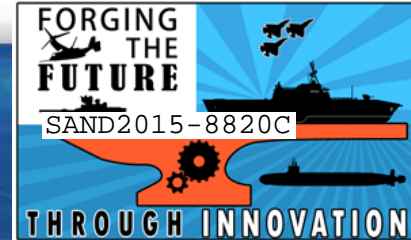




November 30th - December 4th, Orlando, Florida

IITSEC 2015

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Transmedia (Social) Learning in the Wild: Exploring a Continuum of Support for Transitioning Service Members

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Major General Tom Jones, USMC (Ret)



**Sandia
National
Laboratories**



OUTDOOR ODYSSEY
"Growth Through Adventure"



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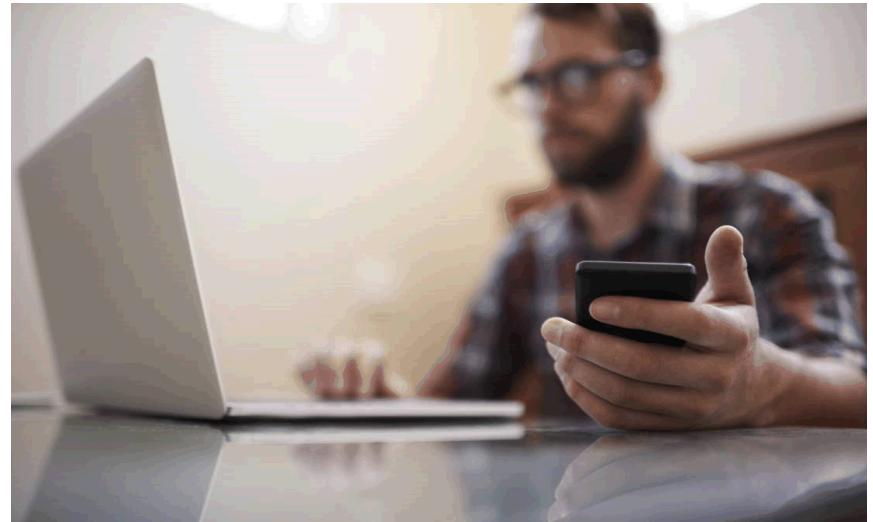
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Presentation Outline

- ▶ Why consider a continuum of support for transitioning Service Members and Veterans?
- ▶ How does a transmedia storytelling ecosystem support learning?
- ▶ What is social learning?
- ▶ Why do we engage in social learning?
 - ▶ 3 Theories
 - ▶ 2 Examples
- ▶ How does theory inform design?
 - ▶ 5 key design considerations
- ▶ What are the next steps?



Why a continuum of support?



