capture are super easy for the CEO to reach everyone with a simple click of the button.

Ideally, an organization's video portal is the hub of everything video, from delivering real-time instruction in virtual classrooms, broadcasting town halls, managing and distributing video securely at scale, and creating and authoring video for on-demand instruction. Unified systems make it easier and more secure for managing technology and company assets.

**Let's take a closer look at how you can incorporate these delivery methods in your hybrid learning strategy to ensure positive training outcomes.**



# 01. Real-Time Virtual Instructor-Led Training with Virtual Classrooms

As those of us in the virtual classroom space like to say, “There’s no time, like real-time.” That’s true. It’s also important to understand situationally when real-time sessions make sense and when learning is better served as asynchronous video or recorded seminars for independent study.

Before we do, let’s first unpack what a virtual classroom is and how it’s different than your standard video conferencing

system. Unlike video conferencing tools, virtual classrooms are purpose-built for learning, offering specific tools that make training and learning more effective.

The effectiveness of virtual classrooms over video conferencing can be mapped through their unique sets of features that focus on delivering highly engaging experiences. Increased engagement improves knowledge retention and overall performance.

	Virtual Classroom	Video Conferencing
<b>Persistent Room</b> Ability to set the room up and build off of recurring experiences.	✓	✗
<b>Content Management System + In-Room Video Playlists</b>	✓	✗
<b>Real-Time Quizzing and Polling</b>	✓	✗
<b>Collaborative Notes</b>	✓	✗
<b>External Media Integration</b> e.g. YouTube, Kaltura	✓	✗
<b>Synchronous Video and Audio File Playback</b>	✓	✗
<b>Instructor Led Breakouts</b> Set permissions and content.	✓	✗
<b>Engagement Scores &amp; Performance Tracking</b> e.g. focus, attentiveness, participation, speaking time, reactions, pop-ups, exit tickets	✓	✗
<b>Indexed Recordings</b> e.g. content/participant tracking	✓	✗
<b>Deep LMS Integration</b> e.g. LTI, SSO, preset content, data extraction, insights from interactions	✓	✗

Facilitators can leverage virtual classroom tools to deliver an interactive session that encourages active learner participation. After all, when we've gone through the effort of bringing a diverse cohort of learners together from different locations and time zones it is important to make the most of it.

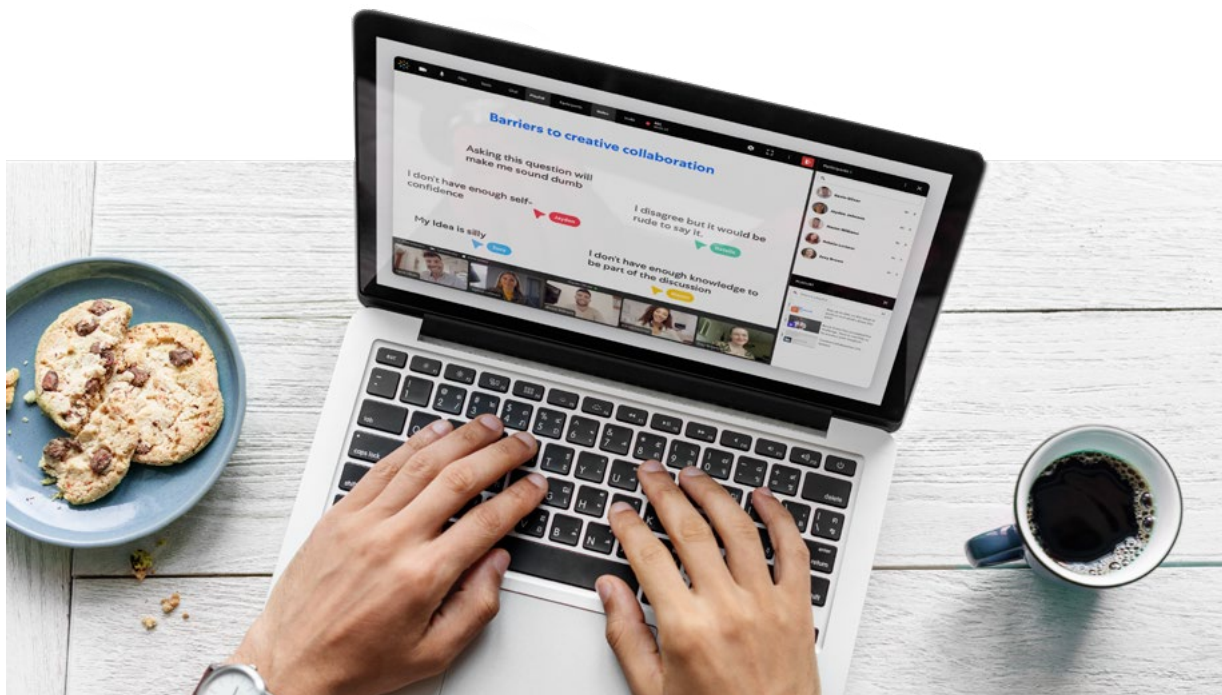
The unique experience of being in a face-to-face session is the ability to ask questions and participate. Learners can contribute to the conversation through voice and video or through text chat like a room chat, Q&A, and even 1:1 chats. Facilitators can utilize tools like live quizzing for real-time assessment or polling to gauge learner feedback.

