

Table of Contents

Introduction	1
Why This Report?	2
Part I – Methodology	3
Call for Entries	4
Entry Requirements	5
Judging Criteria for Each Category	7
Custom Content Category: Full Course	7
Custom Content Category: Special Strength: Use of Media	8
Custom Content Category: Special Strength: Interactivity	8
Custom Content Category: Special Strength: Simulation	9
Innovative Technology Category: (all subcategories)	9
Outstanding Case Study Category: (all subcategories)	10
Selection of Winning Entries and the Awards Ceremony	11
Part II – Profiles of 30 Entries	12
Aetna NCO Learning and Performance	13
Avon Products, with Allen Communication Learning Services	16
British Airways, with Tata Interactive Systems	19
Chase Home Finance, with VitesseLearning	22
Corning, with VitesseLearning	25
Delta Airlines, with Balance Learning	28
Ecolab, with Allen Interactions	31
Engenio Information Technologies, with Allen Interactions	34
First Choice, with BrightWave	37
GE Advanced Materials and Gecis	40
GE, with Gecis	43
Hibernia National Bank, with Noggin Labs	46
Houghton International, with SoftAssist	49
Hurix Systems Private Limited	52
InfoMentis, with Option Six	54
KLA-Tencor Learning and Knowledge Systems	57
Mazda, with Convergys Learning Solutions	60
Microsoft Corporation: People and Organization Capability	63
Microsoft, with Convergys Learning Solutions	66
Microsoft, with Via Training	69
NAV CANADA, with Bluedrop Performance Learning	72
Physicians' Reciprocal Insurers	75
Professional Development Associates, with O/E Learning	78
Roche Diagnostics, with Option Six	81
SAP, with Enspire Learning	84
SYSCO	87
TALX, with SSE	89

U. S. Air Force Air Mobility Command, with Karta Technologies	92
U.S. Air Force 1st AF CTSC, with Carney	95
Union Bank of California, with Allen Interactions	98
Part III – List of All Award Winners	100
Winning Entries: 2005 Excellence in Learning Awards	101
Custom Content, Full Course Category	101
Custom Content, Special Strength: Interactivity	102
Custom Content, Special Strength: Media	102
Custom Content, Special Strength: Simulation	102
Innovative Technology Category	103
Outstanding Case Study Category	103
Entrant Contact Information	104

Introduction

For the past 11 years, Brandon Hall Research has hosted the Excellence in Learning Awards. The aim of the program is to each year recognize and highlight the best examples of content, strategy, and innovative technology in workplace learning.

The scope of the awards program has grown significantly in the last few years, to the point where it is now an international event. In 2005, 210 entries were submitted by organizations located in 16 countries. These entries were assessed by 479 volunteer judges located in 47 countries. The awards judges are a large and diverse group, including independent instructional designers, university professors, and training professionals in associations, government, military, nonprofits, and corporations.

The numbers below illustrate the scope of the 2005 awards program:

Entries

- 210 entries submitted
- Entries stemmed from 140 entering organizations located in 16 countries

Evaluations

- 1,055 evaluations submitted
- Evaluations were submitted by 479 judges in 47 countries
- Average of five evaluations per entry (no entry received fewer than four evaluations)

Winners

- 46 winners in three categories

Custom Content:

- Full Course: 87 entries, 19 winners
- Special Strength, Interactivity: 24 entries, five winners
- Special Strength, Use of Media: 15 entries, three winners
- Special Strength, Simulation: 9 entries, three winners

Innovative Technology – 37 entries, eight winners:

- Outstanding Case Studies: 38 entries, eight winners

Award winners are traditionally announced at a ceremony during the Training Fall Conference and Expo Incorporating Online Learning. This conference takes place in October each year. The event takes place in a different city each year. The 2005 Awards ceremony took place in Long Beach, Calif. The 2006 ceremony will be located in Denver, Colo.

Why This Report?

The purpose of this report is to share examples of winning entries from the Custom Content category of the 2005 Brandon Hall Excellence in Learning Awards.

Part I of this report will describe in detail the methodology surrounding the 2005 awards program. Included in the methodology are listings of the judging criteria for each category.

Part II provides profiles of 30 entries to the Custom Content category. Each profile includes a screen capture of the course. In addition, 25 profiles include a link to view a video recording of the course (five entrants did not provide a video recording). Also included is a description of each course featuring information about the tools and technology that were used in its development, as well information about the development team and their development process. Each profile also includes a sampling of the judges' comments for the entry.

Part III of this report provides a list of all the winning entries in the 2005 Excellence in Learning Awards as well as contact information for the entrants.