



train by cell

How to Keep Your Training Going When Employees Work From Home



Our speakers



ANN MARIE RONSMAN

Training Director, CASA
Child Advocates
of Montgomery County



ALLI STEPHENS

Marketing & Communications
Director, CASA Child Advocates
of Montgomery County

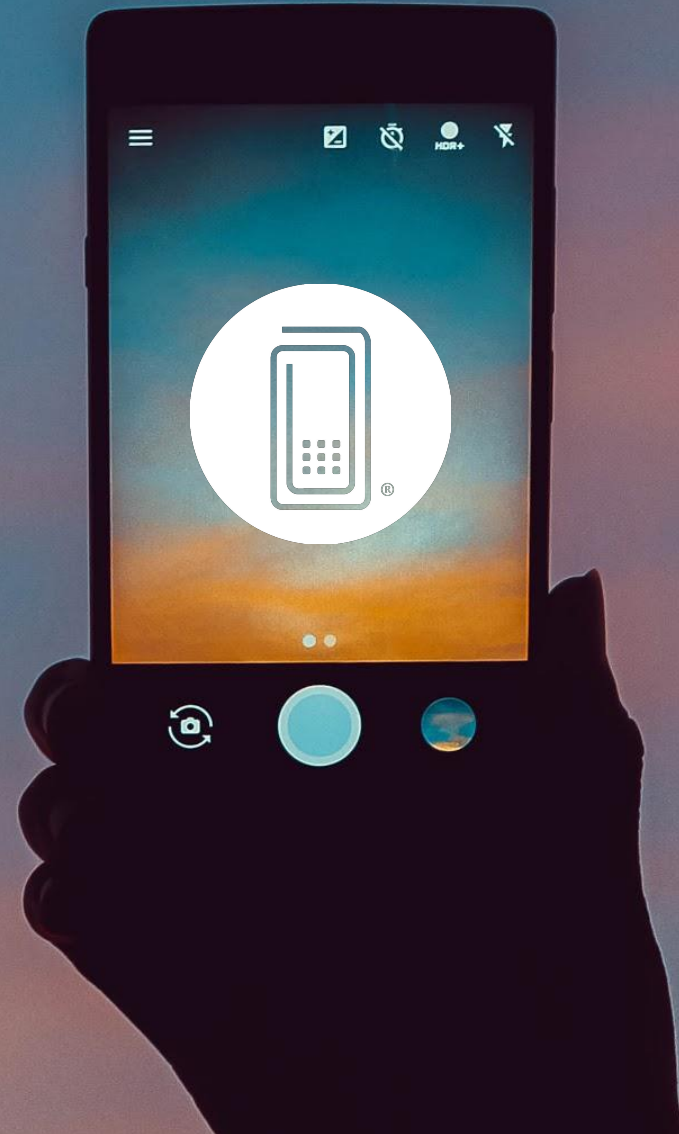


CHRISTA MALLARD

Mobile Solutions Consultant,
Engage by Cell

About Engage by Cell

- Cloud-based, no downloads
- 14 years in business
- 4,000 clients in 10 countries



A close-up photograph of a computer screen showing an email client interface. At the top, there are two blue circular window control buttons and two square buttons with left and right arrow symbols. Below these is a thick red horizontal bar. Underneath the bar, the text 'Inbox (5376354)' is displayed in a large, bold, red font. A white mouse cursor icon is pointing at the number '5376354'. Below this, the words 'Important' and 'Sent Mail' are visible in a black, sans-serif font, arranged diagonally.

Inbox (5376354)

Important

Sent Mail

The harsh truth about communication today

It's time to incorporate technology into your training strategies

- Email open rates are 23% and falling
- COVID-19 brings to light cracks in current communication/training methods

Benefits of mobile technology

- Immediate impact
- Set-up in minutes
- No IT
- People check phones constantly
- Text messages have 97% open rate (vs. email open rate of 23%)



Mobile engagement is perfect for any industry

It's not just for personal use, it's for businesses too

- Nonprofits
- Training
- HR
- Museums
- Financial institutions
- Associations
- Cultural institutions

A little background information

- Partnered with CASA to speak at NTEN (got canceled)
- We still want to share CASA's success story
- Content is very relevant, especially under COVID-19 circumstances

Let's turn it over to



Ann Marie

— & —



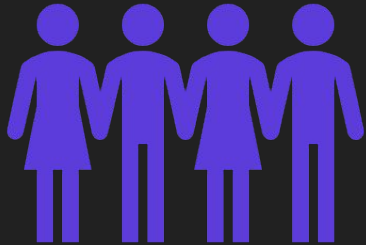
Alli

of CASA

CASA Child Advocates of Montgomery County

Mission: CASA Child Advocates of Montgomery County provides & promotes court-appointed volunteer advocacy so that every abused and neglected child can have the opportunity to thrive in a safe, nurturing, permanent home.

Upside down volunteer model



**Large Group
of Volunteers**
(around 325)



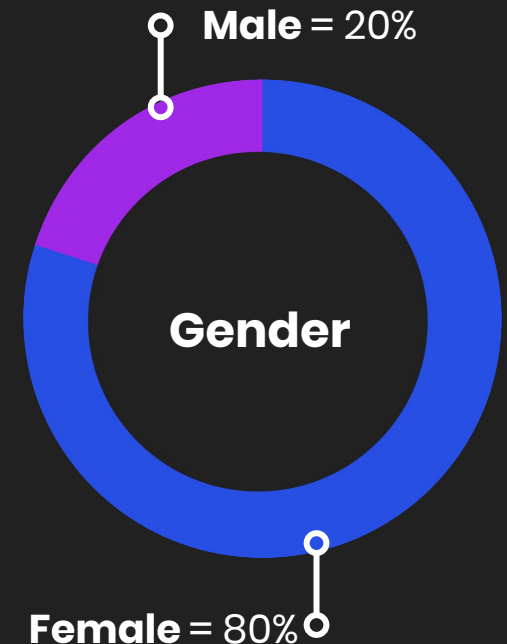
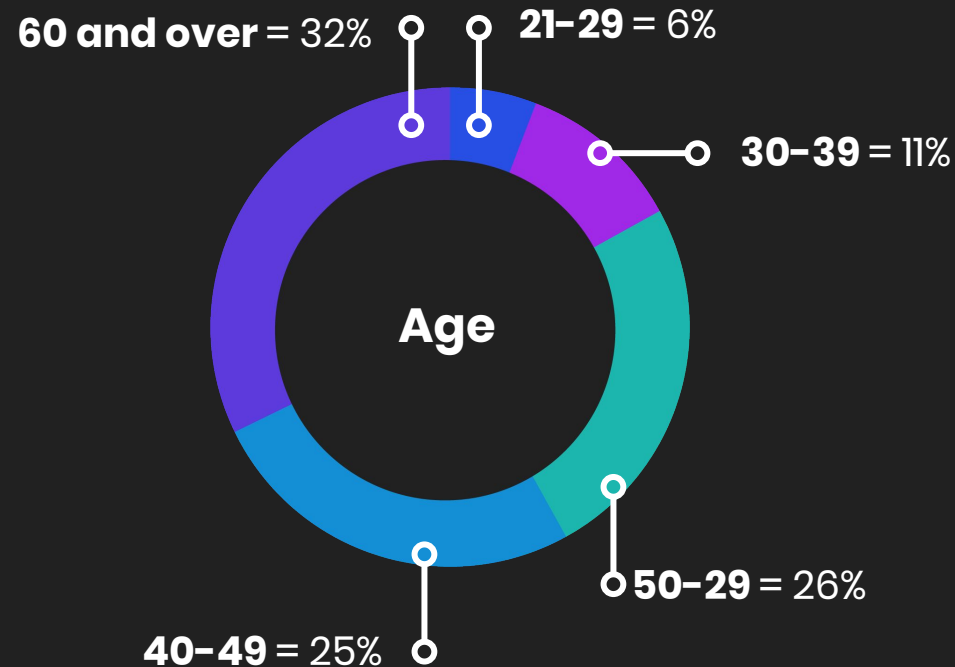
**Small Number
of Paid Staff**
(around 20)