Video as teaching material is also an important asset. Facilitators can run

through a presentation and seamlessly share a contextual video that reinforces the material. Videos can be used to analyze situations and encourage lively discussions which lead to brainstorming over a collaborative whiteboard.

Trainers can then split the virtual classroom into breakout rooms with directed activities. They can even broadcast files into those rooms with set permissions to provide directed activities.

Importantly all these interactions can feed back into a data repository that provides insights into the success of these learning activities. Recording the live sessions gives an opportunity to leverage an incredibly valuable asset for on-demand instruction and review.





## 02. On-Demand Content: Recording, Video Management, and Distribution

Recording your real-time sessions is a great way to build a library of valuable training assets to reinforce key learning objectives. Perhaps all employees were required to attend a recent sales kickoff, but some were not able to join due to other conflicts. Sharing the recording is a perfect way for them to catch up.

How are you distributing these recordings? Where are they being saved? These are important questions to consider. Recordings, like all secure video content, need to be housed in one place under one coherent security and management policy.

More and more companies today are leveraging video across their organization. Remember, 98% of companies plan on leveraging video in their learning strategies. Videos can be internal training sessions, recorded town halls, product deep dives, case studies, marketing assets, etc. In short, videos are companies' intellectual property. As such, they must be centrally managed with enterprise-grade software. These content management platforms need to be secure and provide ways to distribute content across an entire organization efficiently.

Access to your organization's video library can be managed through SSO authentication that applies your organization's stringent access and security requirements. Once inside the video portal, employees need to be able to find relevant video content easily. It is critical then that all video assets are indexed properly.

### Your corporate video hub or portal needs to fulfill these key requirements:

- **Centralized video content repository.** All videos must be managed easily from one central place that provides opportunities for employees to access the videos they need.
- **Video organization.** Videos to be organized in a meaningful manner into channels, playlists and galleries that float key video content to the top.
- **Searchable and discoverable.** All videos can be indexed, and there are capabilities for metadata schemes, tags, and in-video search.
- **Collaboration.** Videos are not just passive experiences, they can be collaborative with social engagement like commenting, likes and shares.
- **Secure.** Video content must be secure with enterprise-grade, standards-compliant video security and fine-grain access control.
- **Comply with accessibility standards.** Videos must have captions, support screen readers, and provide every employee equal access.
- **Data.** Rich data sets provide invaluable insights into everything around video such as who watched what, for how long, and from where.
- **Integrated.** Robust APIs provide seamless access through your identity provider, ensuring that access controls are consistent throughout your company.