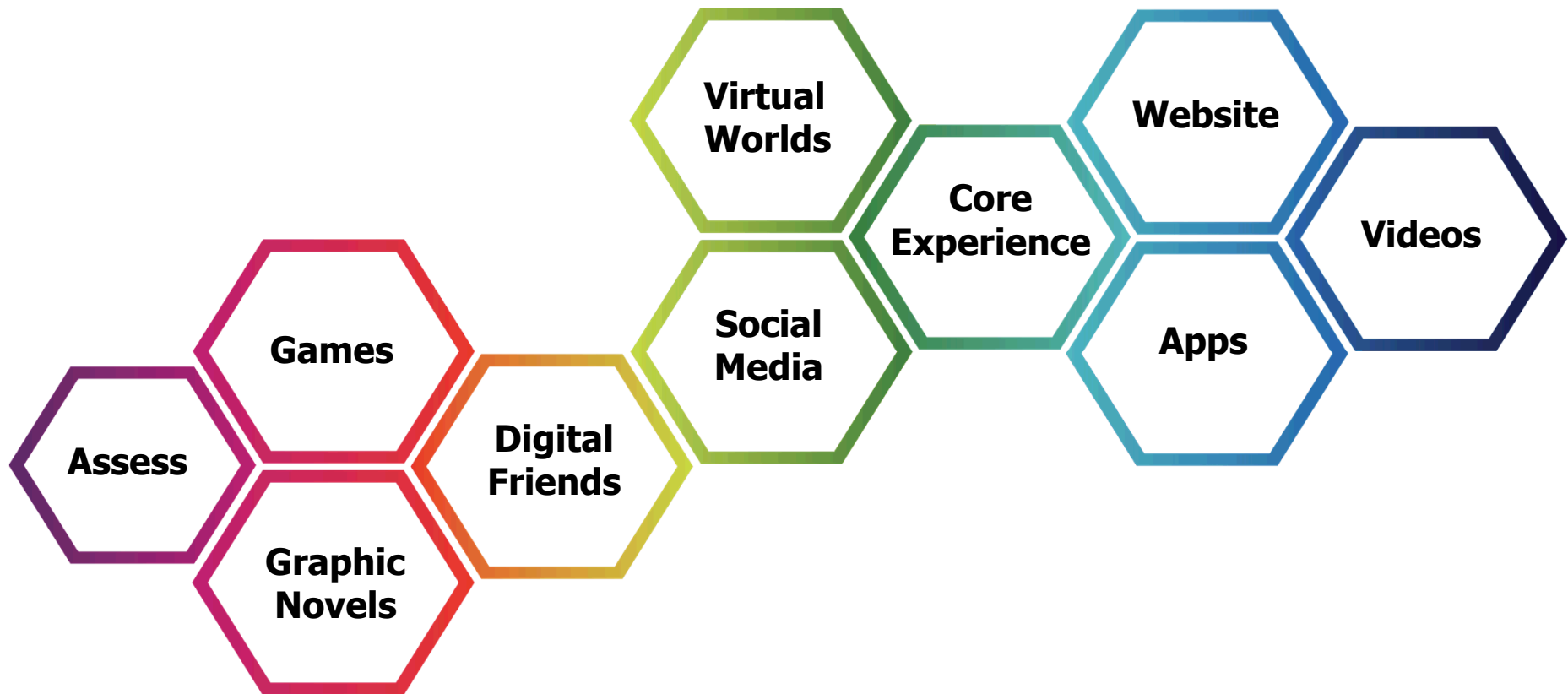
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Transmedia Learning Ecosystem



