



ITC & PTC on WhatsApp

Kenya Scouts Association & Elewa present
Conversational Learning



THE KENYA SCOUTS ASSOCIATION

Introduction

- Joyce Wambui
- Education Program Lead.
- Digital Learning Planning, Development & Operationalization.
- Developed Elewa's Instructional Conversational Learning Design



- Swahili for 'to understand'.
- 5+ years in Education Innovation & Training.
- Large scale Training in basic education, healthcare agriculture & corporates.

The Stages

1. The Partnership
2. The Project: Design 1
3. Conversational Learning as a solution

The Partnership

December 2019

Elewa & Kenya Scouts Association
(KSA) enter into a partnership.



The Partnership



To **educate** young people
to play a constructive
role in Society

The Partnership



To **educate** youth
to play a **central** role in S



To make **educational & training** experiences
meaningful & enjoyable

The Partnership



Experience in:

- Leadership & Training
(*impressive network of Scout Leaders*)
- Nurturing & Growth (*over 4M Scouts*)



Training Elements:

- Learning & Instructional design.
- Digital Learning Support & operationalization.

The Partnership



Goals

- Share knowledge with youth on the Scouting Movement.
- Make this knowledge widely available through “**digitization**” of the current Face-2-Face basic Wood Badge Program; ITC & PTC.
- Increase the number of Scout Leaders

The Project – Design 1

Specialized in:

- Blended Learning.
- Learning Management Systems (LMS).
 - i. Traditional LMSs
 - ii. App-based

Easy
as
ABC

Design 1 – March 2020

0% COMPLETE 0/7 Steps

< Previous Topic

Complete Lesson ✓

Introductory Training Course (ITC) <

☐ Fundamentals of Scouting

☐ History of Scouting

☒ Celebrating our Founder

☐ Area Organization of Scouts


☐ Levels of Scouting




☐ Training for Scout Leaders

☐ Conclusion



Design 1 – March 2020

KENYA SCOUTS
ASSOCIATION

sawascript   

[< Back to Course Unit](#)



Introductory Training Course (ITC)

0% Complete
Last activity on 24/01/2020

- Fundamentals of Scouting ☐
- History of Scouting ☐
- Celebrating our Founder ☐
- Area Organization of Scouts ☐
- Levels of Scouting ☐
- Training for Scout Leaders ☐

The First Section: Cubs/Sungura Scouts

This section is often called Sungura/Cubs section. It concerns boys and girls of 6 years to 11 years old .It constitutes the first link of the Scouting chain. It also represents the First step of helping the young person learn about principles of scouting. In this section, cubs can undertake interesting activities and discover a lot of things about scouting and life as whole.



Topic [Complete Lesson ✓](#)


enson Smyth
Powell

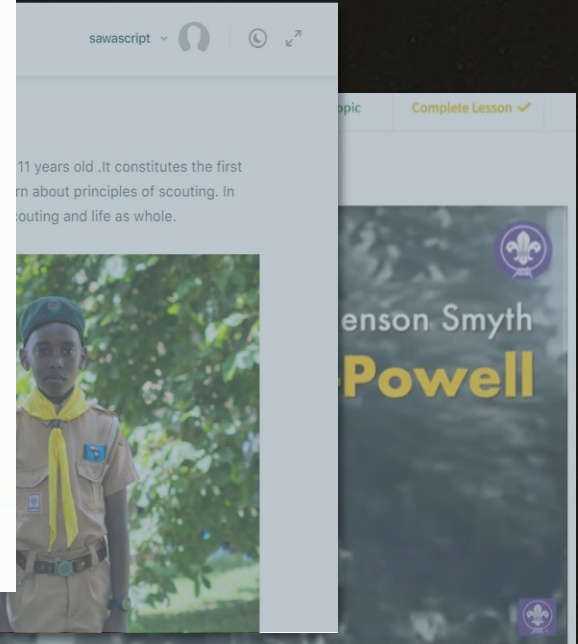

Design 1 – March 2020

Quiz: Unit Organization and Administration

The Patrol System is a unique and dynamic method by which a Scout unit operates through small groups/patrols. Below are some of the operations carried out in a patrol. Which is one is not?

- ☐ The Scout Leader trains the patrol leaders.
- ☐ The patrol leaders use the knowledge and skills gained to train the scouts in their patrols during patrol meetings.
- ☐ Each patrol guarantees their members safety, security and opportunities to explore, discover and want to know.
- ☐ Each Patrol organizes a a grueling initiation program for new recruits.