These video hubs are a center of knowledge and collaboration for internal purposes. Once your videos are centrally managed, you can utilize them for live/real-time sessions or asynchronous independent learning. Additionally, they can be leveraged for public-facing content.

Videos can be produced by your content teams and uploaded directly to the video hub for distribution. Video management spaces also provide ways to enable trainers and employees to create their own videos and share them for internal knowledge sharing.

## Capture and Share

Capture tools provide employees with the ability to record their screens and make videos with their webcams. Facilitators, for example, can use capture tools to record training for on-demand viewing. Capture tools can be used for topics such as product deep dives, sales training, and employee onboarding.

More advanced capture tools can automatically divide recordings into chapters by presentation slides as well as even index slide text. The completed videos are automatically stored in the company video portal and captioned using machine captioning. This all adds to discoverability. When an employee wants to search for how to add a proposal in the CRM, for instance, then they can utilize search to find every video in your video portal that covers that topic from name, metadata, slide content and transcripts.

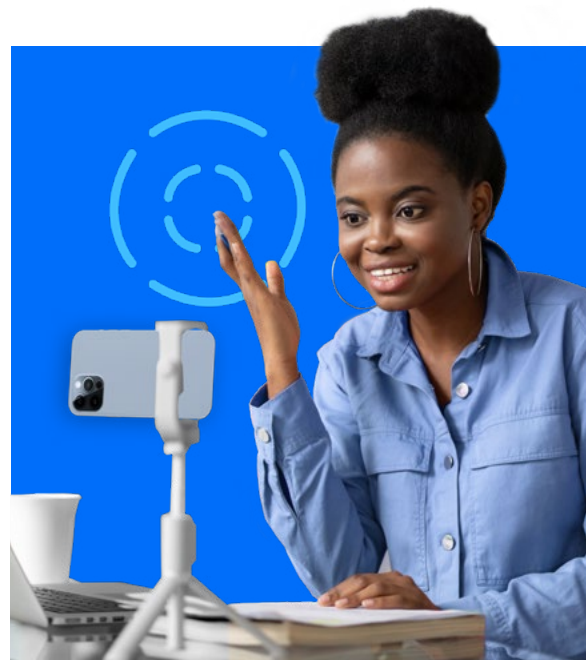
## Interactive Video

On-demand video is traditionally a passive viewing experience. When training employees, it's important to ensure that employees understand the material presented. Video portals provide data on

who watched what and when. But, videos can become active learning tools, too.

Providing opportunities for employees to engage with on-demand content creates a lean-forward, active learning experience. Video quizzes provide assessment opportunities throughout the video. As a video plays through, specific cue points display questions for employees to respond to. This ensures that employees are watching the video content and understand the material.

Employees can get quite creative with video utilizing advanced features like video paths. Video paths are like “choose your own adventure stories” where a video plays a scenario and prompts the viewer to choose the path to take. These branching scenarios are great learning opportunities that provide employees the ability to showcase their creativity and deliver value to learners across the company.



## Email Video Messages

Video messages are another way to leverage video in your operations. Think of how your trainers are sharing session recordings today. Typically, they are sending a follow-up email that gets lost in the fold with links to watch a video through yet another technology platform. The employee must read the email, copy some links, sign into another portal, and watch a singular video. All the while the trainer doesn't get any feedback on whether anyone has opened the email let alone watched the recording.

Email video messages streamline that process. Video messages – like all videos – are more effective at grabbing your learners' attention. Learners can then

watch the recorded training. Trainers can leverage all the media libraries, editing, and capture tools from across the video platform, to create and share your content smoothly with all learners by adding playlists to the video message. The email video message can also include attachments to share the various presentation assets that were reviewed in the virtual classroom or remote training.

Trainers also gain valuable insights by tracking who's watching and when and how viewers interact with the video message with real-time alerts. This information can inform next steps for reinforcement or better understand why some learners are succeeding while others may not.





