

WILEY

Maximising the learning revolution

for scholarly and professional societies



WILEY



The right education strategy will help you better engage with your membership, ensuring you recruit and retain more members, at the same time enhancing your society's reputation...

Our suite of educational products will help you achieve all of this, providing your members with essential lifelong learning.

What is the demand for learning from society members?

The needs and expectations of your members and communities are changing. We recently carried out our largest member survey ever, with over 14,000 respondents, to learn more about how research professionals view scholarly societies and associations. When asked what they valued most from being a member of a society, the opportunity for continuing education and training came second after access to journal content*.

Industry research indicates that learners acquire knowledge and skills as effectively through online and mobile learning as they do through traditional learning**. By 2016 the global online learning market is estimated to be \$51.5 billion – an increase of \$15.9 billion since 2011.

We want to work with you to leverage the learning revolution.

At Wiley, we are committed to exploring and embracing the lifelong learning needs of your society, ensuring you engage and retain existing members and users, whilst attracting newer generations – **we can help you support the professional development of all your members.**

* Wiley Membership Matters Survey 2015

** Research conducted by the World Health Organisation (WHO) and Imperial College, London

Why choose Wiley?

We understand societies. With over 950 society partnerships, we are already the world's leading society publisher. We are the only publisher with its own in-house society learning team providing expertise in this specialist market area.

Our extensive range of content and content-enabled solutions, incorporating online tools, journals, books, databases, reference works and laboratory protocols, are well-established, and can be leveraged to create dynamic, engaging educational programs.

Our expertise ensures that we can work in partnership with you to respond to the learning needs of your members.

950+



Wiley are the world's leading society publisher

2011

\$15.9bn

2016

Projected increase of the global eLearning market

Your audience

We understand change. Delivering quality educational tools and services to accommodate fresh learning needs is behind everything we do.

We want your end users to readily engage with their learning experience, retain information more quickly and complete activities efficiently.

Our learning solutions reflect in-depth market research – we prize efficient technology with a strong focus on an individualized learning experience. Most significantly, we recognize the importance of collaboration in the creation of our educational products and solutions – **Through our partner relationships we can create an even greater learning experience.**



\$51.5bn

Projected total of
the global eLearning
market in 2016



Curriculum Development

Creating an educational curriculum specific to your organization can help you define the levels of knowledge and practical experience required to further members' careers. A robust curriculum can also provide a solid foundation for the creation of any learning program.

We work with you to identify relevant Subject Matter Experts (SMEs), highly skilled in the creation of curricula. In turn, your SME will partner with you to add further value, generating a customized, detailed, and practical curriculum outline, whilst carrying out any necessary research with your membership.

Our experience and meticulous collaborative process:

- Ensures the right person with the right skills and expertise is defining your program
- **Provides you with an appropriate curriculum** based exclusively on your needs
- Is a great starting point – the right curriculum will facilitate the development of a strong educational program.

In addition, you can draw on our knowledge leadership for content creation to support your curriculum. For more information, contact societysolutions@wiley.com



The Wiley approach

We are more than a publisher. Having invested more than \$450M in the last three years in learning products and services and a dedicated society learning team, we are the only publisher specializing in creating learning solutions for societies.

With more than 200 years' experience working with societies, our understanding of your requirements and the requirements of your members is second to none. We collaborate with societies in research, needs assessment, content development and hosting, as well as education community creation.

We've definitely got content covered – with a breadth of content already available from journal articles and a broad reach to a huge number of subject matter experts for new content.

For more information, contact
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Wiley Health Learning (WHL)

Providing online continuing education to the healthcare sector

Driven by the desire for societies to add value to their membership offering, our dedicated healthcare continuing education platform, Wiley Health Learning (WHL), is the perfect vehicle to manage your members' educational needs.