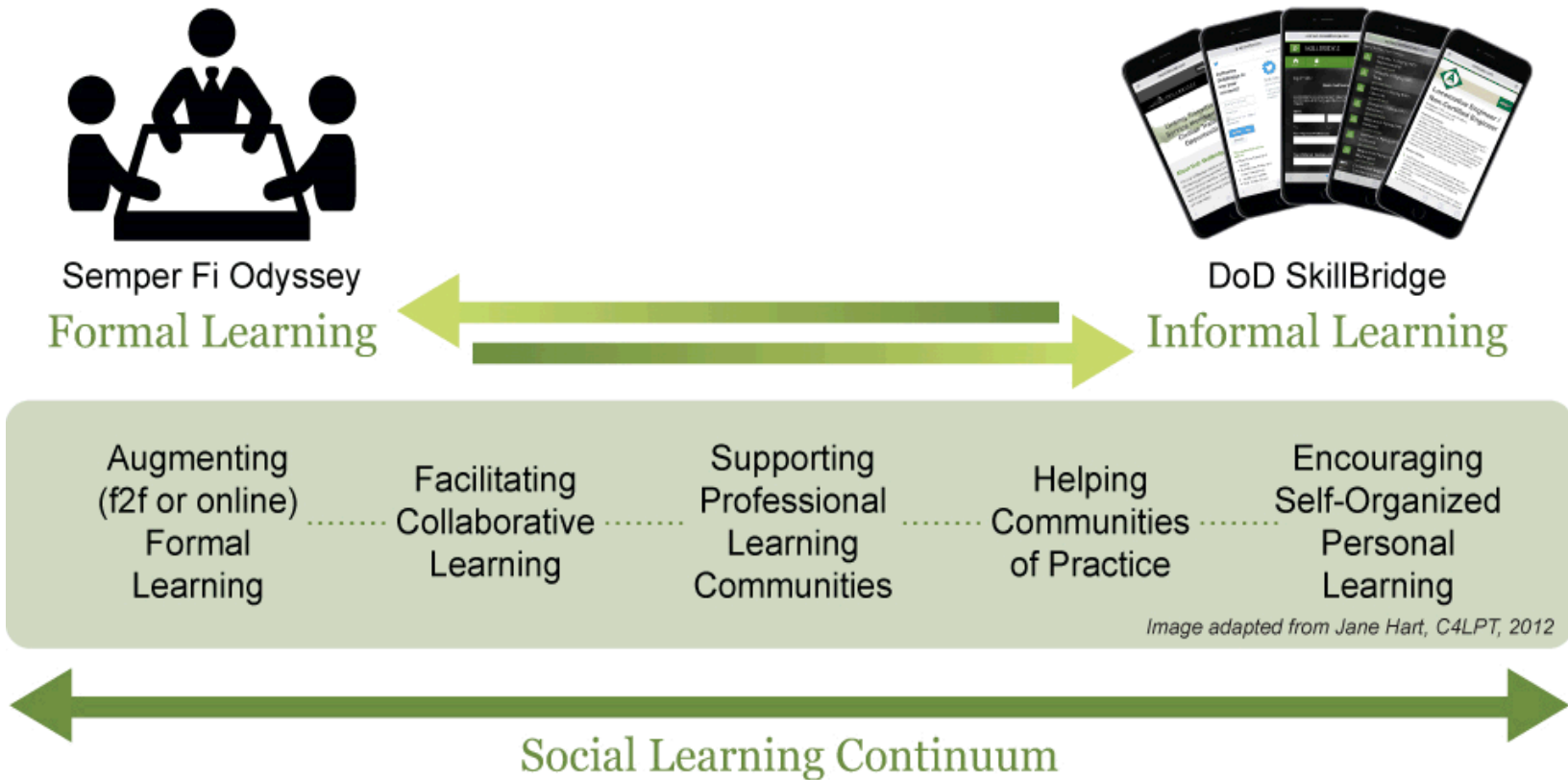
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Social Learning Continuum



3 Theories. 5 Design considerations.



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Why do we engage in social learning?

■ 3 Theories

■ Social Development

- Social interactions “where learning happens” occur in a cultural context

■ Distributed Cognition

- Cognition is a social, distributed process

■ Narrative Paradigm

- We assign meaning by applying reasoning to a sequence of events



Semper Fi Odyssey

Excerpt from <http://wqed.org/tv/watch/?id=1249&page=0> will be shown



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Semper Fi Odyssey social learning



Formal Learning



Informal Learning

Augmenting
(f2f or online)
Formal
Learning

Facilitating
Collaborative
Learning

Supporting
Professional
Learning
Communities

Helping
Communities
of Practice

Encouraging
Self-Organized
Personal
Learning

Image adapted from Jane Hart, C4LPT, 2012



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DoD SkillBridge Initiative



Instruction (DoDI) 1322.29

Job Training, Employment Skills Training,
Apprenticeships, and Internships (JTEST-AI)
for Eligible Service



