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WORLD INTELLECTUAL PROPERTY ORGANIZATION

Use of IT Tools for Administration of DL Courses

Geneva
April 27, 2011

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Course Administration / IT Tools

WIPO Academy DL Course Administration Methods

- sharing 10 years of experience

Learning Management Systems (LMS)

Objectives

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- Your objectives?
  - Facilitate the administration…
  - Communication tools…
  - Customization…
  - Different topology / Model (hosted, self-maintained, …)…
  - Accessibility…
  - Social tools included in an LMS (Wiki, Forum, …)…
  - Administration hints…
  - How to start…
  - Major challenges…

Objectives

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- Appreciation for the full cycle of course administration
- How IT tools can facilitate course administration
- How IT tools can bridge the distance gap

IT Tools for Administration of DL Courses

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- Presentation Overview
  - Objectives
  - Terminology: LMS, VLE, WVLE
  - WeLC Overview
  - Learners service expectations
  - Administration challenges
  - Course administration lifecycle
  - Choosing appropriate solution
  - Technical concerns
  - WeLC quick demo
  - Conclusion and Discussion
  - References & further information

Terminology: LMS, VLE, WVLE

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- LMS
  - A **learning management system** (commonly abbreviated as **LMS**) is a software application for the administration, documentation, tracking, and reporting of training programs, classroom and online events, e-learning programs, and training content
- VLE
  - A **virtual learning environment (VLE)** is a system designed to support teaching and learning in an educational setting
- WVLE / WeLC

WeLC Overview

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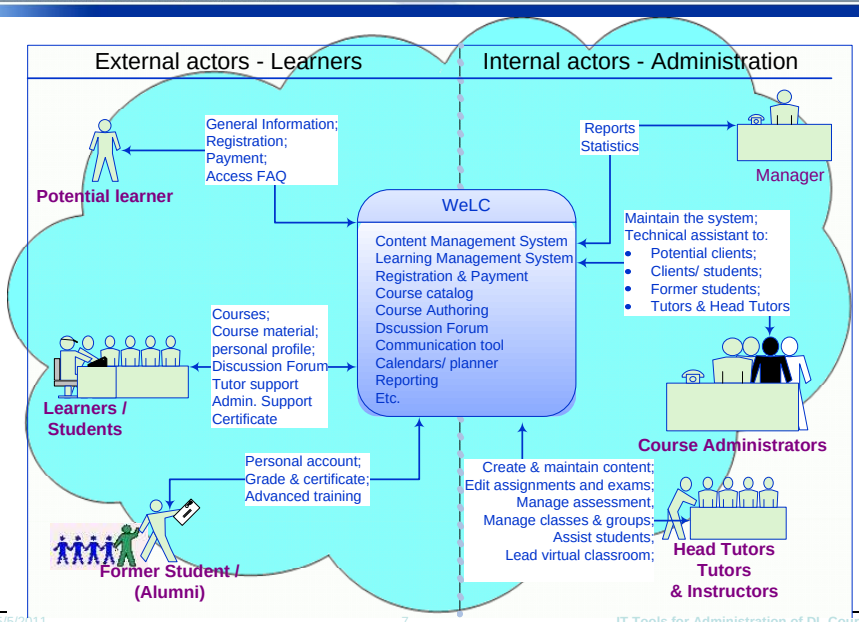

Learners service expectations

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- What do our learners expect from us in terms of service?
  - Apply for access to a course
  - Course opens on time
  - Materials are available 24/7 and are correct
  - Some interaction with fellow students (social tools)
  - Questions are answered within 24-48 hours
    - By course administrator
    - By tutor
  - Certificate, transcript is available
  - Means to provide feedback

Administration Challenges

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- *"Quality in a service or product is not what you put into it. It is what the client or customer gets out of it."*
  PETER DRUCKER

- *"If you make customers unhappy in the physical world, they might each tell 6 friends. If you make customers unhappy on the Internet, they can each tell 6,000 friends."*
  JEFF BEZOS

- *"Customer service is not a department, it's an attitude!"*

Administration Challenges

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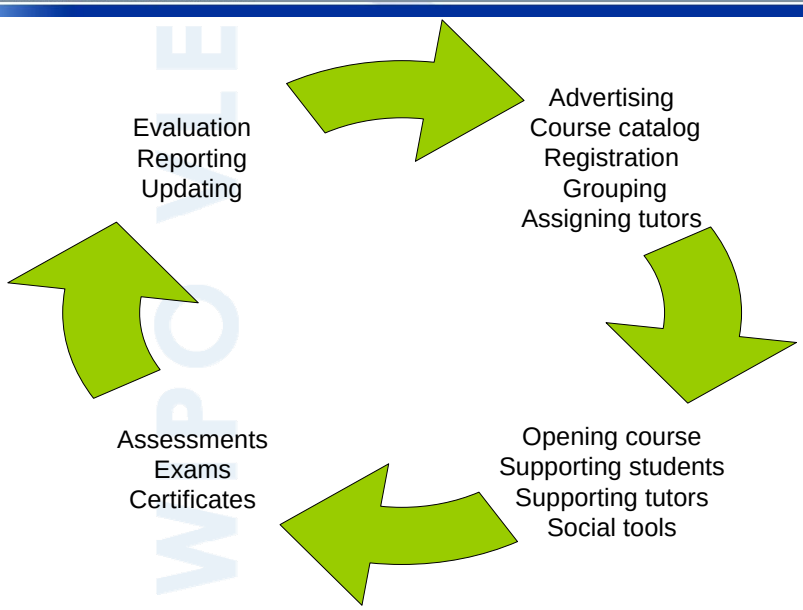
- Quality of service is key
  - Point of contact (website, email address)
  - Well trained, well organized course administrators
  - Procedural manual, model emails
  - Goals: high completion rate, satisfied customers, more filings/applications