Next >





Moment of Truth!!




Testing
Phase!


The Feedback

 Non-satisfactory User Experience

 Too text-heavy


 Not enough assessments

From “*That’s it?*” to “*The Course is too difficult to do*”

 Feels too short

 Requires a computer/laptop

 Too data-heavy

 How do we train over this/run this?

What was different?

**Elewa was used to developing
for :**

Students within a university
campus.

Controlled environment.

Good access to university
facilities and urban
infrastructure.

Centralized location.

**We realized that the
audience of the KSA
project:**

Was extensive
demographically.

Was spread across a large
geographical area.

Different infrastructure.

The Biggest Challenge

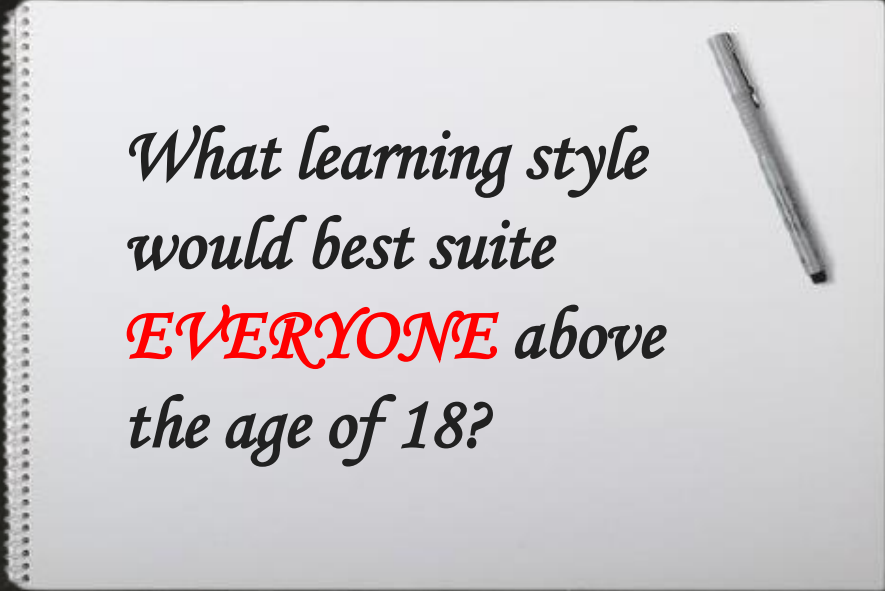


The Learning Curve

Students must **learn the learning system,**
before they can **start learning .**

April 2020

Back to the Drawing Board



*What learning style
would best suite
EVERYONE above
the age of 18?*

Conversational Learning

Brainstorming & Random Thoughts

*“What if **learning** could be **as simple as**
having a conversation?”*



Initial response



What?



Really?



Let's wait &
see where
this is going...

Conversational Learning

But after long consideration...

It made sense 😊

We Rewrote the whole course
to a
conversational format

What is Conversational Learning?

Conversational Learning, simply put, means that every learning activity is as natural as a conversation.

Managed by a Bot



What is a bot?

- ❖ An AI tool that will **automate** most of the course experience.
- ❖ Acts as a **smart** instructor
- ❖ Links trainees to **peers** and **KSA instructors** at different stages.

Delivered via **WhatsApp**



Become a Scout Leader

1

Save the number

Add **07 33 919 333** to your address book on your phone with name "**KSA Online Training**"

2

Say Hi

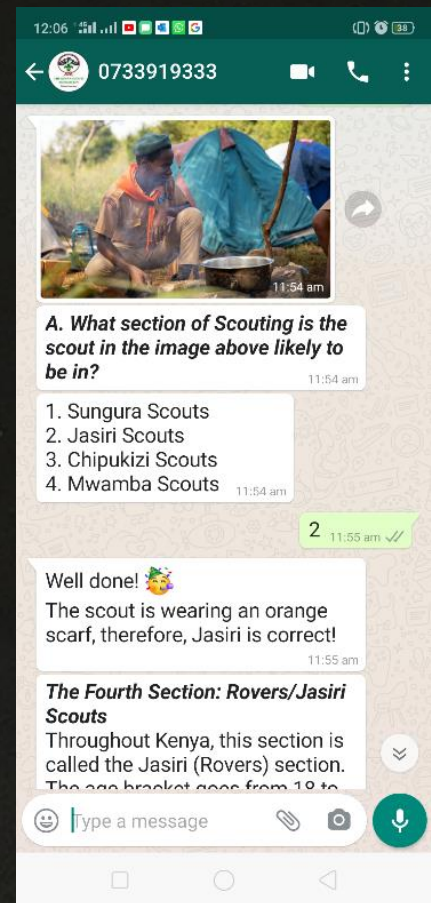
Say Hi to "KSA Online Training" **on WhatsApp**

