



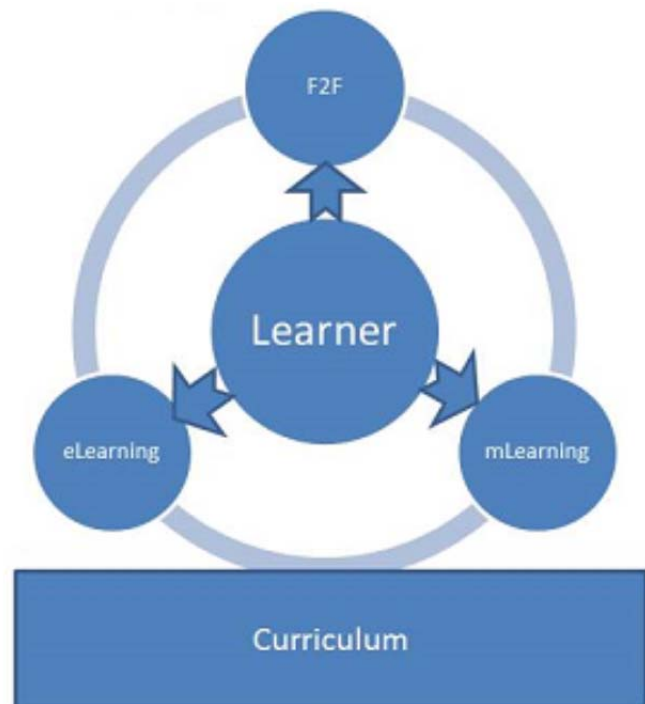
What is EOD?

by Amanda Batson, Ph.D.

In a time that now seems long ago and far away, I wrote a masters' thesis in which I proposed the use of instructional television to teach reading. The tools, in retrospect, were crude but the idea still works. People of all ages learn in different ways. To live a healthy, active life, we must remain intellectually engaged and learn from cradle to grave. Technology tools are exploding yet aligned, curated content is lacking. These terrific tools with rich digital content can address learning styles, career needs, and lifelong learning.

Education on Demand (EOD) has its roots in video on demand (VOD). The viewer or learner chooses a program, course, or module in a pay-per-view format or even samples from a "free" service. The learner accesses the content whenever/wherever he wants. Such user driven demand, thanks to the thriving Internet, is leaping across platforms -- smartphones, tablets, IPTV (Internet Protocol TV), games, and other devices -- to name a few.

EOD is a circular approach to provide expanded, integrated, and interactive ways to learn at the time and place of the learner's choice; see model at right. EOD helps education providers from schools to associations and beyond, content developers, production companies, and media distributors leverage their investments and diversify revenue streams. Further EOD can help companies and organizations retain customers, communicate with key constituencies, and attract new consumers. **Most importantly EOD supports lifelong learning.** It throws open the doors to dynamic experiences with multiple points of learner entry and control.



The EOD Circle, based on curriculum, offers the learner three points of entry. At each entry, there are multiple programs, services, and learning options. In EOD, the learner is in control and can enter the EOD experience at any of the entry points: face to face (F2F) – seminar, meeting, classroom, workshop, conference; mLearning -- smart phones, tablet or other wireless handheld device – quick resources, apps, social & professional media, video and more; eLearning –desk top, lap top, online courses, productivity tools, collaborative work spaces, programs on linear or on-demand platforms.

The whole goal is freedom to learn anytime, anywhere, any place ...because *learning is for everyone* (LIFE)[™].

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