2019 volunteer statistics

**325 Advocates
served 815 children
in Montgomery County**

**We have served 100%
of the children in
Montgomery County
for the last 4 years**

Volunteer Demographic Statistics



Volunteer Continuing Education Requirement

- 12 continuing education hours per year
- In-person training at our office
- In-person training in the community
- Fall conference (hosted by CASA)
- Online videos
- Books
- Drip Learning
- Advocates get 5 minutes per “drip”
- Adds up to 8.5 hours per year

Challenges of volunteer training



Limited
physical space



Limited staff



Volunteer
Advocates with
varying schedules



Limited budget

Challenges of staff training



Varied backgrounds:

Social workers, law enforcement, educators, health care, development, administration



Varied work settings:

Working remotely and a large percentage of time spent in court

Challenges of board training



Executives with limited time



They want to gain expertise to support our organization so they can be the “smartest person in the room”

Goals for improving training



Build Community



Just-in-time training



Address space constraints



Limited trainer hours



Give volunteers exposure to content experts nationally and within the community



Format that will engage Baby Boomers to Gen Z

Our connection with Train by Cell



We received an email which led to a lightbulb moment.



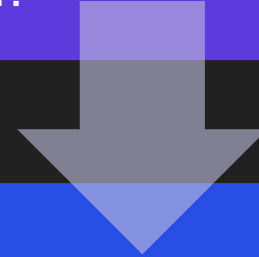
Technology was not being widely used in the non-profit sector for volunteer training purposes but used in many fortune 500 companies



CASA had a new vision for how this technology could be used for training volunteers and coined the term “Drip Learning”

The ask

We have a very firm budget set each year with rare exceptions made for additional budgetary items mid-year.



New Training Director with no political capital.



We felt it was a wise investment but expected a firm “no.”

**We got
approval!**

Concerns of the Executive Director
and other staff:

Will we annoy
our volunteers?

Opting out?

What about
Boomers?



Are we tech savvy enough
to implement this?

Fast implementation



Our executive director gave us two months for implementation



We conducted a pre-implementation survey of volunteers for benchmarking



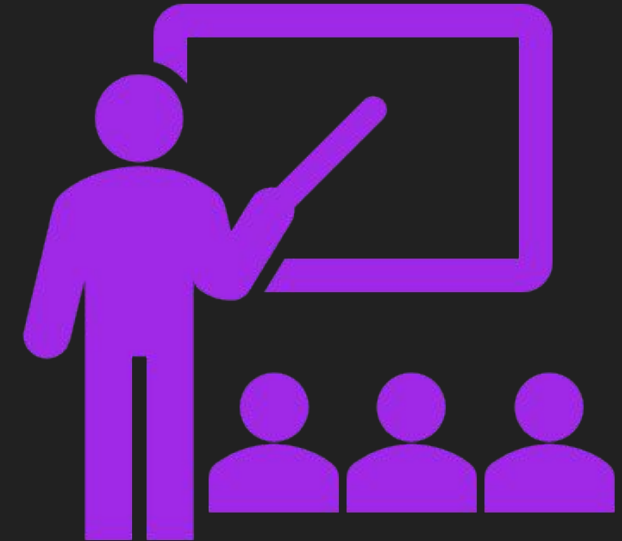
Found publicly sourced content & utilized our own existing content



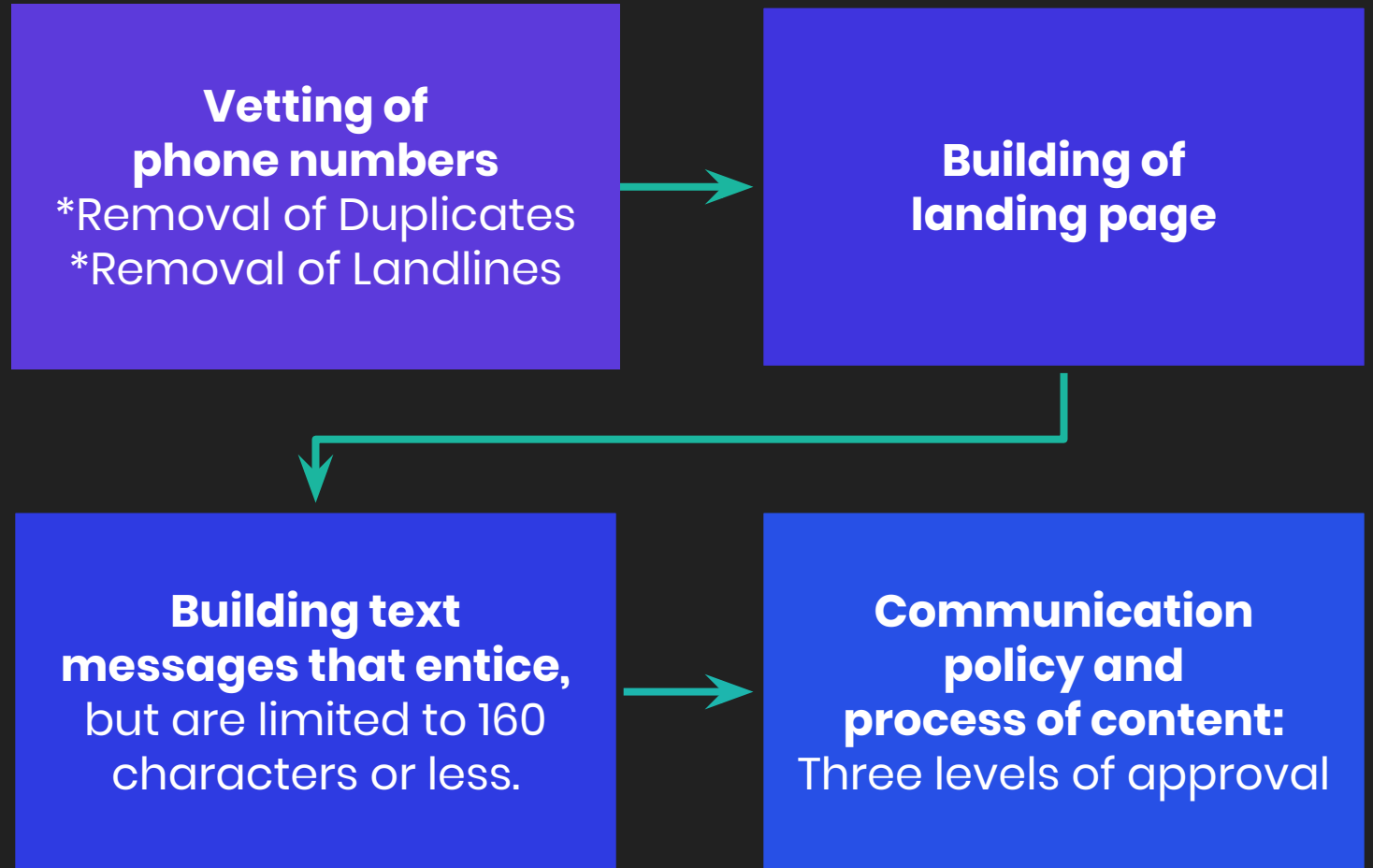
Built the navigation page & proofed content