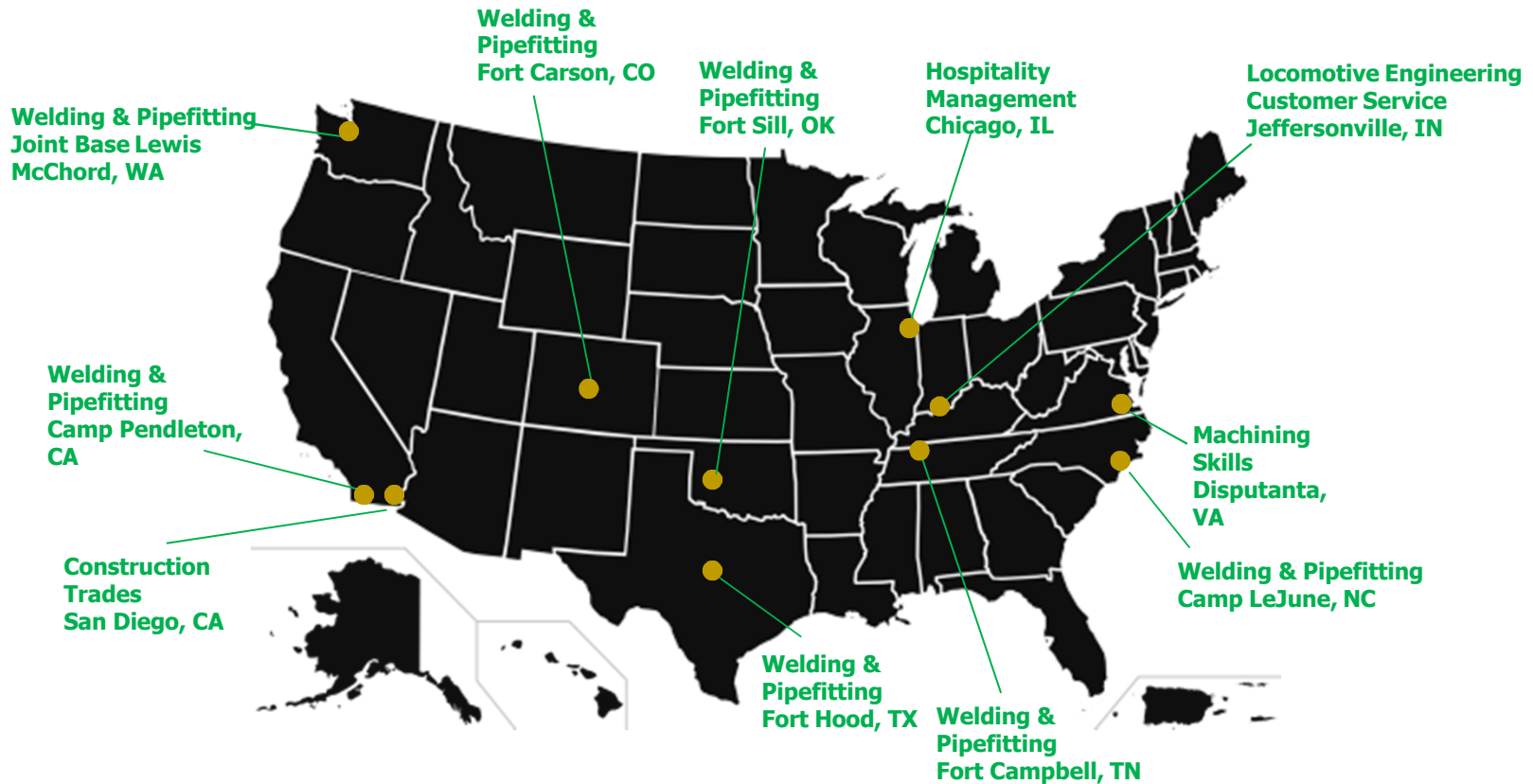
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DoD SkillBridge Initiative



1. Determine Eligibility



2. Explore Opportunities



3. Secure Approval



4. Begin Training



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<http://www.cbsnews.com/news/from-it-to-welding-how-military-members-are-landing-guaranteed-jobs/>



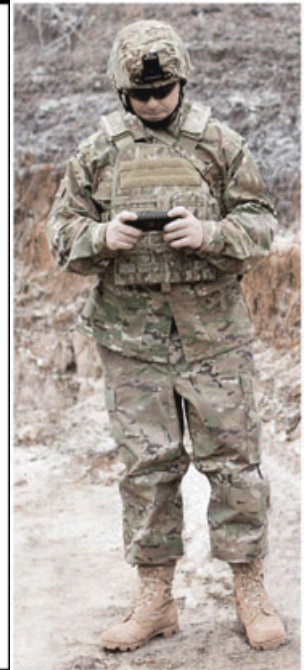
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DoD SkillBridge Initiative social learning