- Phases of administration (« Role playing exercise »)

Course administration lifecycle



Before start of course (registration phase)

- Advertise the course via course catalog (web page)
- Answer students' questions
  - Syllabus
  - Cost
  - Pre-requisites
- Enable students to apply for a course
- Acknowledge / confirm registration
- Check class sizes
  - Divide into virtual classes (groupings)
  - Assign tutors to classes

Course in progress

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- Answer admin/technical questions
  - Busiest periods:
    - week 1 of course
    - weeks leading upto exam
- Motivate students (milestone emails)
- Monitor social tools
- Ensure content is correct (minor updates)
- Ensure assessments and exams (calendar)
  - Milestone emails very important here
- Ensure exam grades are accessible

Course completed

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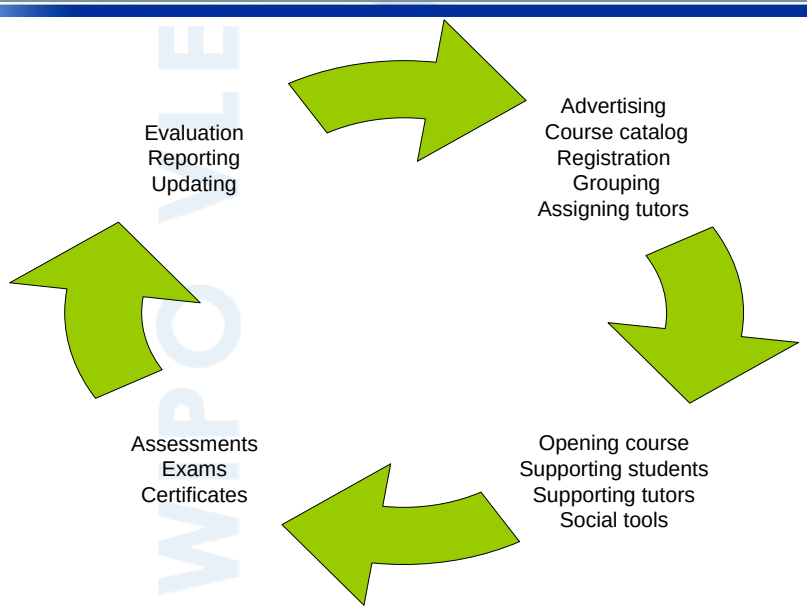
- Issue certificates (manual / online)
- Receive feedback:
  - Student evaluation questionnaire
  - Tutor feedback questionnaire
  - Course administration statistics
- Report to management
- Update course content if necessary
- Amend procedural manual, milestone messages

Course administration cycle



Choosing appropriate solution

- WeLC - Business Benefits
  - Reduced on-going support costs → Automated tasks
  - Human intervention reduced
  - Improved quality of services
  - Efficiency gains by integrating different modules of the solution
  - Streamline and facilitate the creation of course content
  - Improved security
  - Improvement look & feel and usability of the system
  - Enabled multilingual handling including non-Latin characters

Choosing appropriate solution

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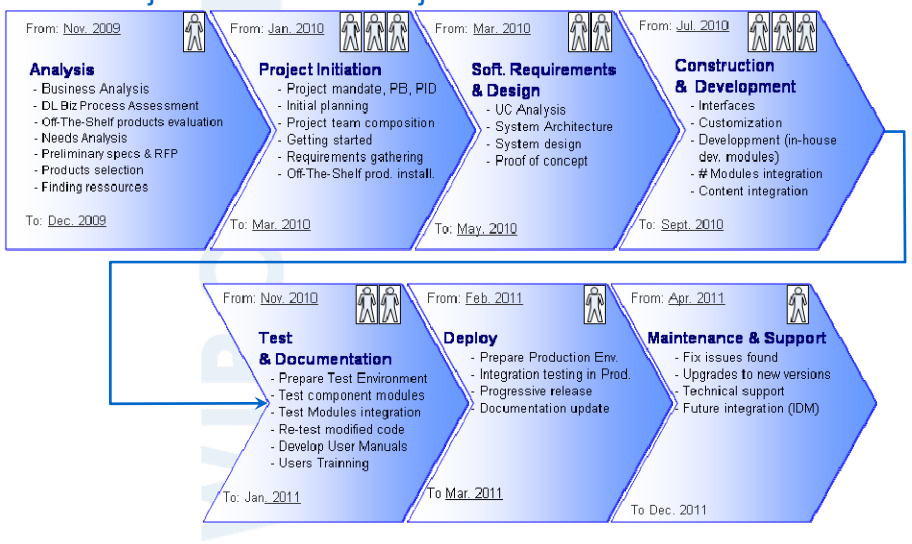
WeLC Project Overview - Project Plan & Timelines



WeLC Quick overview

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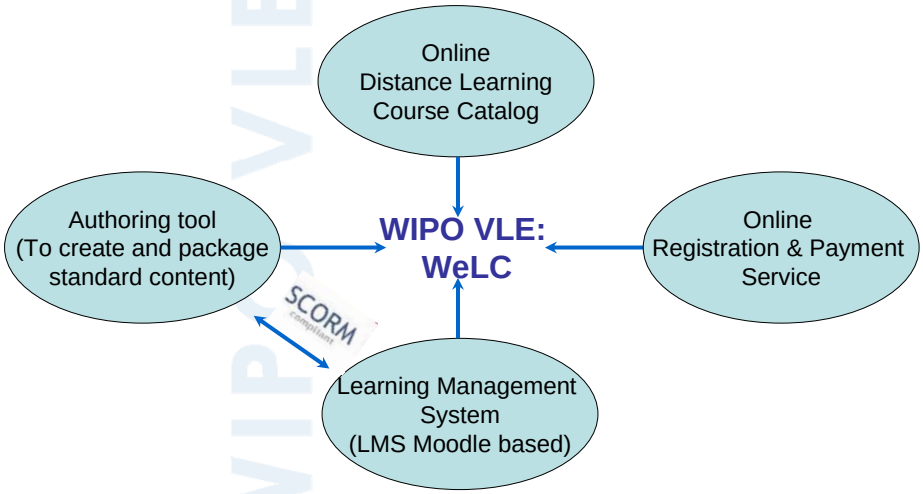

