



Quality Learning Solutions, Bottom Line Results

At BlueStreak Learning ... we do whatever it takes to assure that eLearning becomes a vital source of non-dues revenue and membership growth for your association, now and in the years to come.

CORE SERVICES

- ▶ Instructional design and development services, including Rapid E-Learning development
- ▶ Converting classroom and print material into online courses
- ▶ Evaluation services, including course surveys, online testing and professional certification
- ▶ E-Learning strategy work to ensure your program meets business goals
- ▶ Learning technology selection including LMS/LCMS, Webinar platforms, and course authoring tools

EXPERIENCE

- ▶ Over 40 years combined industry experience
- ▶ Advanced degrees in Instructional Design and Technology

E-LEARNING SUCCESS FOR YOUR ORGANIZATION

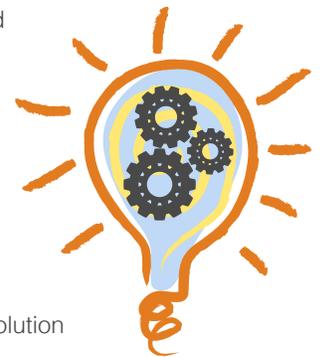
Associations are challenged as never before with the need to find new sources of non-dues revenue, retain and grow membership, and appeal to a younger generation. This can become critical when traditional revenue sources decline.

eLearning can be the key to building a vital membership and adding non-dues revenue. But, how do you know where to start? And, how can an organization find the time and resources to plan for eLearning when staff are dedicated to other urgent priorities?

The BlueStreak Learning Mission

BlueStreak Learning is dedicated to guiding associations toward success in eLearning. We can show you proven success stories from associations like yours that are using eLearning to drive membership growth and retention.

- ▶ A strategic plan that integrates your eLearning program with your classroom learning, with other membership programs, and with your association's member growth and retention objectives.
- ▶ Up-to-date knowledge of today's eLearning products and services to separate the wheat from the chaff and create a solution customized to your needs.
- ▶ A business model and financial projections with optimum pricing that assures a steady stream of non-dues revenue from eLearning.
- ▶ Marketing support to communicate the benefits of the eLearning program at all levels in your organization.
- ▶ An action plan that gets you off to a running start and guides you every step of the way.



BlueStreak Learning is Your eLearning Partner ... Every Step of the Way

BlueStreak Learning guides your organization toward success and works with you every step of the way:

1. **Planning** – Armed with industry research and decades of eLearning experience, BlueStreak Learning conducts research surveys, executive interviews and focus groups to support fact-based planning. We work with you to build a comprehensive eLearning Strategy that covers all six of the critical components for success. (Con't)

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2. **Implementation** – BlueStreak Learning collaborates with your staff at all levels to translate the plan into action.
3. **Gaining Buy-in** – BlueStreak Learning works with you from day one to assure that there is a good fit of your eLearning program with your live education and other member benefits. We're your advocate to win championship and buy-in from your organization's leaders, and among your membership.

Why BlueStreak Learning is Uniquely Qualified

We are eLearning experts with decades of experience developing and managing eLearning programs for associations and corporations. Our careers are all about success with technology-based learning. Our team members have masters degrees in Instructional Technology, and a variety of eLearning certifications, along with broad-based experience in eLearning curriculum design and implementation. This uniquely positions us to develop programs that offer continuing education credit and professional certification.



And there's one more important point... we only use technologies that comply with the eLearning industry standards (SCORM and AICC). If you're not familiar with them, we can tell you why following these standards is critical to your long-term success.

How We Work with You

Let's talk. BlueStreak Learning will structure a working relationship around your association and its needs.

- ▶ We'll do a free one-hour eLearning Strategy workshop for you and your management team. Call to schedule a session today.
- ▶ Ask us how your association can qualify for a revenue sharing agreement when you commit to developing a solid business plan.

Call Jennifer De Vries today at 630-842-1865 for an exploratory discussion with no obligation.

BlueStreak Learning is a proud member of these organizations:



Six Critical Elements of an E-Learning Strategy

A well-documented eLearning strategy is critical to successful programs. Make sure your strategic plan addresses each of these six essential elements:

1. **Organizational goals** – Determining, meeting and exceeding your association's objectives
2. **Technology** – Selecting standards-based eLearning technologies that will enable future growth
3. **Content** – Segmenting your target audiences and offering appropriate eLearning curriculum
4. **Support and Administration** – Establishing your procedures for registration, tracking, support and management
5. **Financial Analysis** – Ensuring cost-effectiveness and long-term sustainability and profitability
6. **Communication** – Spreading the word about your eLearning program and enticing participants to buy from you