

On-Line Learning at Merck

“Life at the Edge”

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Who are we?

- Technology Learning Center
- IS Education
- Multi-Media/On Line Learning Group
- The PMWD Marketing Agency



Training Problems

- Time - “Do more with less”
- Can’t get ‘em in class
- Funding - First whack of the budget axe
- Assessment and accountability
- Keeping up with the Jones’s (and the Gates’s)



So what have we learned?

On-line Myths:

- “If you build it ...they will come”
- I can’t learn through a PC
- Tech -based training will replace classroom
- Put it on the Intranet...everyone will use it
- Let’s make a web page
- They can learn at night and on the weekends



So what have we learned?

- Sell and Market
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- Sell and Market



So what have we learned?

- Use traditional tools to promote
 - Teach classes with on-line tools - get 'em comfortable
 - Blitz all available media
- Focus on “Try it...you’ll like it”
- Embed web sites in E-mail messages
- Mimic use during executive presentations
- Take baby steps



What's happening...

- Streaming Media- Web-based presentation/training libraries
 - Archived & “live”
- Web-based “live” classes
 - Centra 99 (Symposium) by Centra
- Class reunions - Expert in a Box
- IS University - On-line blended with classroom
- On-line mentoring/tutoring
- Intranet-based desktop training

