

## **ec-tel06 Workshop**

### **“Blended-Learning: Towards the Best Mix for SMEs”**

Call for Papers  
1st October 2006  
Crete, Greece  
[www.up2uml.org/ectel06.html](http://www.up2uml.org/ectel06.html)

#### **Objective**

This workshop is being organized by the Up2UML project as part of the First European Conference on Technology Enhanced Learning (EC-TEL 2006). The objective of the workshop is to gather input, from practitioners, researchers and technology providers that help to outline more clearly success factors and prerequisites for successful blended learning courses in SMEs as well as working towards a definition for “blended learning”.

#### **Motivation**

Blended Learning is often used as a buzz word with vague and varying meanings. It has often been described as a way to get the best out of the two worlds, benefiting from the advantages of technology enhanced learning while compensating for its disadvantages through additional in-class sessions (Bonk & Graham, 2006; Rosenberg, 2001). Originating in the corporate training sector the term referred to the provision or use of resources which combine e-Learning with more traditional educational resources (Driscoll, 2002).

Research suggests that blended learning can significantly improve learning satisfaction, increase accessibility and participation (Daniel, Matheos & McCalla, 2004). It has the potential to alleviate a number of issues that arise in SMEs. As customized in-house solutions that are used by global players (e.g., corporate LCMS or learning portal, content tailored to specific needs of company) are usually not feasible, SME rely on what training providers offer, i.e., instructor led training. However, little work has been done to guide instructors and learners in finding the best mix of learning resources.

#### **Goals**

- Identify the specific needs of SMEs for training provision
- Explore existing evidence for successful mixes
- Consolidate the knowledge into guidelines for providing and selecting learning resources
- Assess the state-of-the-art of Blended-Learning in SMEs
- Identify research gaps and opportunities

We anticipate that the state-of-the-art will take the form of best-practice reports, guidelines and heuristics. This will serve as important input for practitioners such as training providers and course designers. At the same time we also anticipate that the synopsis of evidence will identify a major lack of convincing concepts and data for Blended Learning in SME that will inform and encourage further research.

## **Suggested Topics**

The workshop will focus on the following general questions:

1. Requirements from SMEs
  - a) What are the requirements of SMEs for a successful blend of learning resources?
  - b) What training format do employees and employers prefer?
  - c) Which constraints arise for training at the workplace?
2. Concept of Blended Learning for SMEs
  - a) What can and should be mixed (e.g., resources, learning activities, learning goals, degree of use of technology)?
  - b) How to transfer existing concepts to SMEs?
  - c) How should learning be conceptualized or modularized to facilitate blending?
3. The Best Mix for SMEs
  - a) What evidence exists for successful blends in regard to effectiveness, efficiency, and learner satisfaction?
  - b) What is the best mix under different circumstances?
  - c) How to measure successful blending (assessment methods and criteria)?
  - d) What contributes to a good mix?
  - e) How can a good mix be designed systematically?
  - f) What is best practice for Blended Learning in SMEs?

We expect four types of contributions from attendees:

- case studies of best practice
- empirical studies that compare effectiveness and efficiency of different scenarios
- methodologies, heuristics and guidelines to find a suitable blend
- system demonstrations

## **Expected Audience**

We expect several groups to contribute to the workshop:

- Companies who can contribute best/worst practice reports
- Individuals and organizations who are authors and developers
- Researchers in the field

The results of the workshop, including submitted position statements, position papers, presentations and discussion notes, will be made public on the Web.

## **Participation**

The workshop is an open event. Everybody interested in contributing is welcome. However, space is limited to 30 participants. In order that a wide range of views can be heard, it may be necessary to limit attendance, including no more than two participants representing any one organization.

All participants must register to attend the workshop as described below and submit a statement of their interest in the workshop which will be made public.

In addition, those who would like to be considered by the program committee to make a presentation must also submit a position paper as described below.

**Registration:**

All participants have to register with the conference organizers as well as the workshop organizers:

- 1) Send us your interest statement or position paper: **ectel AT up2uml.org**
- 2) After confirmation register with conference organizers for workshop

Conference information: [www.ectel06.org](http://www.ectel06.org)

**Interest Statements**

Interest statements are required from every participant. They consist of a brief (maximum 500 word) text description of the contribution you could make to the workshop, including the topics you wish to see discussed.

Deadline for interest statements: 3 August 2006.

Confirmation of obtaining a place at the workshop will be sent on August 15.

After that, any remaining places may be filled at the discretion of the program committee. Interest statements should be submitted to the workshop chairs **ectel AT up2uml.org**.

**Position Papers**

Position papers will be reviewed by the program committee as a basis for selecting invited presentations to inform and initiate discussion at the workshop. Even if not selected for presentation, they provide valuable insights for participants, and will be made available on the workshop website.

Papers on practical experience and demonstrations will be particularly welcome.

A position paper is usually short, around 4 to 8 pages, and describes a point of view related to one of the topics listed above. It should include a summary of what would be presented if invited to do so by the program committee. They must be in standard HTML or XHTML format (with any images as PNG, GIF, or JPG) or in plain text format. As well as one version using the Springer format (<http://www.springer.de/comp/lncs/authors.html>) to make it easier to present to a publisher. Position papers should be submitted to the workshop chairs [ectel AT up2uml.org].