3

Enjoy the course

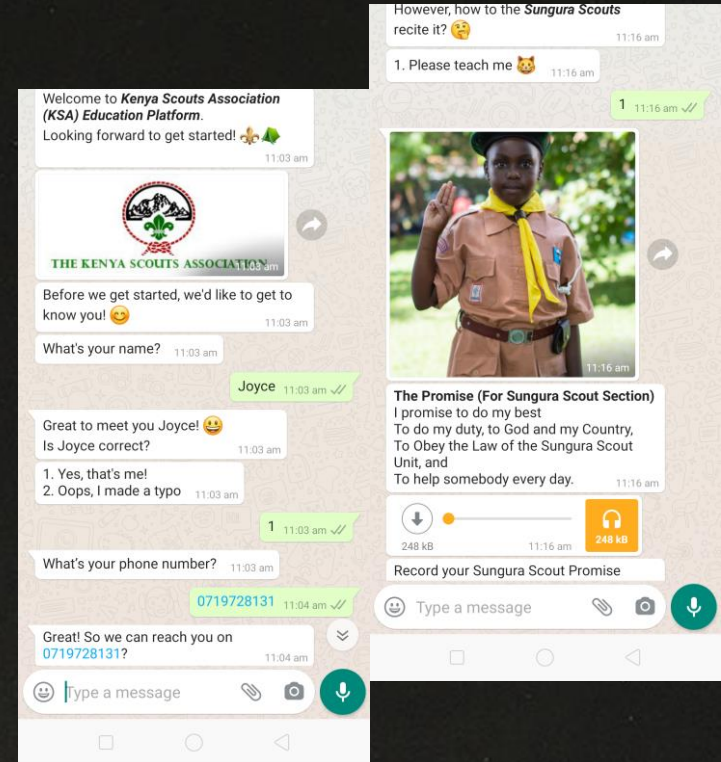
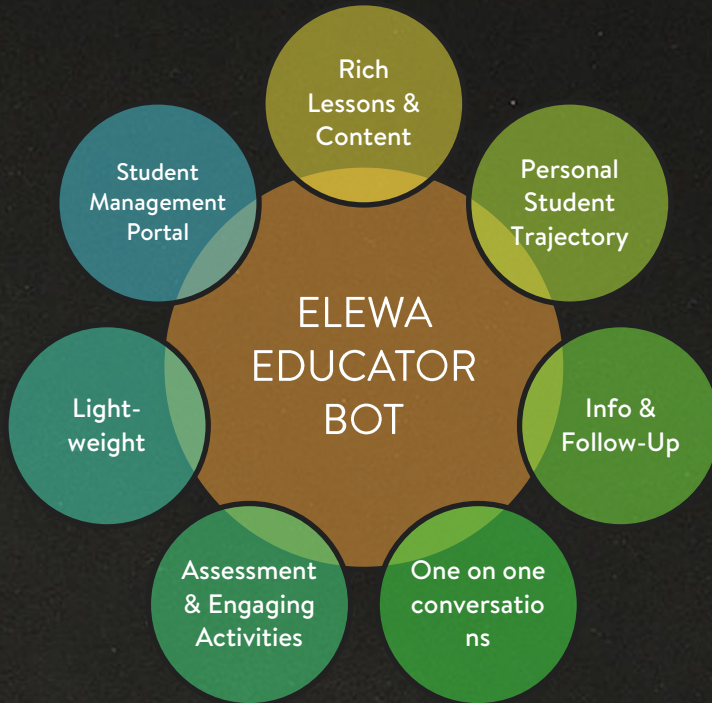
Enjoy the course and take the first steps to becoming a scout leader!