Technical concerns

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➢ Security	→Standards compliancy
➢ Usability	→Web 2.0 Standard
➢ Accessibility	→Disabled users, Old PCs, …
➢ Look and feel	→Standards & Corporate image
➢ Maintainability	→Software Standards compliancy
➢ Portability	→Standards: SCORM compliancy
➢ Responsiveness	→Architecture, Network, DB, GUI
➢ Internationalization	→All required languages enabled
➢ Flexibility	→…
➢ Interoperability	→Systems to work together (inter-operate)
➢ …	

WeLC quick demo

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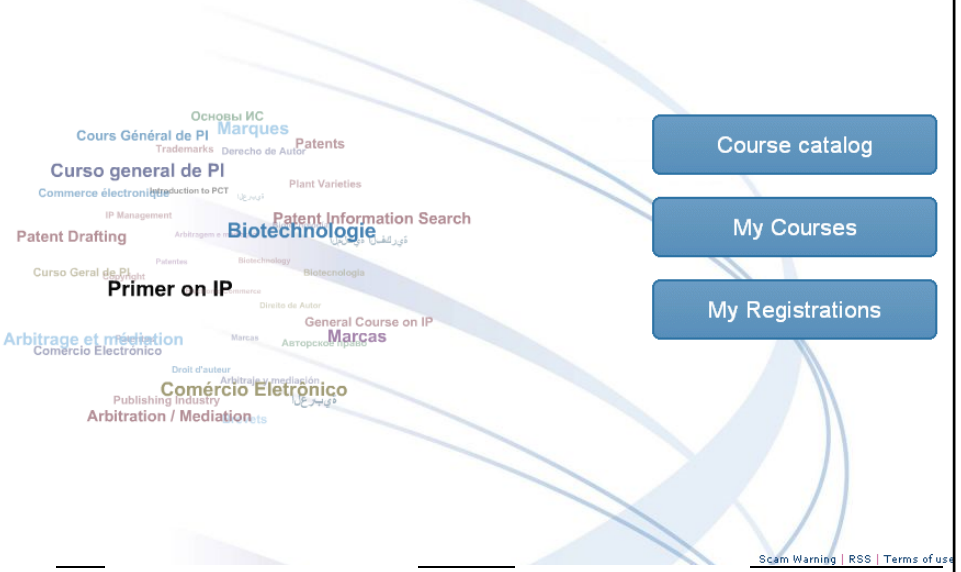

WIPO WeLC quick demo

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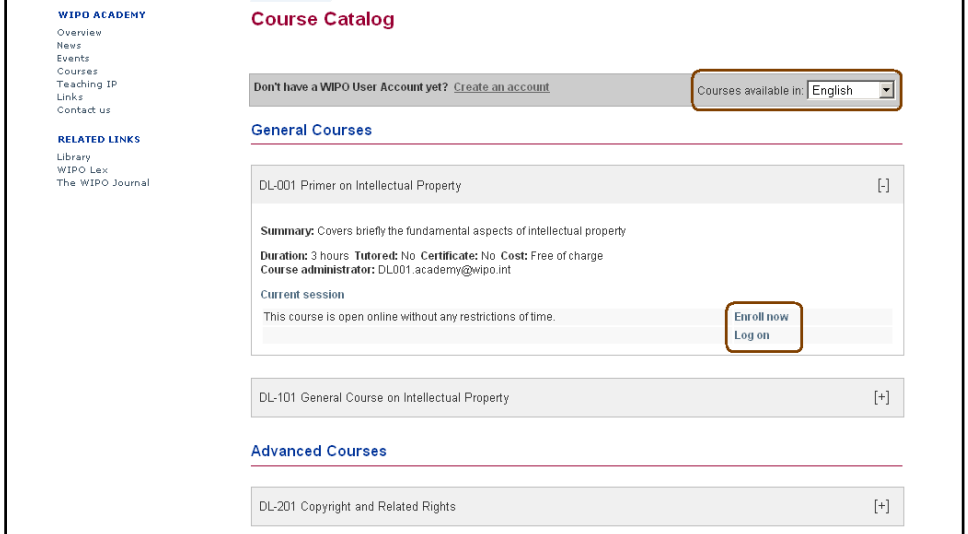
Course Catalog