Curriculum

- Initially we used bucket themes in weak areas for our Advocates such as diversity & trauma-informed care
- We progressed into multiple topics each month with a focus on just in time topics
- We are to use existing public source content but we did develop our own content specific to our organization using our staff (foster care liaison education, tips to testify, audit prep)



Steps for using mobile tech



Steps of implementation

Orientation by Train by Cell via webinar to learn how to build our site

Building of the site with sections for different content topics with graphics that represent that content

Education of our Volunteer Advocates

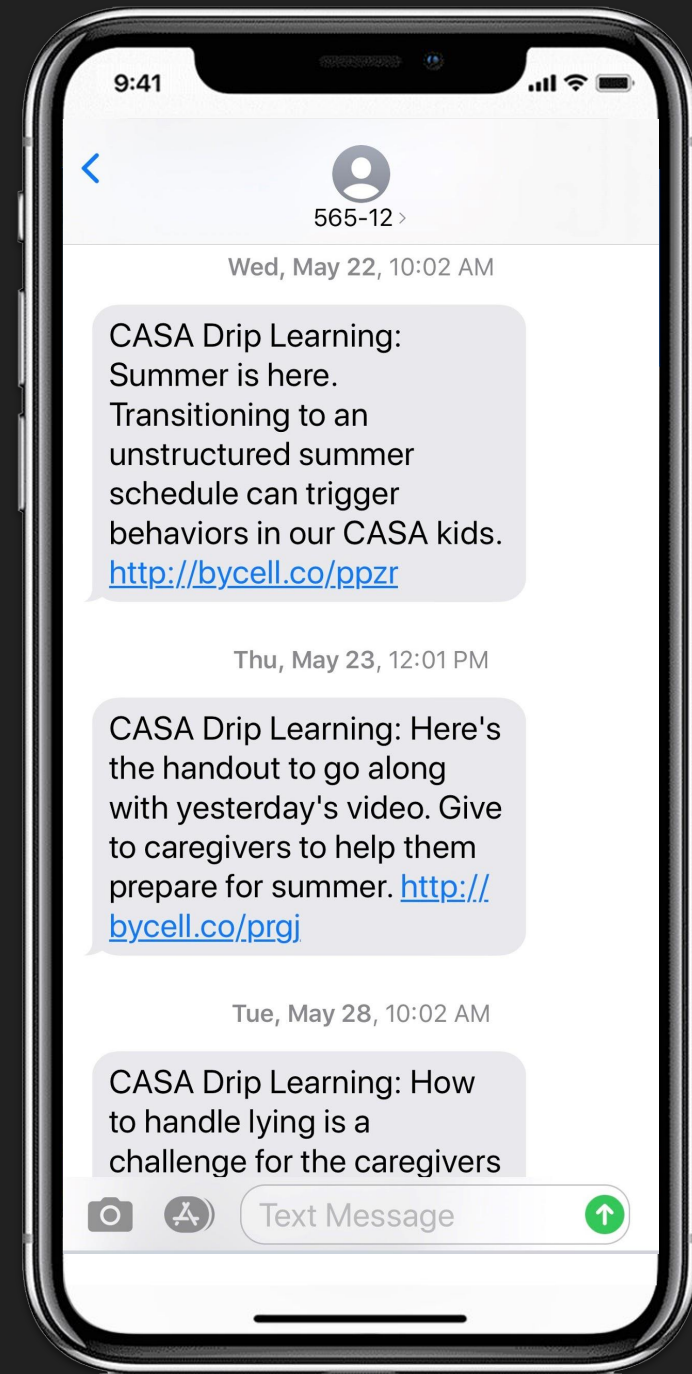
Building and uploading phone number list—volunteers have the opportunity to opt out at any time

