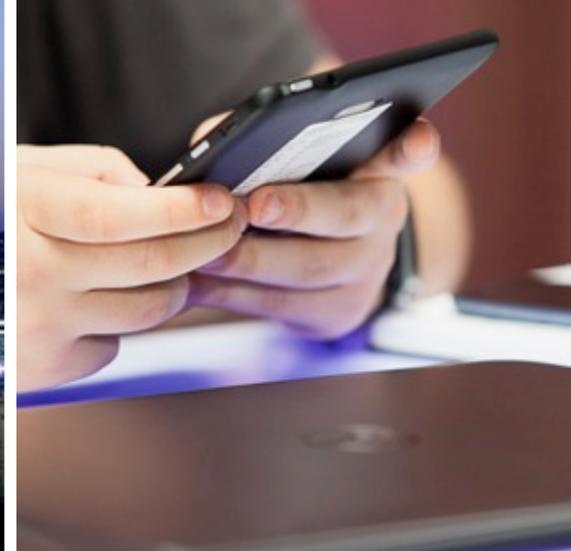


GOVDELIVERY 



**New Opportunities for Learning
in Citizen Experience**

FULL

IN THE

BLANK



OVERVIEW

3

TRENDS IN LEARNING AND CITIZEN EDUCATION

2

EMERGING EXAMPLES IN GOVERNMENT

1

ACTION YOU CAN TAKE TODAY

3 TRENDS IN LEARNING & CITIZEN EDUCATION



3 TRENDS IN LEARNING AND CITIZEN EDUCATION



Mobile, Micro Learning

- ✓ Everywhere Access
- ✓ Goldilocks Information
- ✓ Show Not Tell



Interactive Text Messaging

- ✓ Regular, Digital Learning Prompts
- ✓ Surveying, Quizzing, Real-Time Feedback
- ✓ Notifying and Reminding



Multi-Channel Communications

- ✓ Myth-Busting: “Build It, They’ll Come”
- ✓ Preferences in Receiving Information
- ✓ Communication *Is* Learning / Education

THE POWER OF COMMUNICATIONS + LEARNING

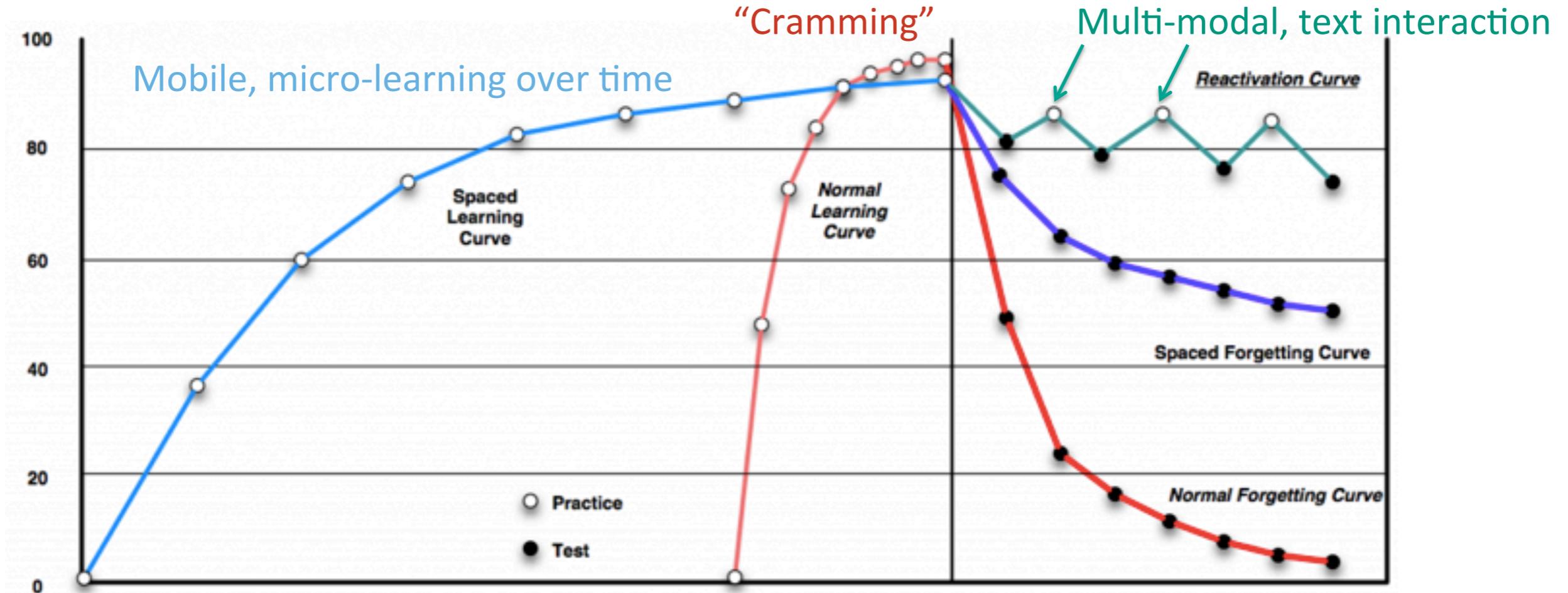


Figure 3: Spaced practice by Clark Quinn. Adapted from Will Thalheimer, 2006.