WIPO WeLC quick demo

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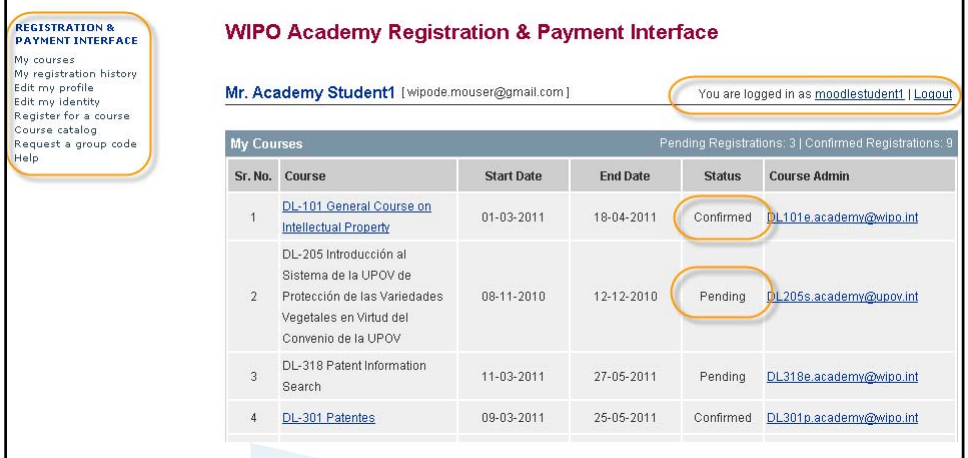
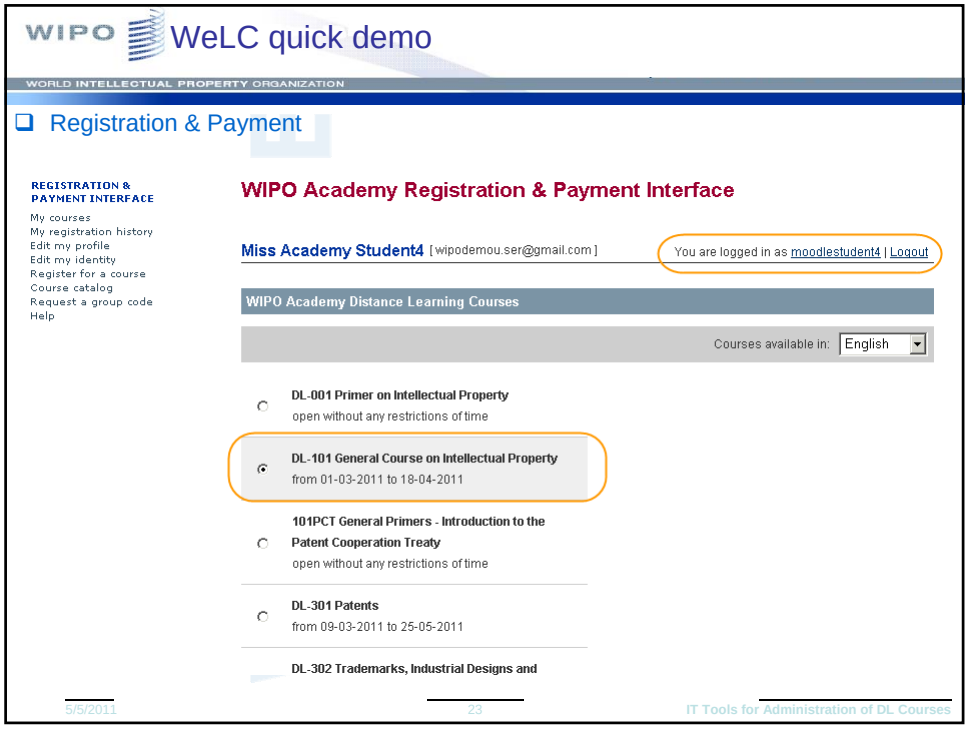
Registration & Payment