Please ensure to insert the country code:
+254...+254733919333



The Solution

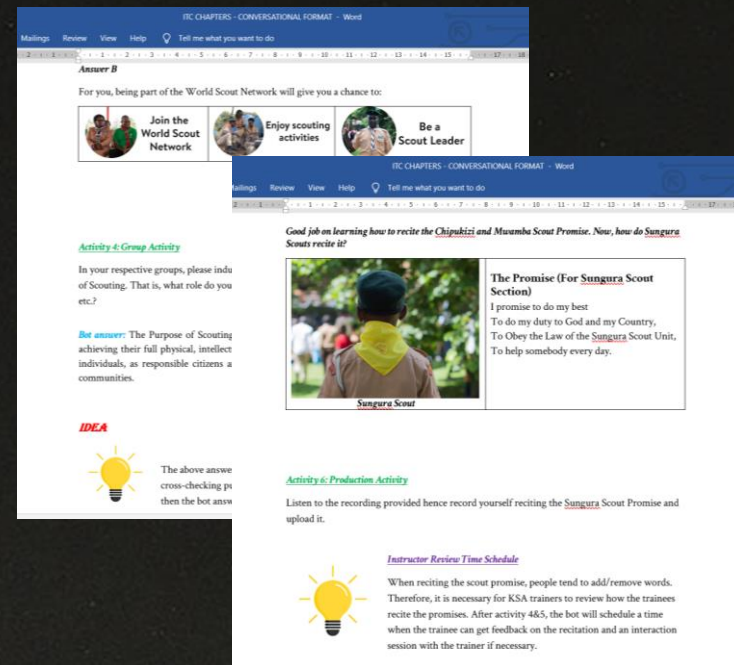
The platform is more than just a conversational robot



The Solution

 **Non-Satisfactory** user experience/felt short

Conversational rewrite of 15-page project was converted to **43 pages** of Conversations, visual & practical activities.



IRC CHAPTERS - CONVERSATIONAL FORMAT - Word

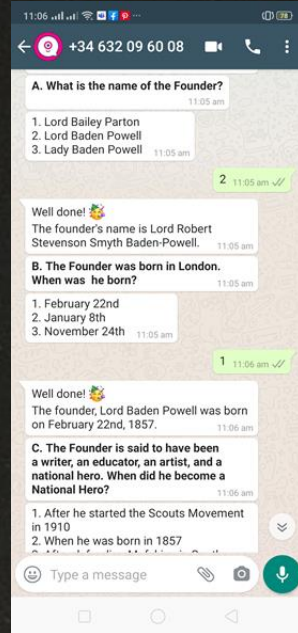
Mailings Review View Help Tell me what you want to do

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The Solution

Minimal **Assessment**
Text Heavy

Quizzes are a large part of the course with multiple quizzes per chapter.



We use a lot of gamification to present the course in an enticing manner.

The Solution



Heavy on **data**



PC reliant/heavy on phone



WhatsApp, Telegram, Web & Facebook
Messenger solves these issues.

- ❖ High availability and use of WhatsApp.
- ❖ Free WhatsApp data packages.
- ❖ Purely phone-based; PC back-end for KSA.
- ❖ Easy to use (no learning curve) yet provides a great experience.

The Solution

 Unclarity about platform **management**

Platform managed by **KSA instructors**.

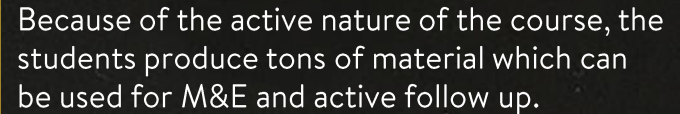
Strong focus on content production to enable amazing **M&E** and **Impact Development**.



Read
Scout
Promises



Honest
conversations



Because of the active nature of the course, the students produce tons of material which can be used for M&E and active follow up.

The Solution

🔗 Unclarity about platform **management**

Platform managed by **KSA instructors.**

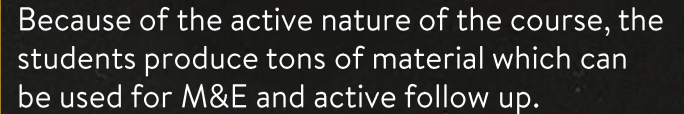


Because of the active nature of the course, the students produce tons of material which can be used for M&E and active follow up.