## 03. All Hands, Town Halls, and Live Audiences

When leadership needs to make an announcement on quarterly successes or legal needs to update everyone on new policies, how are they reaching out to your thousands of employees?

Live broadcasting to all employees can set the stage for the next steps. Leadership can make critical announcements about new compliance requirements and inform employees what they can expect and what steps they need to take such as viewing a published on-demand video course or attending virtual training sessions for deep dives.

Whether these all hands are professionally polished or off-the-cuff, broadcasters need an easy tool to distribute live feeds at scale that provide employees the ability to ask questions and be heard.

- **Scale.** Webcasting solutions need to reach audiences of any size, whether it be hundreds or 10K+.
- **Reach viewers anywhere.** Adaptive bitrates to maximize best experience for each viewer.
- **Analytics.** Quality of service monitoring, attendance and registration tracking.
- **Simu-live.** Take the “risk” out of doing it live and record your sessions ahead of time. You can then broadcast them as live at the scheduled time.
- **DVR.** Latecomers can rewind to see what they missed or comeback later to watch recorded webcasts on-demand.

The unified, 360 video technology approach for high-powered webcasts ensures a seamless experience for broadcasters and employees alike. If the webcast requires a panelist of remote speakers to present, then they can join through a virtual classroom for real-time discussions. They can even leverage all of your video libraries to share rich video content. To reach all employees, they simply click a broadcast button to simulcast the virtual classroom as a singular RTMP feed to tens of thousands of employees.

Employees can view the feed live, rewind it some to hear that one point they missed, or even watch it later. Leadership and trainers can even send email video messages with the recording of the session along with contextual video content as follow-up.

Each method of delivering video works together to amplify their effectiveness and deliver a more powerful, all in one approach, that is flexible by design and meets the learner where they are.



# Conclusion

**Though many workers and employers may still prefer returning to the office, 2020 & 2021 certainly made it clear that remote work can be as efficient and even more productive. Before 2020, over 43% of employees already reported working remotely at least some of the time. Today, 78% of employees say flexible schedules and telecommuting is the most effective non-monetary way to increase employee retention.**

Flexibility is a key to employee retention and happiness. That is why we are hearing more and more about flexibility in all things work including learning and development strategies. Hybrid learning provides the flexibility to train as we always have in face-to-face training— in-person or online. It accounts for those that do better completing projects independently as well as those that benefit from collaboration.

Hybrid learning is less about conforming to specific methods of delivery and more about focusing on learner outcomes. In other words, it's results oriented. As educators, our goal is to educate a geographically, culturally and professionally diverse workforce. What works for one cohort of learners cannot be said to work with another. However, we do know that video is at the heart of it all.

Virtual classrooms make it possible for remote workers to get face-to-face time with their peers and colleagues,

to engage and collaborate with one another as if they were in the same classroom. On-demand video makes it possible to share knowledge for anytime learning so employees from all over the world never need to wait for the other side to wake up.

Incorporating all methods of video into your hybrid learning strategy (a 360-degree hybrid learning approach) future-proofs your learning and development programs. It ensures that your training team can meet the learner where they are.



# About Kaltura

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Kaltura's mission is to power any video experience for any organization. Our Video Experience Cloud offers live, real-time, and on-demand video products for enterprises of all industries, as well as specialized industry solutions, currently for educational institutions and for media and telecom companies. Underlying our products and solutions is a broad set of Media Services that are also used by other cloud platforms and companies to power video experiences and workflows for their own products. Kaltura's Video Experience Cloud is used by leading brands reaching millions of users, at home, at school and at work, for communication, collaboration, training, marketing, sales, customer care, teaching, learning, and entertainment experiences.



## Ready to get started?

Today's workers need hybrid learning solutions. If you are looking for a platform that can deliver engaging, collaborative training from anywhere, on any device, learn more about Kaltura Video Experience Cloud.

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