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WeLC quick demo
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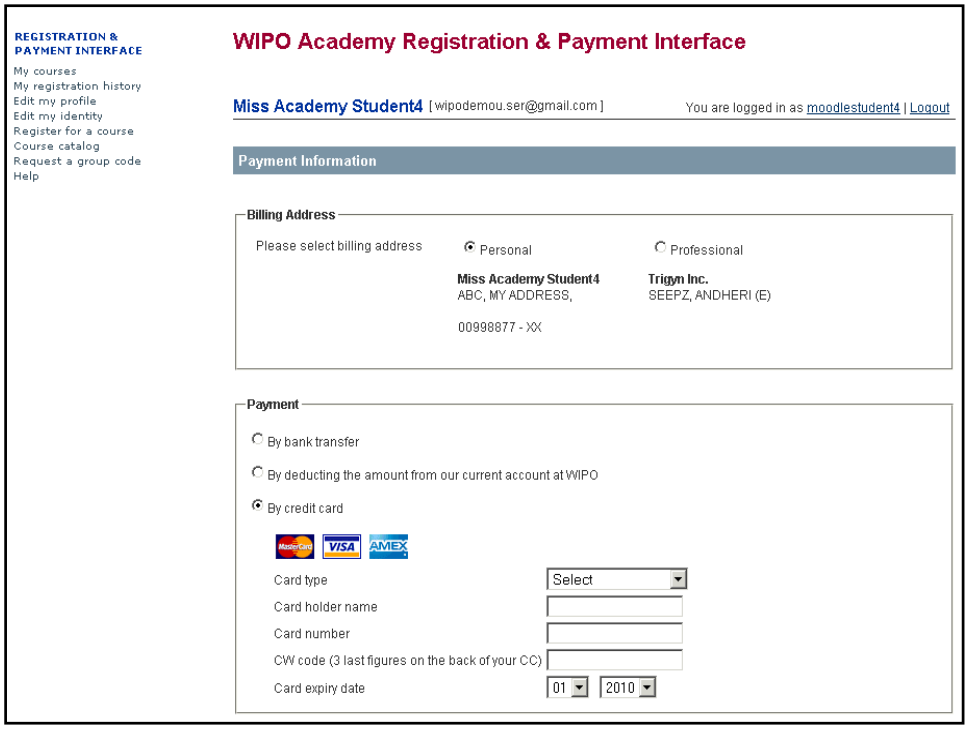
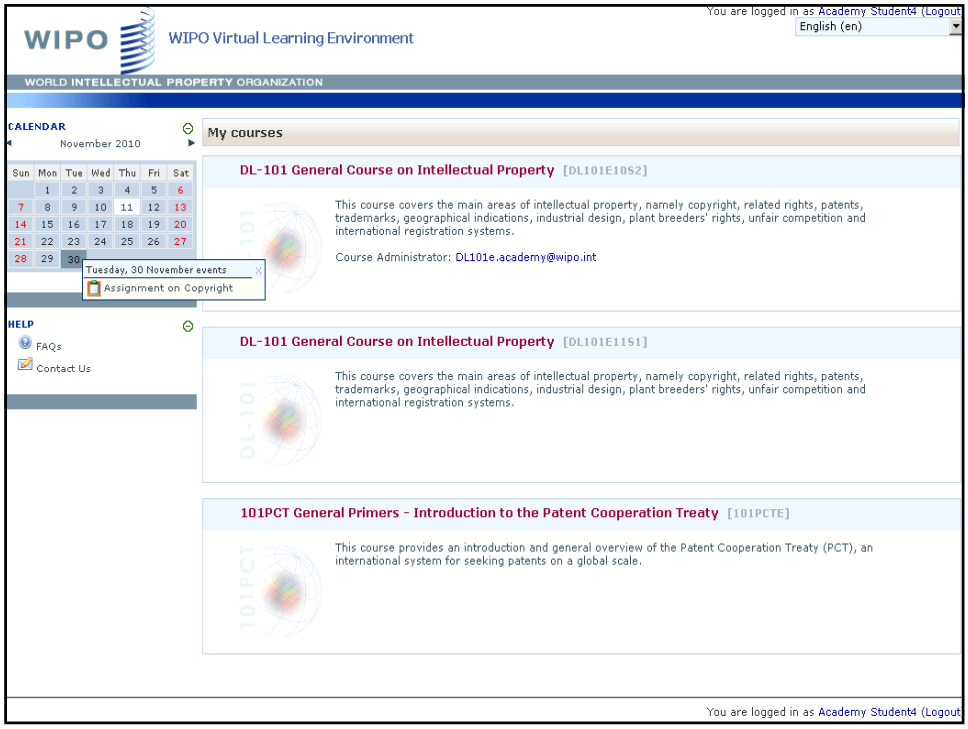
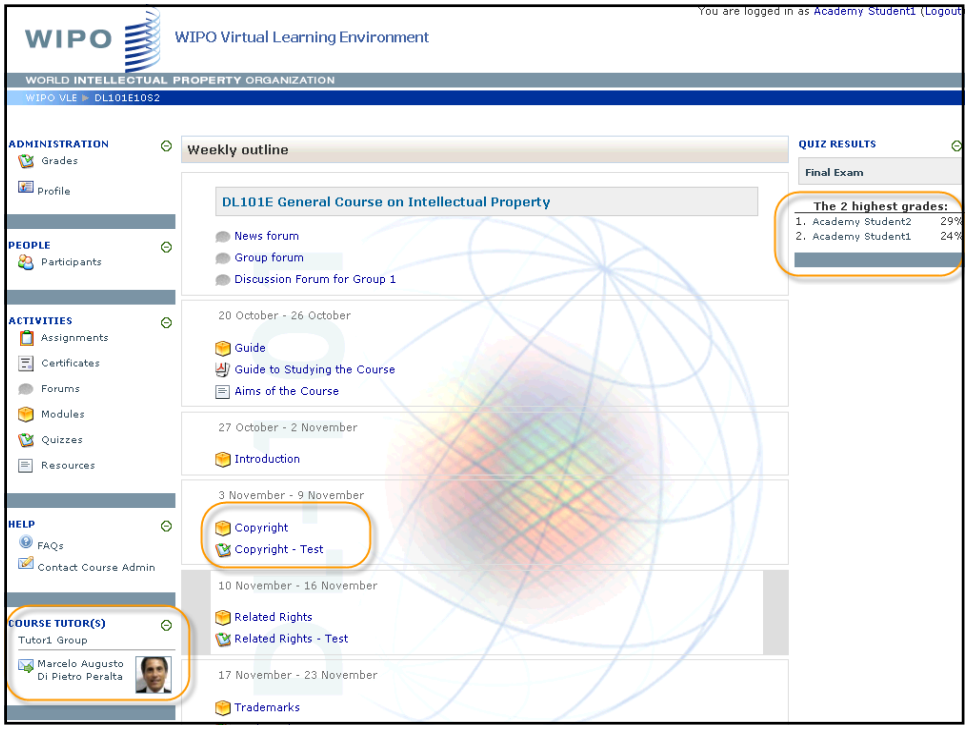
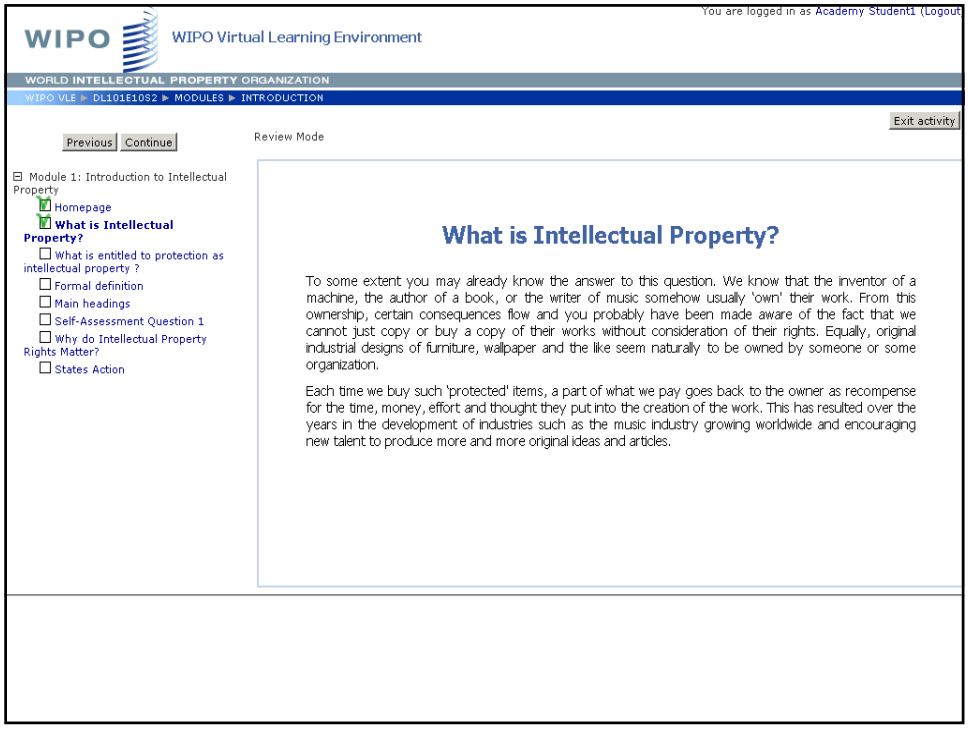
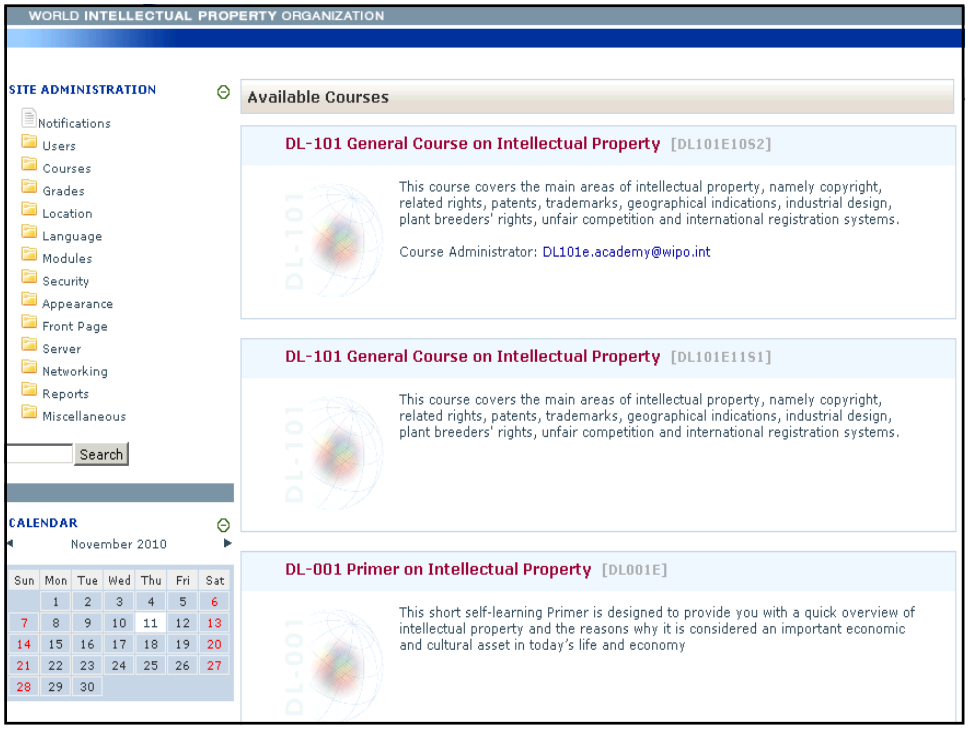
Registration & Payment
REGISTRATION & PAYMENT INTERFACE
My courses
My registration history
Edit my profile
Edit my identity
Register for a course
Course catalog
Request a group code
Help
WIPO Academy Registration & Payment Interface
Miss Academy Student4 [wipodemou.ser@gmail.com]
You are logged in as moodlestudent4 | Logout
WIPO Academy Distance Learning Courses
Courses available in: English
DL-001 Primer on Intellectual Property
open without any restrictions of time
DL-101 General Course on Intellectual Property
from 01-03-2011 to 18-04-2011
101PCT General Primers - Introduction to the Patent Cooperation Treaty
open without any restrictions of time
DL-301 Patents
from 09-03-2011 to 25-05-2011
DL-302 Trademarks, Industrial Designs and
5/5/2011
23
IT Tools for Administration of DL Courses