2 EMERGING EXAMPLES IN GOVERNMENT

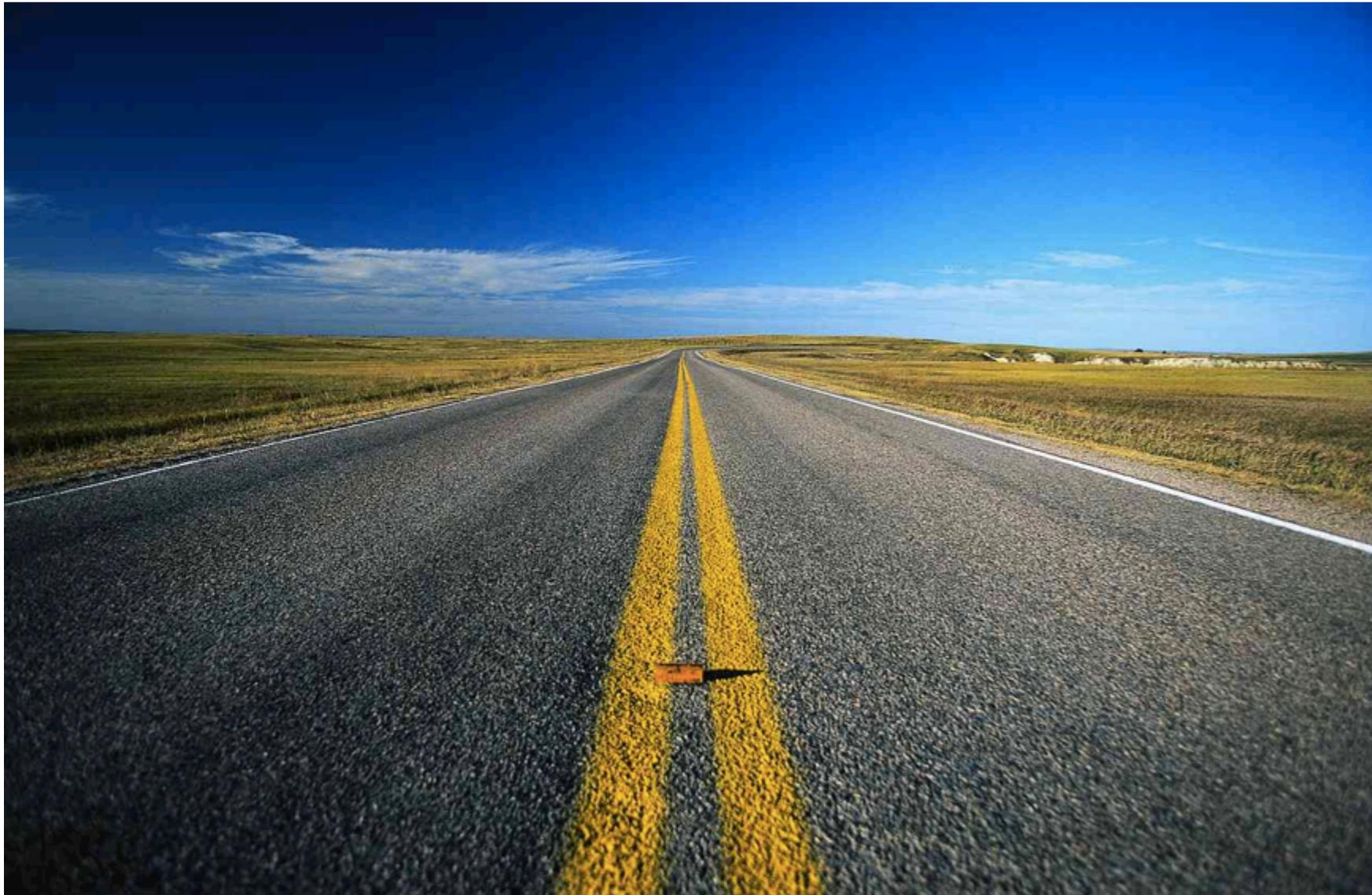


USE CASE: DHS BLUE CAMPAIGN (MOBILE)



- Reach internal DHS employees and external audience in specific industries
- Most of these people operate in mobile environments
- Must reach them with training anywhere they happen to be and on any device

USE CASE: FEDERAL HIGHWAY ADMINISTRATION



- Hosted a two-day virtual summit, including several hours of pre-session content
- Protected their investment by deploying a communications campaign to ensure, sign up, show up, completion and evaluation.

USE CASE: FEDERAL HIGHWAY ADMINISTRATION



12%

Open Rate Average

72%

Open Rate



17%

Click Through Rate

1.3%

CTR Average

As compared to similar government agencies not implementing a strategic digital campaign

66%

of invited attendees registered

**1 ACTION YOU CAN
TAKE TODAY**



PICK ONE AND APPLY IT TO YOUR CONTEXT



Mobile, Micro Learning

- ✓ Everywhere Access
- ✓ Goldilocks Information
- ✓ Show Not Tell



Interactive Text Messaging

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Multi-Channel Communications

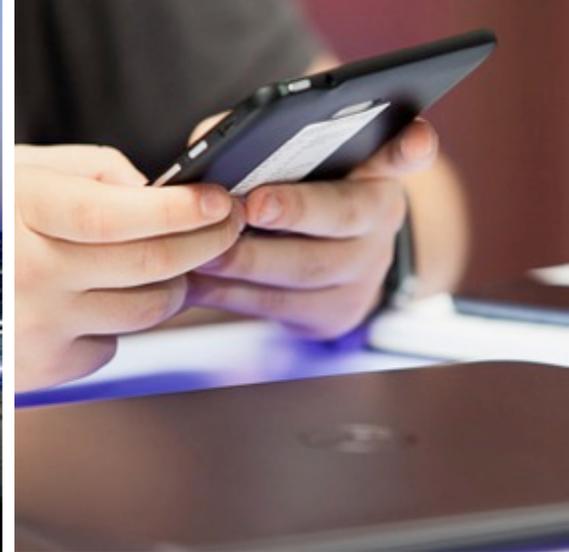
- ✓ Myth-Busting: “Build It, They’ll Come”
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FULL

IN THE

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GOVDELIVERY



**THANK YOU FOR
YOUR TIME**

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