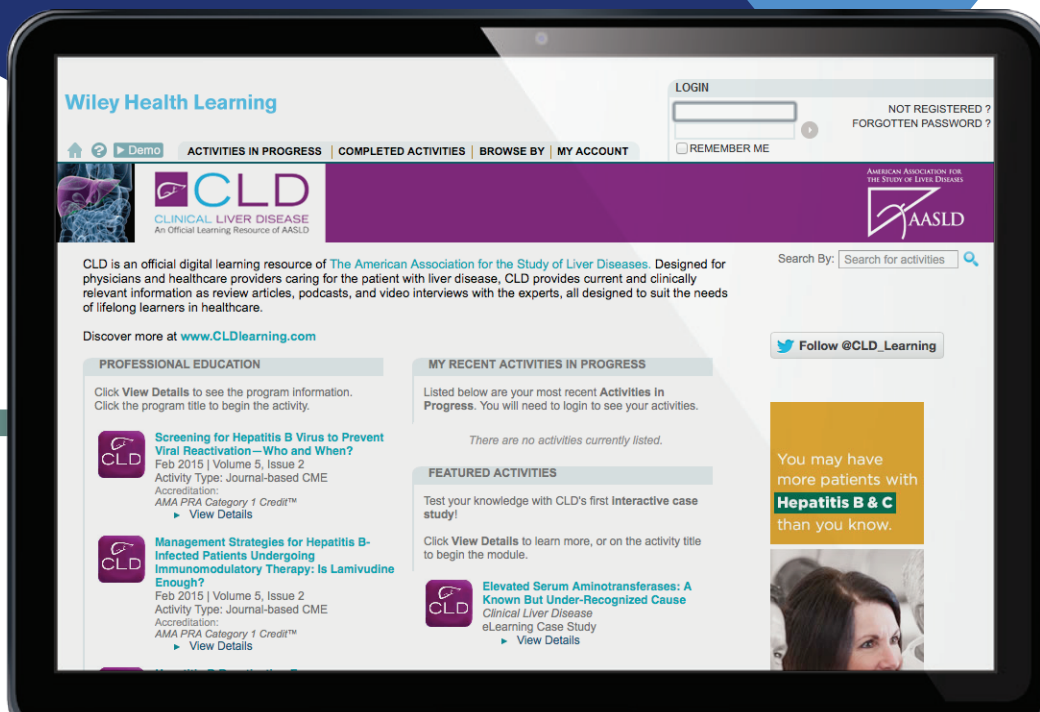
We combine market-leading technology with quality content development to create a robust platform that boasts over 55,000 activity registrations in the past 12 months. Add to this our needs-analysis approach, and you have a platform that will meet all the demands of the Continuing Medical Education (CME) industry.



WHL:


- **Provides relevant, flexible learning activities** adding value to your membership recruitment and retention efforts
- **Supports your members** in line with Accreditation Council for Continuing Medical Education (ACCME) standards. Plus end users receive any certificates instantly
- **Increases levels of user engagement** with podcast, video and article-based content available to best suit member learning preferences – all accessible online 24/7

All this, plus the opportunity to create new society revenue streams via user-pay models. For more information, contact societysolutions@wiley.com or visit www.wiley.com/go/learning



WHL in action...

Following substantiated research, conducted jointly by Wiley and a Society client, it was revealed that the society members needed a more clinically-focused publication. This led to a new online-only, hybrid publication with continuing education activities hosted on a society-branded WHL landing page. ●.....



Based on the educational needs of the user, fresh topic-based, multi-media interactive activities are now educating relevant physicians and healthcare workers every other month. Whilst the publication's content comprises case reports and repurposed, clinical content from the society's other journals that would otherwise remain unpublished.