REGISTRATION & PAYMENT INTERFACE
My courses
My registration history
Edit my profile
Edit my identity
Register for a course
Course catalog
Request a group code
Help
WIPO Academy Registration & Payment Interface
Miss Academy Student4 [wipodemou.ser@gmail.com]
You are logged in as moodlestudent4 | Logout
Payment Information
Billing Address
Please select billing address
Personal
Professional
Miss Academy Student4
ABC, MY ADDRESS,
00998877 - XX
Trigyn Inc.
SEEPZ, ANDHERI (E)
Payment
By bank transfer
By deducting the amount from our current account at WIPO
By credit card
Card type
Select
Card holder name
Card number
CW code (3 last figures on the back of your CC)
Card expiry date
01
2010


WIPO
WIPO Virtual Learning Environment
WORLD INTELLECTUAL PROPERTY ORGANIZATION
You are logged in as Academy Student4 (Logout
English (en)
CALENDAR
November 2010
Sun Mon Tue Wed Thu Fri Sat
Tuesday, 30 November events
Assignment on Copyright
HELP
FAQs
Contact Us
My courses
DL-101 General Course on Intellectual Property [DL101E10S2]
This course covers the main areas of intellectual property, namely copyright, related rights, patents, trademarks, geographical indications, industrial design, plant breeders' rights, unfair competition and international registration systems.
Course Administrator: DL101e.academy@wipo.int
DL-101 General Course on Intellectual Property [DL101E11S1]
This course covers the main areas of intellectual property, namely copyright, related rights, patents, trademarks, geographical indications, industrial design, plant breeders' rights, unfair competition and international registration systems.
101PCT General Primers - Introduction to the Patent Cooperation Treaty [101PCTE]
This course provides an introduction and general overview of the Patent Cooperation Treaty (PCT), an international system for seeking patents on a global scale.
You are logged in as Academy Student4 (Logout