Researching and creating content

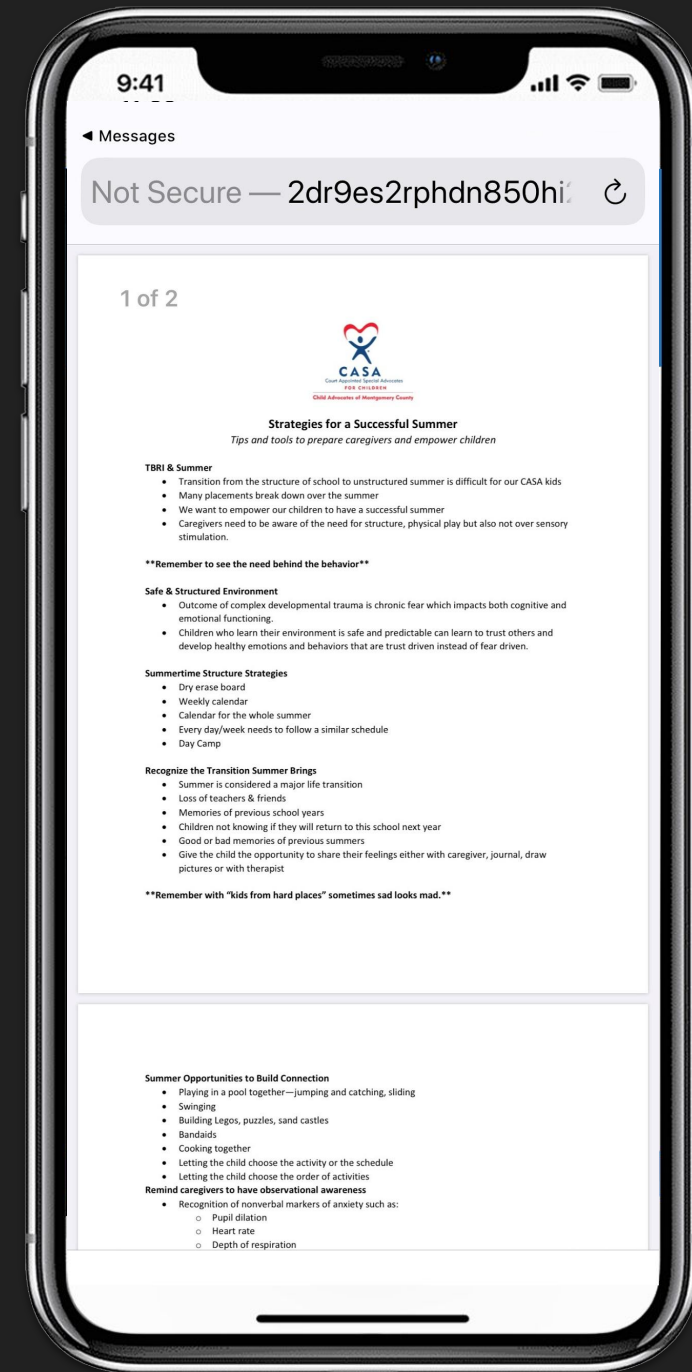
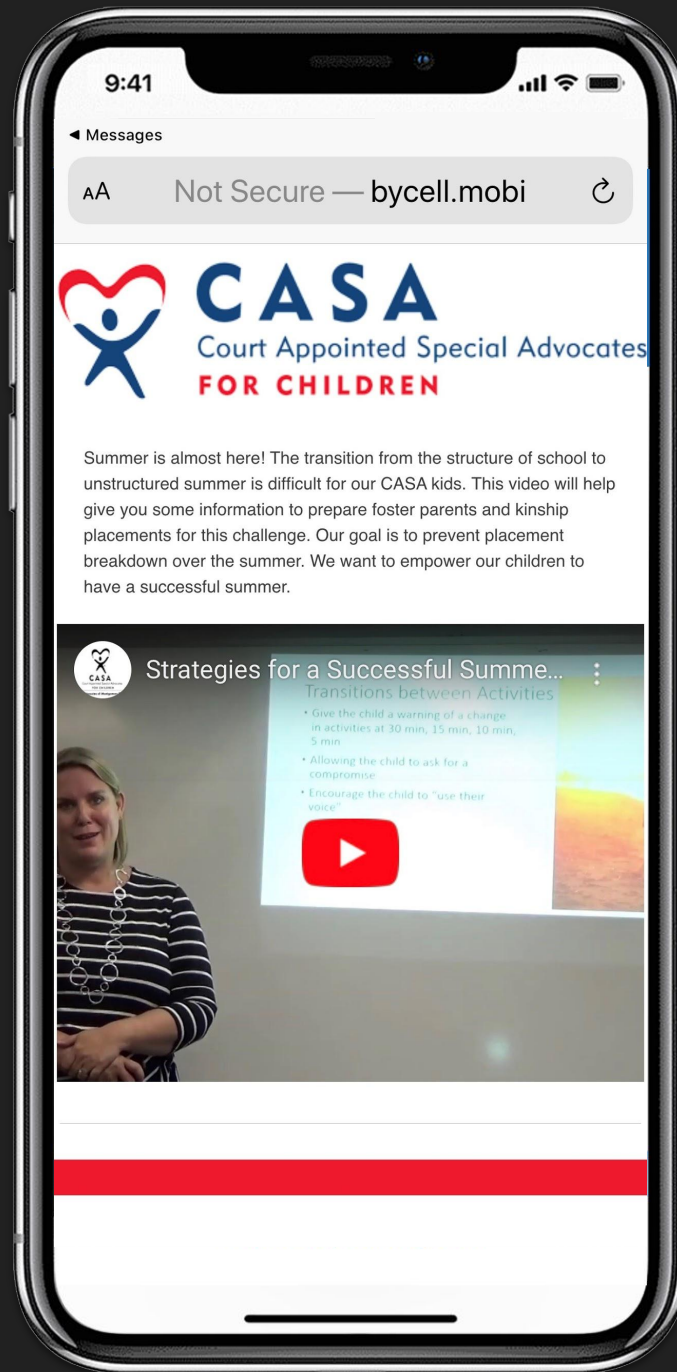
Our mobile training portal



Our “drip” learning campaigns



Our mobile training page




GIVING TUESDAY



NOW

9:41

Give by Cell



Thank you for giving a child a chance on #GivingTuesday!

\$31.50 gives a child an Advocate for one day.
\$63 gives a child an Advocate for two weeks.
\$125 gives a child an Advocate for one month.
\$250 gives a child an Advocate for two months.

Donation Amount * *required

Other Amount \$ USD

Payment Information

Credit Card Number * CVV *

Expiration Date *

Let's recap CASA's challenges...