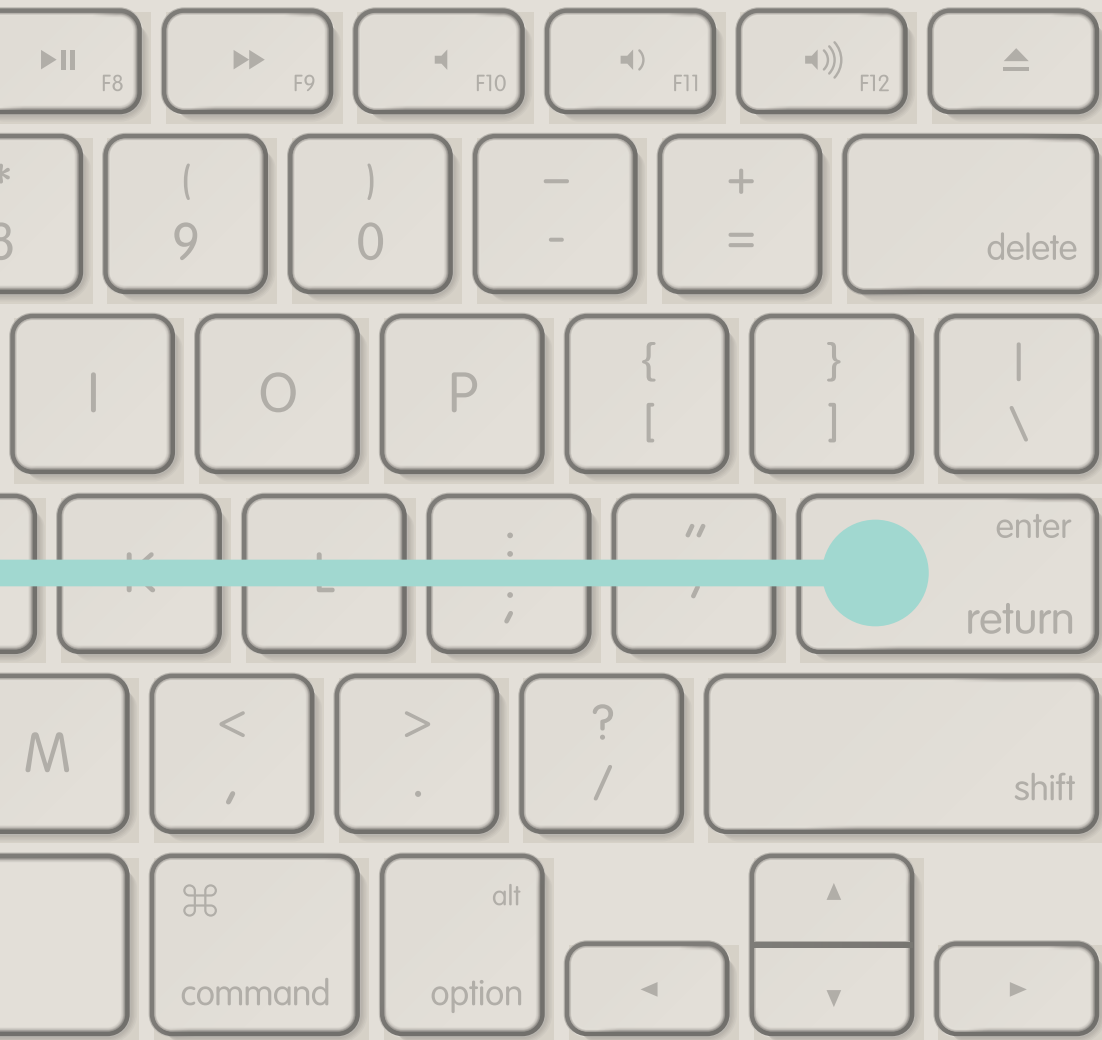
CrossKnowledge – Wiley’s own Learning Management Solution

We understand that a good Learning Management Solution (LMS) can provide a coherent learning structure for every learner. CrossKnowledge, a Wiley brand, is one of the world’s leading distance learning providers.

The CrossKnowledge complete solution, encompassing content, technology and services:

- Offers a tailored learning approach – personalized learning paths to **meet the learning preferences of all of your members**
- **Provides seamless integration with your own Association Management Systems allowing members fast and simple access to all learning activities**
- **Delivers robust reporting for both society and member alike – allow users to track and report on both their formal and informal learning activity**

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