🐧 Unclarity about platform management



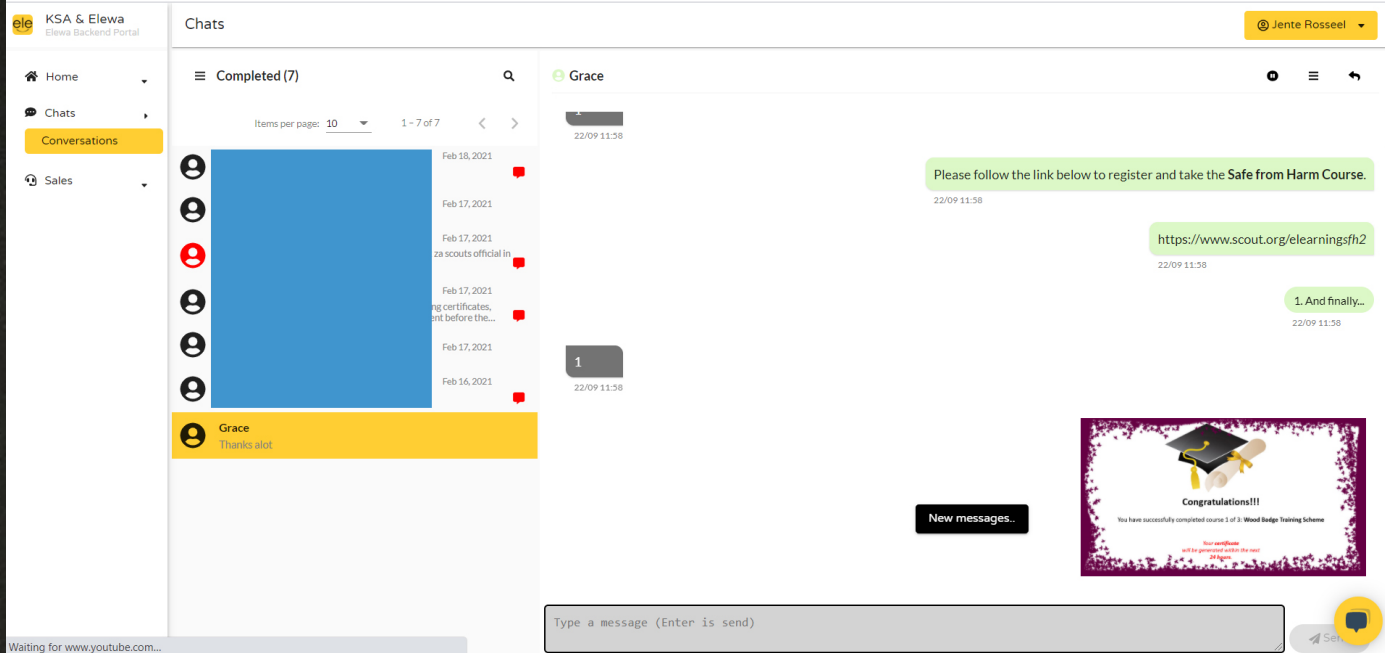
Word Clouds



Create a word-cloud for this

The Solution

 Unclarity about platform **management**



The screenshot displays the 'KSA & Elewa Elewa Backend Portal' interface. On the left, a sidebar contains navigation links: Home, Chats, Conversations (highlighted), and Sales. The main area is titled 'Chats' and shows a list of chat conversations under the heading 'Completed (7)'. The list includes entries for 'Grace' and 'Jente Rosseel'. The chat with 'Grace' is selected and expanded, showing a message from 'Jente Rosseel' with a link to 'https://www.scout.org/elearningsfh2' and a congratulatory message. The chat interface includes a search bar, a list of chat items, and a message input field at the bottom.

KSA & Elewa
Elewa Backend Portal

Chats

Completed (7)

Items per page: 10 1 - 7 of 7

Grace
Thanks alot

Please follow the link below to register and take the Safe from Harm Course.

<https://www.scout.org/elearningsfh2>

1. And finally...

Congratulations!!!
You have successfully completed course 1 of 3: Wood Badge Training Scheme

Type a message (Enter is send)

The Solution

 Unclarity about platform **management**

FULLY AUTOMATED	INSTRUCTOR/GROUP LED (with partial automation)
Interactive quizzes & assignments.	Production activities (voice, creative names)
Content-focused activities	Group Activities.
Info, Marketing & Sales	Personal Feedback
	Instructor-led reflection activities.



ITC & PTC on WhatsApp

Kenya Scouts Association & Elewa present
Conversational Learning



THE KENYA SCOUTS ASSOCIATION