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■ 5 Design Considerations

■ Context

1. Interactions occur in a communication context, not in a vacuum

■ Culture

2. Interactions are culturally situated as sense-making occurs

■ Community

3. Knowledge persists among people, systems, and artifacts

■ Calibration

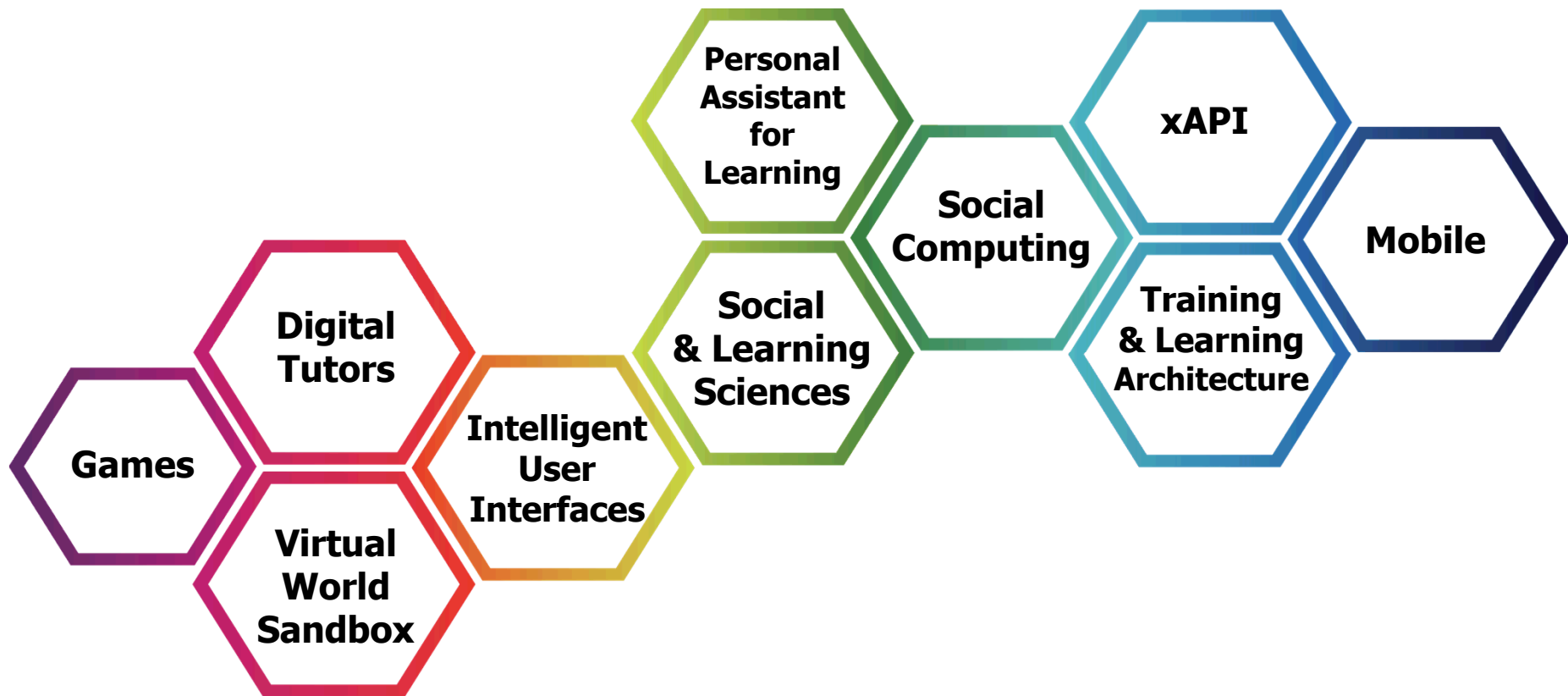
4. Communication can be tuned for maximum impact

■ Connections

5. Links to others can be synchronous, asynchronous, F2F, and virtual



What are the next steps?



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Acknowledgements

Special Thanks to

DoD SkillBridge Initiative Team

ADL SkillBridge Team

Semper Fi Odyssey Staff and Team Leads



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