Deadline for position papers: 29 June 2006.

Invitations to give a presentation will be sent on July 17.

Deadline for final version of accepted position papers: August 3, 2006

All submitted position papers and presentations slides (including screenshots of any demonstration given during a presentation) must be available for public distribution and will be published on the public website of the workshop. Submitting a position paper will be taken to imply acceptance of these terms for publication.

**Important Dates**

Deadline for position papers: 29 June 2006.

Invitations to give a presentation will be sent on July 17.

Deadline for final version of accepted position papers: August 3, 2006

Deadline for interest statements: 3 August 2006.

Confirmation of obtaining a place at the workshop will be sent on August 15.

## **Workshop Organization**

### **Workshop Chairs**

Sabine Moebs (smoebs AT ncirl.ie)  
School of Informatics  
National College of Ireland, Dublin, Ireland (www.ncirl.ie)

Sonja Trapp (sonja.trapp AT iese.fraunhofer.de)  
Education and Training  
Fraunhofer IESE, Kaiserslautern, Germany (www.iese.fhg.de)

Dr. Stephan Weibelzahl (sweibelzahl AT ncirl.ie)  
School of Informatics  
National College of Ireland, Dublin, Ireland (www.ncirl.ie)

### **Program Committee**

Sinead Averill, University of Limerick, IE  
Dr. Gabriela Avram, University of Limerick, IE  
Dr. Hadj Batatia, Institut National Polytechnique de Toulouse, F  
Prof. Astrid Beck, University of Applied Sciences Esslingen, DE  
Prof. Mercedes Fisher, Pepperdine University, USA  
Dr. Cecilia Hannigan, University of Ulster, UK  
Dr. Antje Mayfarth, Bildungswerk der Wirtschaft Mecklenburg-Vorpommern, DE  
Ina O'Murchu, National University of Ireland, Galway, IE  
Sonja Trapp, Fraunhofer IESE, DE  
Dr. Stephan Weibelzahl, National College of Ireland, IE

### **Agenda**

An agenda showing the planned presentations and discussion sessions will be published approximately two weeks before the workshop.

### **Venue**

Crete, Greece

### **Further information**

Further information giving details of the location, transport and accommodation are available on the website of the First European Conference on Technology Enhanced Learning (www.ectel06.org).

CHECKpoint newsletter (DE and EN)  
EAEA <http://www.eaea.org/>  
niace <http://www.niace.org.uk/>  
CIPS <http://www.cips.ca/>  
GI [www.gi-ev.de](http://www.gi-ev.de)  
SI <http://www.s-i.ch>  
CIDER <http://cider.athabascau.ca/>  
TravelMotion [http://www.travelmotion.de/html/cruise\\_campus.html](http://www.travelmotion.de/html/cruise_campus.html)  
EducaNEXT [www.educanext.org](http://www.educanext.org)  
E-learning-Reviews <http://www.elearning-reviews.org/>  
<http://www.d-elan.net/>  
<http://www.uni-due.de/service/kontakt/>  
Universitaet St. Gallen <http://www.learningcenter.unisg.ch/homepage.htm>  
Berufsverband Deutscher Hoergeschaedigtenpaedagogen <http://www.bdh-bw.de/index.html>  
Canadian E-Learning Enterprise Alliance [www.celea-aceel.ca](http://www.celea-aceel.ca)  
STI [www.sti-ev.de](http://www.sti-ev.de)  
Brandon Hall Research [www.brandon-hall.com](http://www.brandon-hall.com)  
ASTD <http://www.learningcircuits.org/>  
DIDACTA <http://www.didacta-verband.de/>  
bildungsklick.de <http://bildungsklick.de/>  
webgrrls e.V. [www.webgrrls.de](http://www.webgrrls.de)  
Kompetenzzentrum e-Learning Niedersachsen <http://www.elearning-zentrum.de/>  
Verband eLearning Business <http://www.vebn.de/>  
BDDP <http://www.diplom-paedagogen.de/>  
BV-Paed. [http://www.bv-paed.de/bv-paed\\_1.htm](http://www.bv-paed.de/bv-paed_1.htm)  
Den Norske Dataforening <http://dataforeningen.no/>  
Estonian Information Technology Society <http://www.eits.ee/>  
The Irish Computer Society <http://www.ics.ie/main/homepage.htm>  
Greek Computer Society <http://www.epy.gr/>  
Dienstleistungsgesellschaft fuer Informatik mbH [www.dlgi.de](http://www.dlgi.de)  
Bildungsserver [www.bildungsserver.de](http://www.bildungsserver.de)  
DGI [www.dgi-info.de](http://www.dgi-info.de)  
CERT-IT [www.cert-it.org](http://www.cert-it.org)  
Cyprus Computer Society <http://www.ccs.org.cy/>  
BITKOM [www.bitkom.org](http://www.bitkom.org)  
British Computer Society [www.bcs.org](http://www.bcs.org)  
do IT [www.doit-online.de](http://www.doit-online.de)  
Ukrainian Federation of Informatics <http://www.ufi.org.ua/eng/>  
Polish Information Processing Society [www.pti.org.pl](http://www.pti.org.pl)  
Irish Small and Medium Enterprises Association <http://www.isme.ie/>  
BIBB [www.bibb.de](http://www.bibb.de)