1

Limited physical space

Mobile can be used
ANYWHERE

2

Varying schedules

Content can be
consumed at ANY TIME

3

Budget

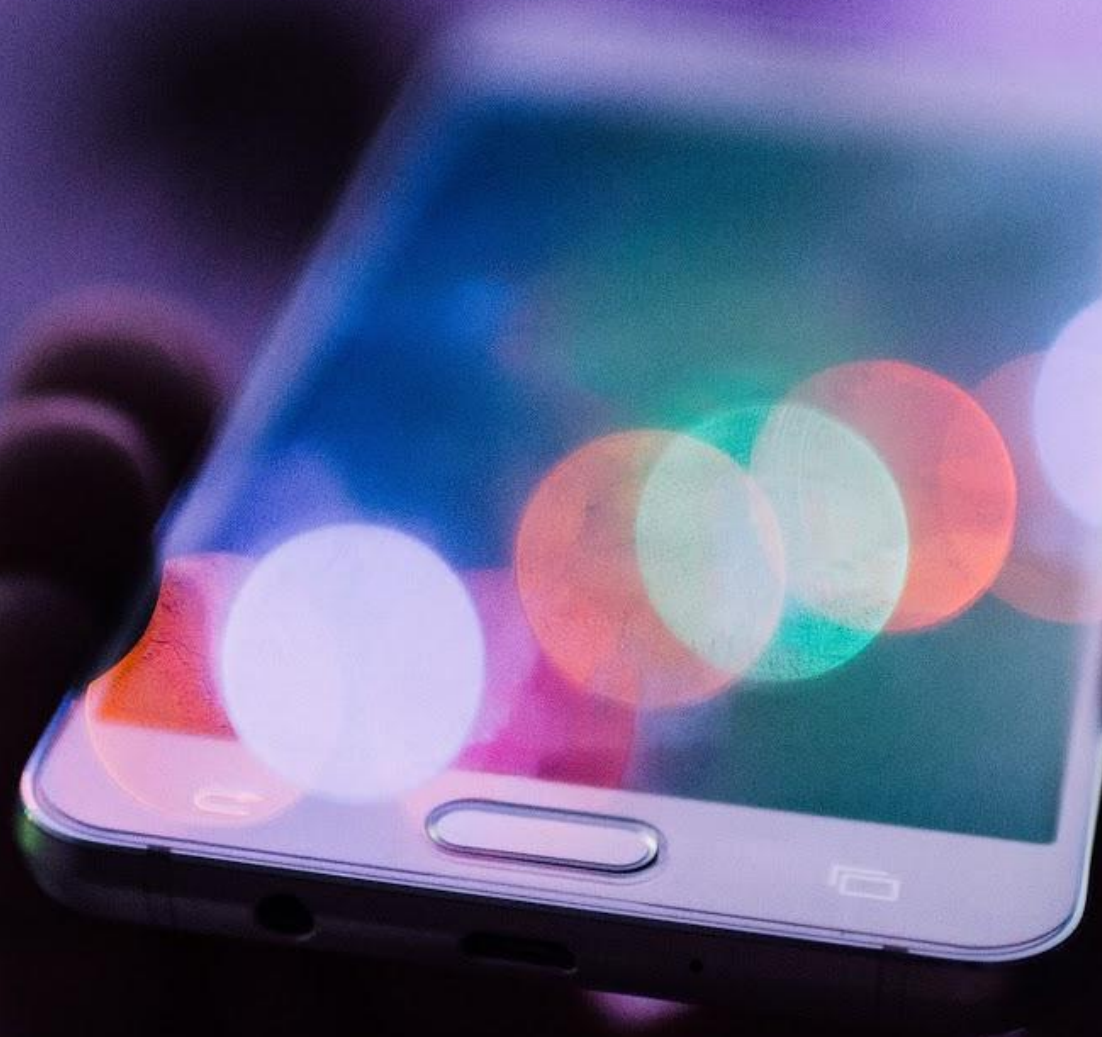
VERY cost
effective

4

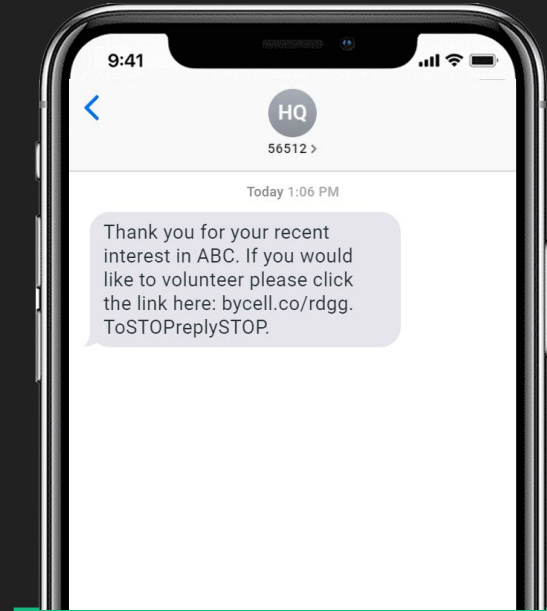
Limited staff

You can do
a lot with very
little work

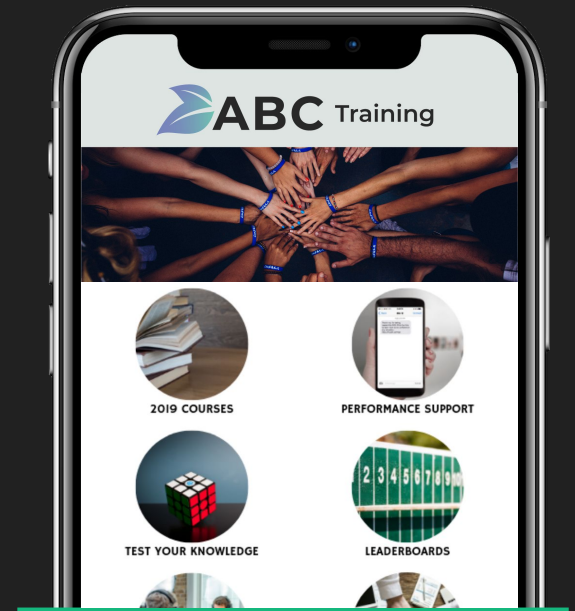
Our technology