WIPO
WIPO Virtual Learning Environment
WORLD INTELLECTUAL PROPERTY ORGANIZATION
You are logged in as Academy Student1 (Logout
WIPO VLE ▶ DL101E10S2
ADMINISTRATION
Grades
Profile
PEOPLE
Participants
ACTIVITIES
Assignments
Certificates
Forums
Modules
Quizzes
Resources
HELP
FAQs
Contact Course Admin
COURSE TUTOR(S)
Tutor1 Group
Marcelo Augusto Di Pietro Peralta
Weekly outline
DL101E General Course on Intellectual Property
News forum
Group forum
Discussion Forum for Group 1
20 October - 26 October
Guide
Guide to Studying the Course
Aims of the Course
27 October - 2 November
Introduction
3 November - 9 November
Copyright
Copyright - Test
10 November - 16 November
Related Rights
Related Rights - Test
17 November - 23 November
Trademarks
QUIZ RESULTS
Final Exam
The 2 highest grades:
1. Academy Student2 29%
2. Academy Student1 24%


You are logged in as Academy Student1 (Logout
WIPO
WIPO Virtual Learning Environment
WORLD INTELLECTUAL PROPERTY ORGANIZATION
WIPO VLE ▶ DL101E10S2 ▶ MODULES ▶ INTRODUCTION
Exit activity
Previous
Continue
Review Mode
Module 1: Introduction to Intellectual Property
Homepage
What is Intellectual Property?
What is entitled to protection as intellectual property ?
Formal definition
Main headings
Self-Assessment Question 1
Why do Intellectual Property Rights Matter?
States Action
What is Intellectual Property?
To some extent you may already know the answer to this question. We know that the inventor of a machine, the author of a book, or the writer of music somehow usually 'own' their work. From this ownership, certain consequences flow and you probably have been made aware of the fact that we cannot just copy or buy a copy of their works without consideration of their rights. Equally, original industrial designs of furniture, wallpaper and the like seem naturally to be owned by someone or some organization.
Each time we buy such 'protected' items, a part of what we pay goes back to the owner as recompense for the time, money, effort and thought they put into the creation of the work. This has resulted over the years in the development of industries such as the music industry growing worldwide and encouraging new talent to produce more and more original ideas and articles.


