

Jon Aleckson, PhD and Andy Hicken, PhD Speaking at Upcoming eLearning Conferences

Jon Aleckson, PhD and Andy Hicken, PhD speaking at Chicago eLearning & Technology Showcase and University of Wisconsin Distance Teaching & Learning Conference.

MADISON, WI, USA, August 1, 2014 /EINPresswire.com/ -- Jon Aleckson, PhD and Andy Hicken, PhD are speaking at the Chicago eLearning & Technology Showcase and the University of Wisconsin Annual Conference on [Distance Teaching & Learning](#) this August. Their session titled, "Using a Design Manifesto and SME Collaboration to Create Engaging E-Learning" was a hit at the ASTD International Conference & Expo this past spring in Washington, DC and now they're bringing it to the Midwest.

Aleckson and Hicken will first appear at the Chicago eLearning & Technology Showcase on August 5th, from 1:45-2:35pm (CST). They continue their tour of summer of conferences with the University of Wisconsin Annual Conference on Distance Teaching & Learning in Madison, WI, home to our corporate office. They will present their session on August 13th, from 10:30-11:15am (CST).

The C.O.M.P.A.S.S. manifesto was developed to guide distributed teams of sponsors, designers, developers, and subject-matter experts working on large-scale projects. The manifesto presents design pointers for creating successful performance-based eLearning: the design must be concise, outcome-oriented, metrics-driven, precise, appealing, significant, and social.

[Dr. Jon Aleckson](#), is an educational leader and consultant in association learning technologies and eLearning as well as the founder and CEO of Web Courseworks. Aleckson earned his doctorate in Educational Leadership and Policy Analysis at the University of Wisconsin. His research concerns how to improve collaboration between project teams and subject matter experts to enhance online education and professional development programs. His dissertation was published as *MindMeld: Micro-Collaboration Between eLearning Designers and Instructor Experts* (Atwood, 2011, with co-author Penny Ralston Berg). In addition, Aleckson is adjunct faculty at the University of Wisconsin – Platteville, publishes educational development pieces in



Jon Aleckson, PhD (top)
and Andy Hicken, PhD
(bottom)

elearning blogs and presents at several national conferences each year.

[Dr. Andy Hicken](#), has worked in elearning since 2006. He has been the lead instructional designer and, later, product innovation specialist on a number of projects, including the World Anti-Doping Agency's PlayTrue Challenge game, which won a silver award in the Games for Good/Non-Profit category at the Serious Games Conference.

About Web Courseworks Ltd.

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