Let's focus on two platforms



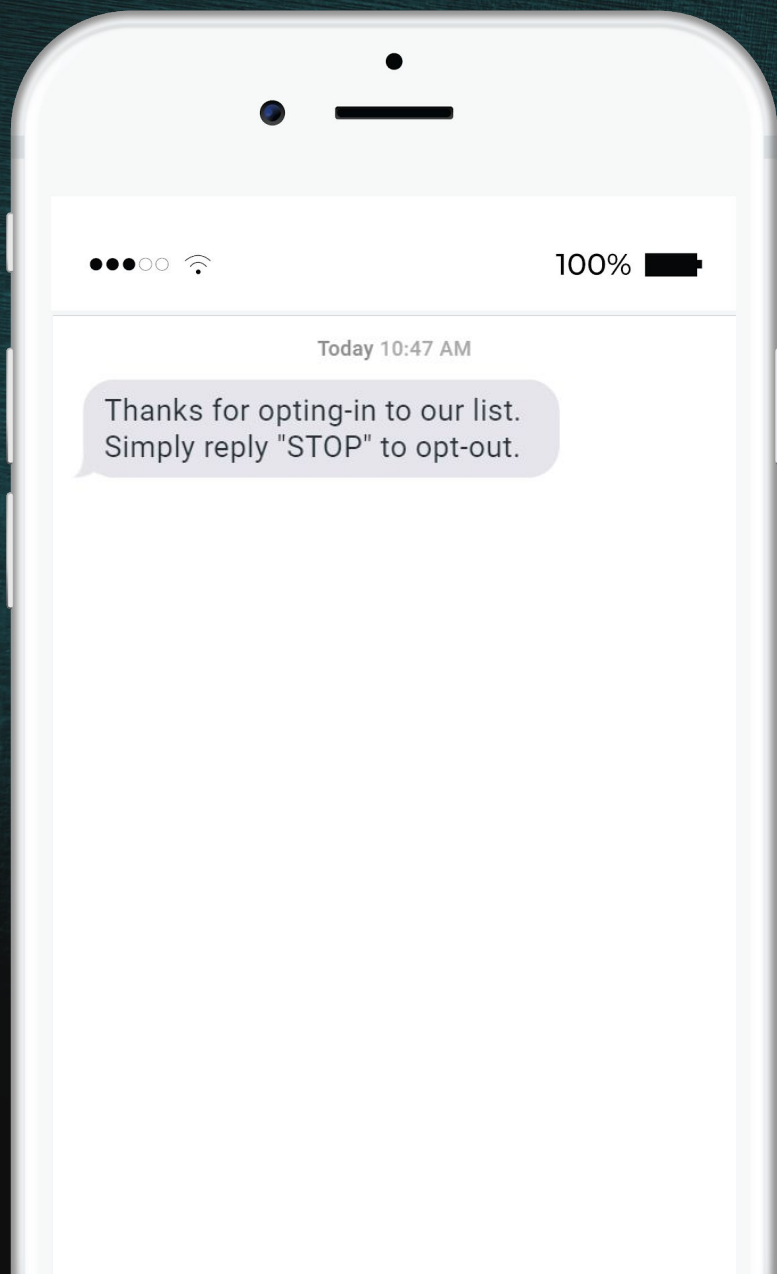
Text
messaging



Mobile
training portal

Capabilities of text messaging



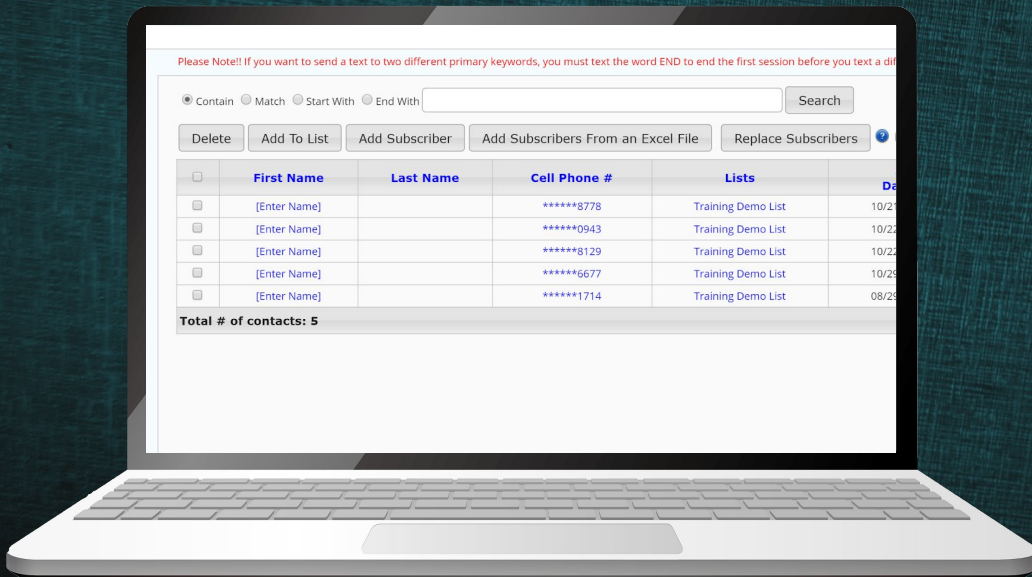


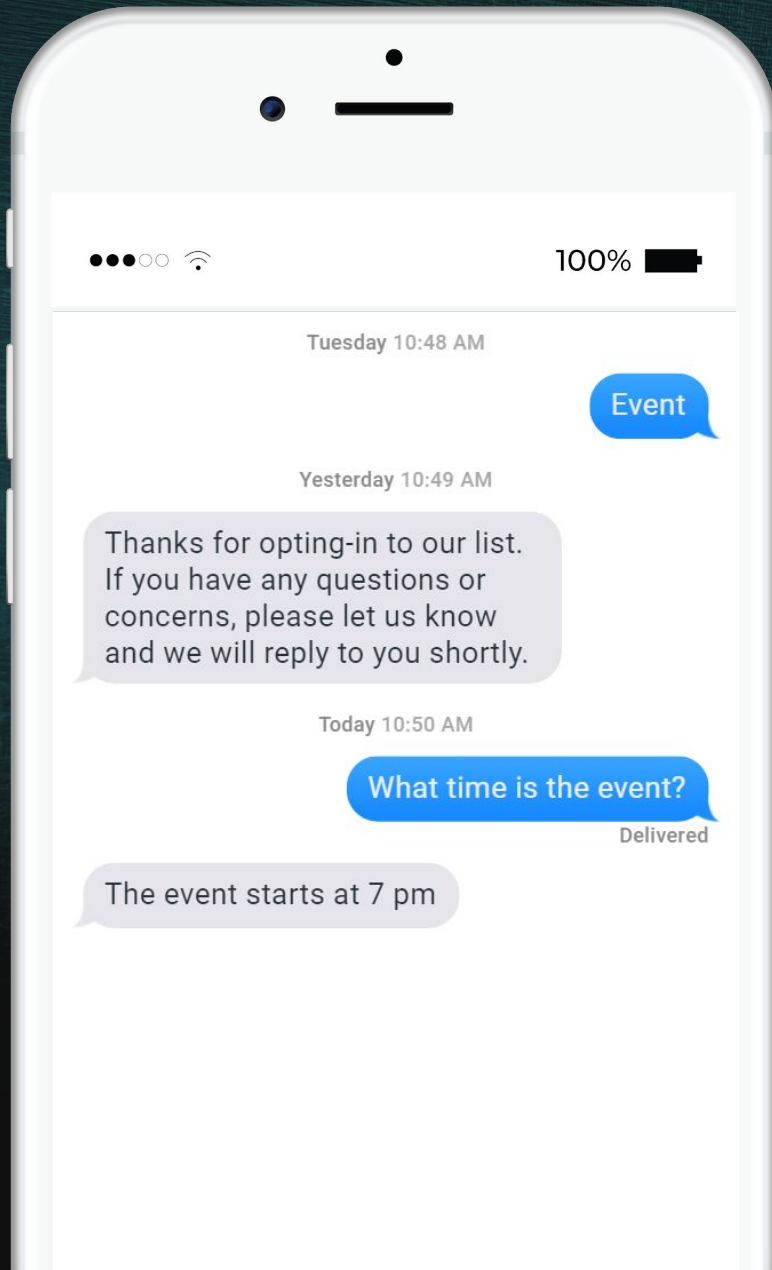
Opt-in & out

- Recipients show active interest by opting in (not spam)
- Users can opt out any time