WORLD INTELLECTUAL PROPERTY ORGANIZATION
SITE ADMINISTRATION
Notifications
Users
Courses
Grades
Location
Language
Modules
Security
Appearance
Front Page
Server
Networking
Reports
Miscellaneous
Search
CALENDAR
November 2010
Sun Mon Tue Wed Thu Fri Sat
1 2 3 4 5 6
7 8 9 10 11 12 13
14 15 16 17 18 19 20
21 22 23 24 25 26 27
28 29 30
Available Courses
DL-101 General Course on Intellectual Property [DL101E10S2]
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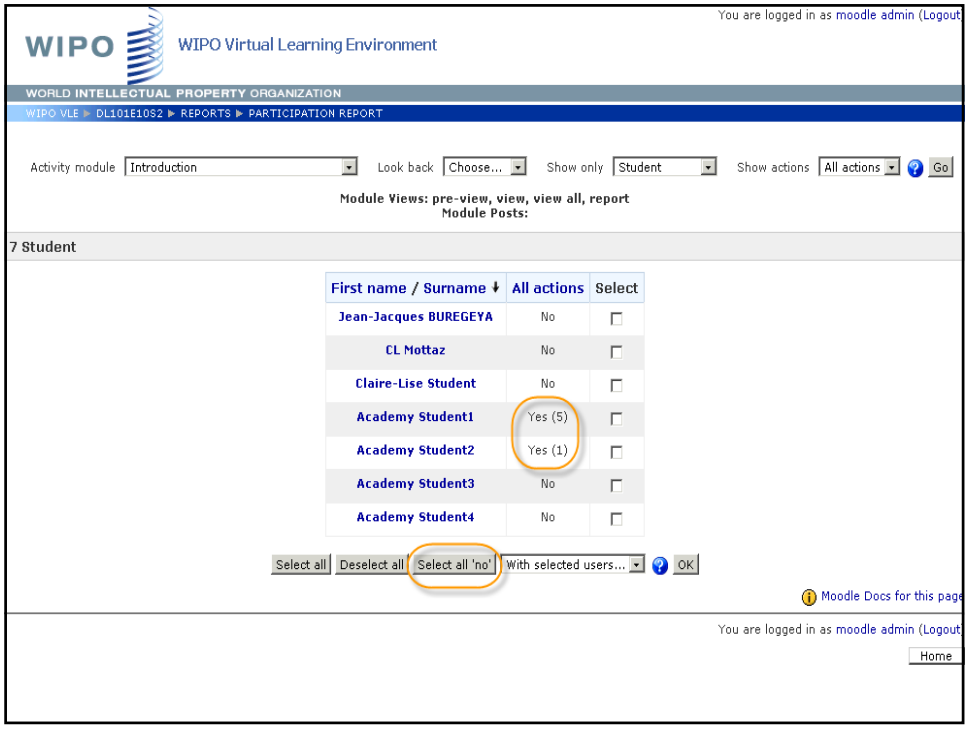
DL-001 Primer on Intellectual Property [DL001E]
This short self-learning Primer is designed to provide you with a quick overview of intellectual property and the reasons why it is considered an important economic and cultural asset in today's life and economy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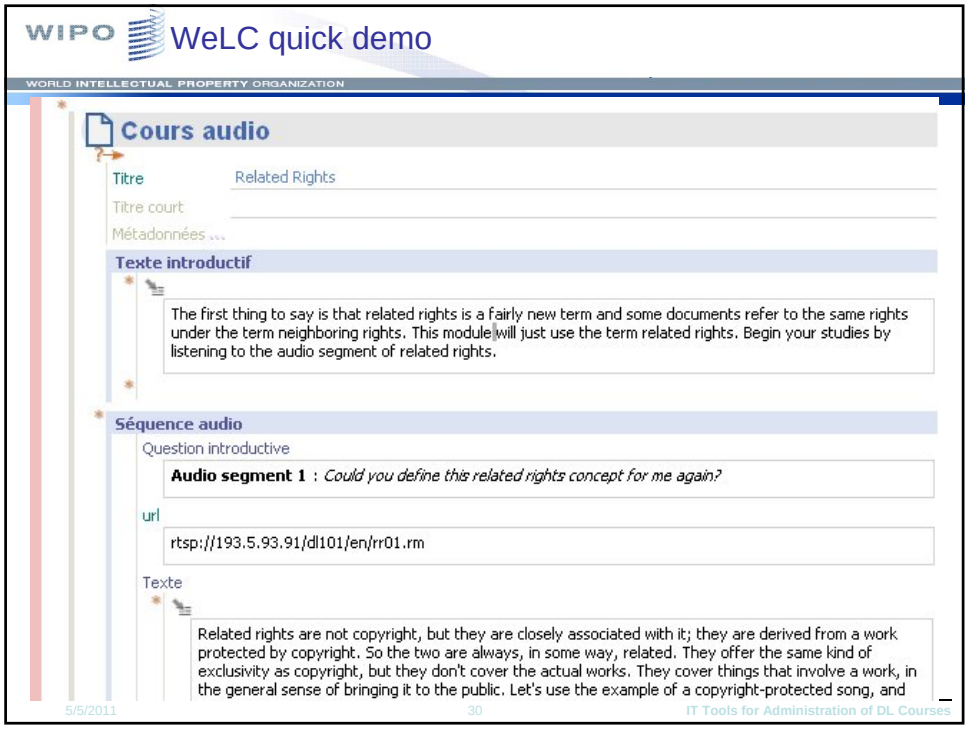
WIPO Virtual Learning Environment
WORLD INTELLECTUAL PROPERTY ORGANIZATION
WIPO VLE ▶ DL101E10S2 ▶ REPORTS ▶ PARTICIPATION REPORT
Activity module Introduction
Look back Choose...
Show only Student
Show actions All actions
Go
Module Views: pre-view, view, view all, report
Module Posts:
7 Student
First name / Surname
All actions
Select
Jean-Jacques BUREGEYA No
CL Mottaz No
Claire-Lise Student No
Academy Student1 Yes (5)
Academy Student2 Yes (1)
Academy Student3 No
Academy Student4 No
Select all
Deselect all
Select all 'no'
With selected users...
OK
Moodle Docs for this page
You are logged in as moodle admin (Logout)
Home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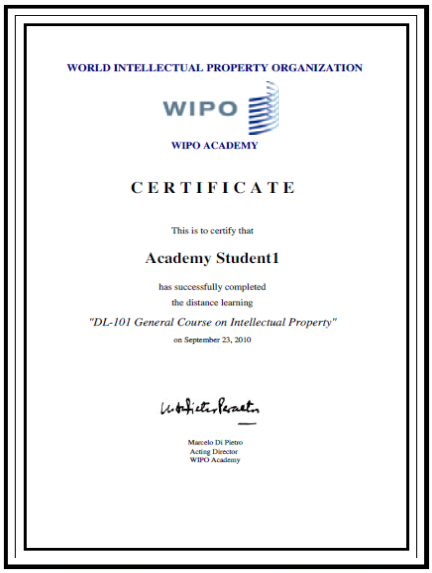
WeLC quick demo
WORLD INTELLECTUAL PROPERTY ORGANIZATION
Cours audio
Titre
Related Rights
Titre court
Métadonnées ...
Texte introductif
The first thing to say is that related rights is a fairly new term and some documents refer to the same rights under the term neighboring rights. This module will just use the term related rights. Begin your studies by listening to the audio segment of related rights.
Séquence audio
Question introductive
Audio segment 1 : Could you define this related rights concept for me again?
url
rtsp://193.5.93.91/dl101/en/rr01.rm
Texte
Related rights are not copyright, but they are closely associated with it; they are derived from a work protected by copyright. So the two are always, in some way, related. They offer the same kind of exclusivity as copyright, but they don't cover the actual works. They cover things that involve a work, in the general sense of bringing it to the public. Let's use the example of a copyright-protected song, and
5/5/2011
30
IT Tools for Administration of DL Courses

Conclusion and discussion



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WIPO ACADEMY

CERTIFICATE

This is to certify that

Academy Student1

has successfully completed
the distance learning
"DL-101 General Course on Intellectual Property"
on September 23, 2010

Marcelo Di Pietro
Acting Director
WIPO Academy

References

- WIPO eLearning Center
  - http://lms.wipo.int/
- Learning Management Systems
  - http://en.wikipedia.org/wiki/Learning_management_system
- Moodle
  - http://moodle.org/
  - http://docs.moodle.org/

Further information

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- Jean-Jacques Buregeya
  - Jean-Jacques.buregeya@wipo.int
- Caroline Storan
  - Caroline.storan@wipo.int