

## Content Curation

Years ago, clients would ask us to utilize their raw data and conduct subject matter expert (SME) interviews to create learning resources that could fill gaps in their learning ecosystem. While we still receive these kinds of requests, clients' needs around curating content more often look like this:

- *We have so many documents, and keeping them organized and updated is our biggest challenge.*
- *Our problem is not that we don't have training interventions, it's that we have too many and people are confused.*
- *We want content that is specific to our needs. The off-the-shelf products we use largely meet this need, but we need to close the loop to help our learners apply the knowledge to real world work situations, in real time.*
- *We don't have the time or resources to re-create everything, but we need help determining what content is more or less important, what is working well and what isn't, and advice about priorities and sequencing so that we can make the best use of what we already possess.*

### What Can Curation Achieve?

PMG Learning's approach to content curation begins with inventorying, qualifying and assessing a client's existing materials, and it ends with a recommended plan for the client's ongoing, regular review of materials to confirm continued relevancy.

Often times, clients approach us with a learning challenge based on a common problem: they possess too much content. The answer to their challenge is really the essence of curation. We serve as advisors and editors by identifying documents, procedures and general information that are relevant to the job tasks and those that are no longer applicable. We also inform the client about gaps in important content that they don't realize exists. With the help of the client's SMEs, we then create new documentation to fill these content gaps. As a result, our client re-gains significant value from their previous learning investments while meeting their present-day needs. Their employees can now operate in a cleaner documentation environment that achieves steady progress through job task documentation.



### Our Approach to Curation

Our approach begins with asking key questions about client expectations and outcomes.

- Who is the audience that you are addressing?
- What are the applicable performance problems? How have they been determined?
- How will curation help address these problems? Are there other relevant issues to consider?
- How complete or current are your existing resources? If it isn't clear, what resource/team member would best have this answer at a detailed level?
- What logistical considerations (e.g., timing, location) are relevant for use of the curated content by learners?
- How might brainstorming be used to help innovate and ensure newly-curated content is adopted as expected by users?



## What Clients Can Expect

After careful consideration of these questions and PMG Learning's determination that a curation solution is applicable, we define a plan with specific, actionable details to:

- Identify content that is already in place and which remains relevant to the audience's job tasks.
- Review and recommend existing content (either off-the-shelf or existing learning resources), and create new, custom content as needed.
- Describe a specific strategy and model for making the content accessible to users, both technologically and logistically.
- Determine a look and feel design to "brand" all of the elements as part of a single solution.
- Recommend a schedule for the customer's regular review of existing materials to determine when updates may be necessary.

In some cases, the solution includes implementing a beta period where participants use the learning materials. This provides a final test of the solution that can help uncover access issues, identify gaps in resources and guide refinement of implementation plans to ensure overall usefulness of the materials. Any recommended changes that the beta suggests are incorporated into the curation effort prior to publishing the content site to the client's learning environment. We often recommend and facilitate an internal communication and change management effort, which may include engagement tools such as a gaming element to encourage usage.

## Additional Considerations

PMG Learning also recommends (and can assist in crafting) brief user surveys to help gauge the perceived value of the solution and to confirm the relationship between use of the curated content to work flow or job function. We recommend that once the effort has been successfully launched and is self-sustaining, clients set a timeframe and assign resources to review, maintain and update the curated content over time.

Even when not actively employed by a client for a content curation event, we keep content curation in mind as we engage in other learning efforts. For example, content curation can occur when an eLearning development effort uncovers a large amount of supporting materials (e.g., documents, PowerPoint presentations and videos). In these situations, PMG Learning verifies the applicability of the content and determines whether to include it as part of a custom-developed learning solution or organize it on a separate site within the client's network. Once this is determined, we establish guidelines with the client for which materials are to be uploaded and managed in the transition of the content to the new location. This type of curation is usually a smaller effort – essentially augmenting the larger learning initiative – but which provides a solid reference for eLearning and also creates an additional free-standing resource for self-directed, asynchronous learning.

In conclusion, curation opportunities come in all shapes and sizes. Our goal at PMG Learning is to continuously maintain focus on learners and their needs, to ensure they have the right information they need, at the right time, to be used in the right circumstance.