Build lists

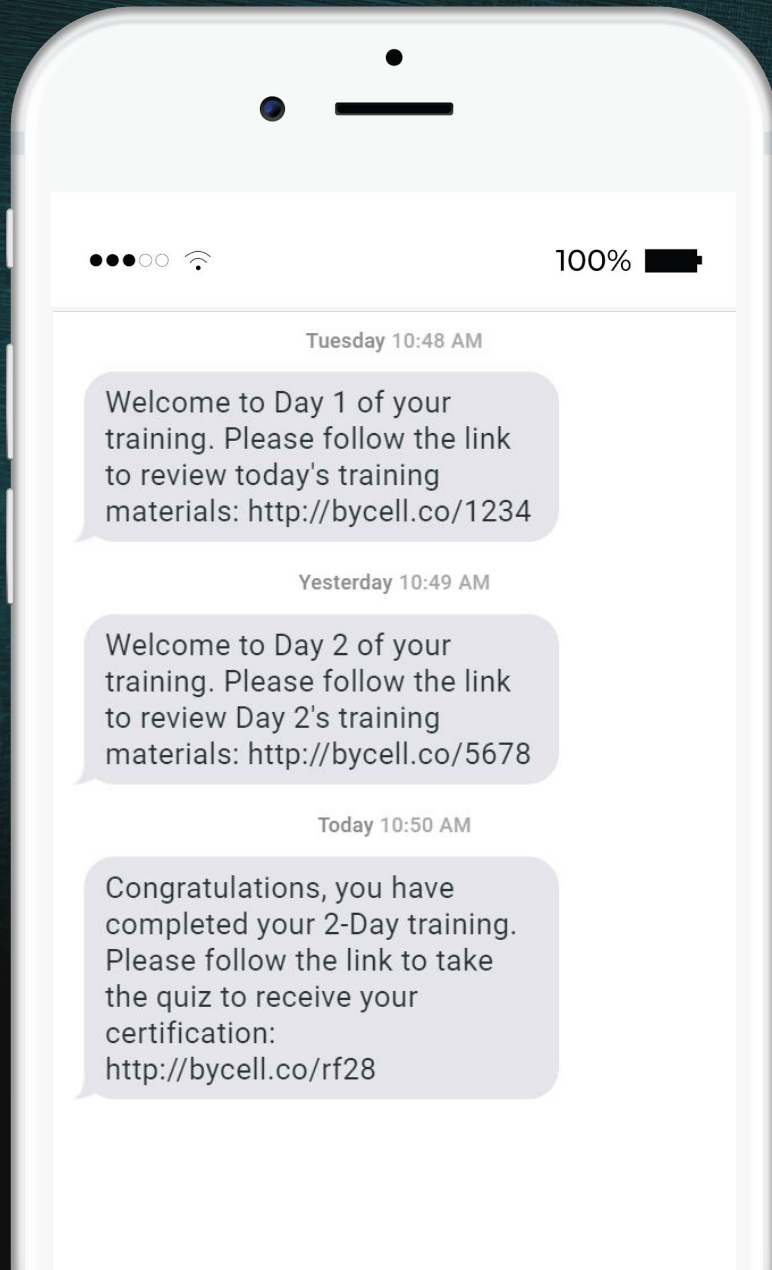
- Users can be added by uploaded an excel file
- When users opt-in they immediately are entered into a list
- Using secondary keywords, you can segment your lists by audience or topic





Two-way Text Chat

- Increases one-on-one engagement with each participant
- Field questions from within the admin dashboard



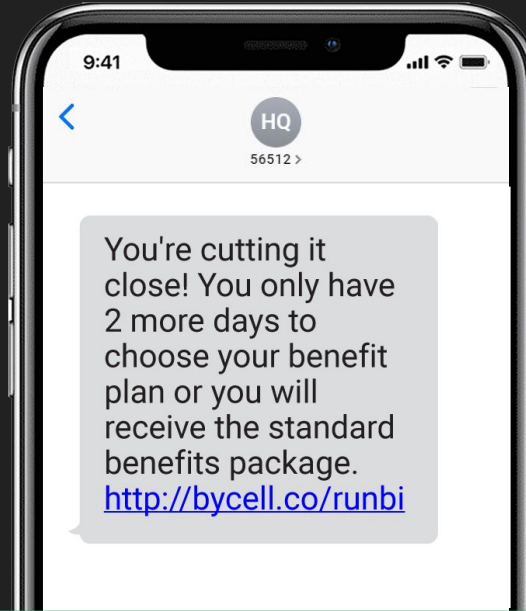
Sequencing

- Schedule by calendar date or as part of a training sequence
- Drip Learning/ Microlearning
- Perfect for onboarding, training, or e-learning

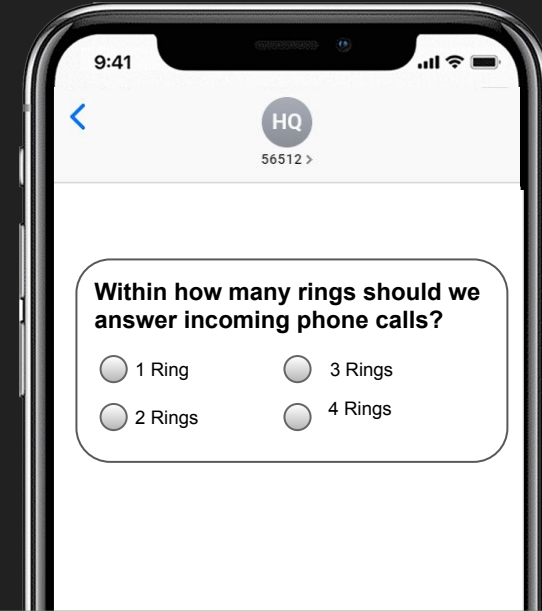
Other features



MMS



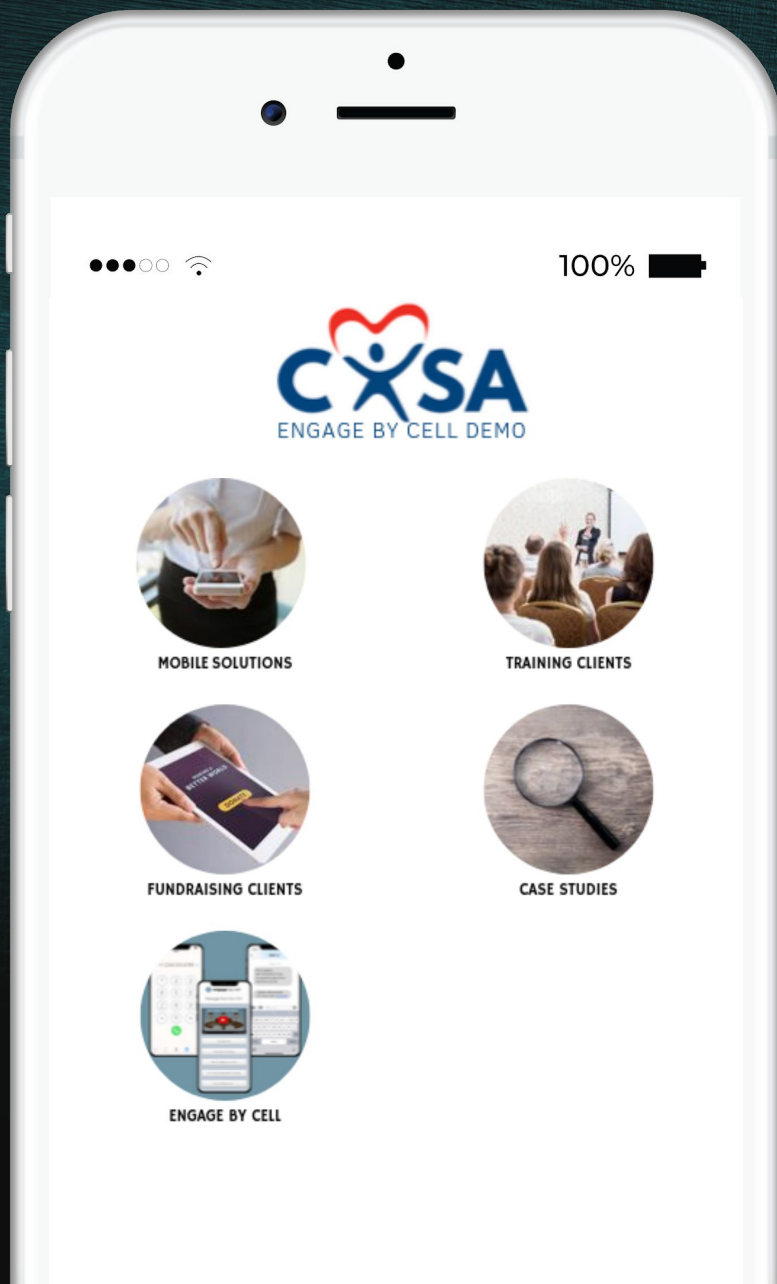
Send links



Quizzes, polls

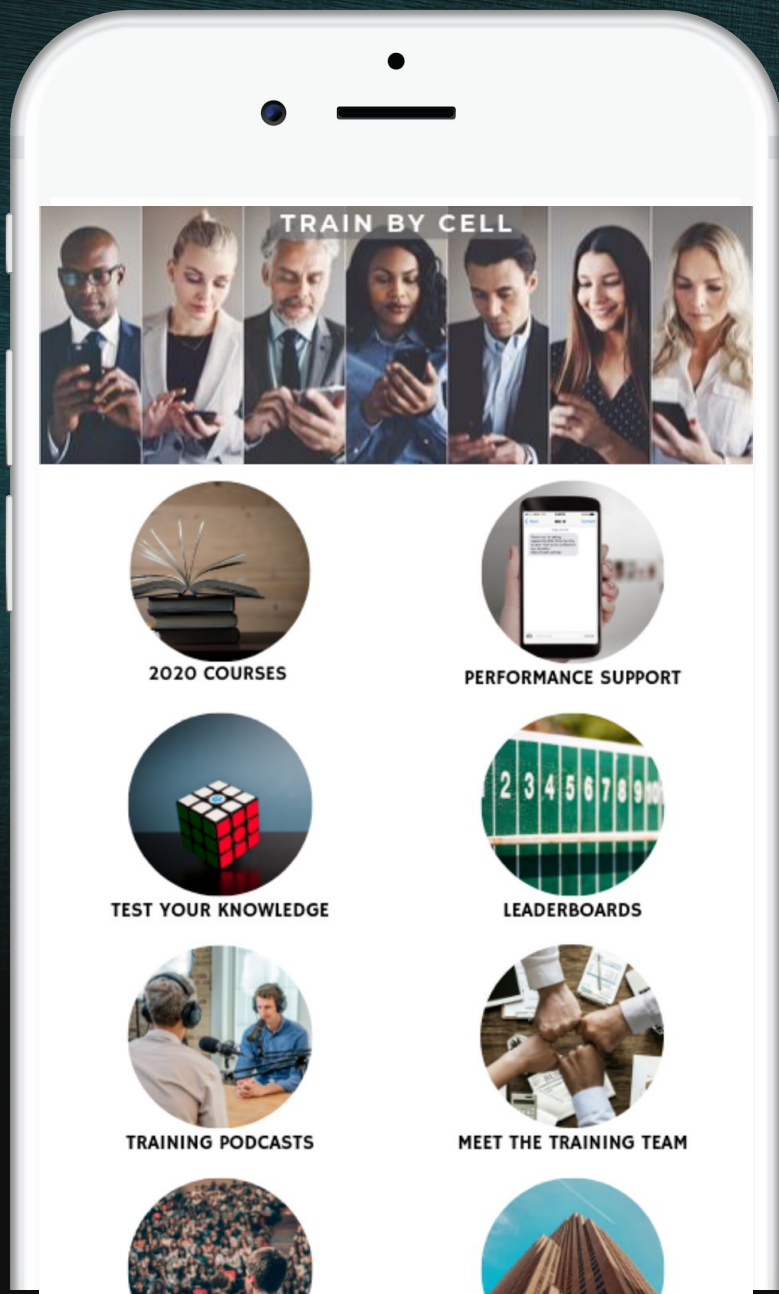


**A mobile
training portal
is an easy way
to build and
share content
with your
participants.**



Mobile training portals are better than apps — here's why

- Upload content yourself
- Can update on the fly
- Less expensive
- No need I.T. or developers
- No downloads needed
- Can link to your Learning Management System (LMS)



Mobile training portal — your content on our platform

- Training content storage for:
 - PDFs
 - Videos
 - Audio
 - Images
 - Powerpoints
 - Documents
(no limit on page length)

CASA used mobile technology to enhance:

- ACES research study
- Training
- Updates to board members
- Volunteer outreach
- Community building

CASA's results after using mobile

How satisfied are you with the continuing education training offered at CASA in the last 12 months?

Pre-implementation 69%

Post-implementation 91%



How well has the training schedule met your expectations in the last 12 months?

Pre-implementation 67%

Post-implementation 82%



Since implementation:

92% of our volunteers reported using "Drip Learning"

Over 75% open rate for our messages



Q & A

THANK YOU



ANN MARIE RONSMAN

Training Director
& CASA Advocate



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Marketing & Communications
Director



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Engage by Cell