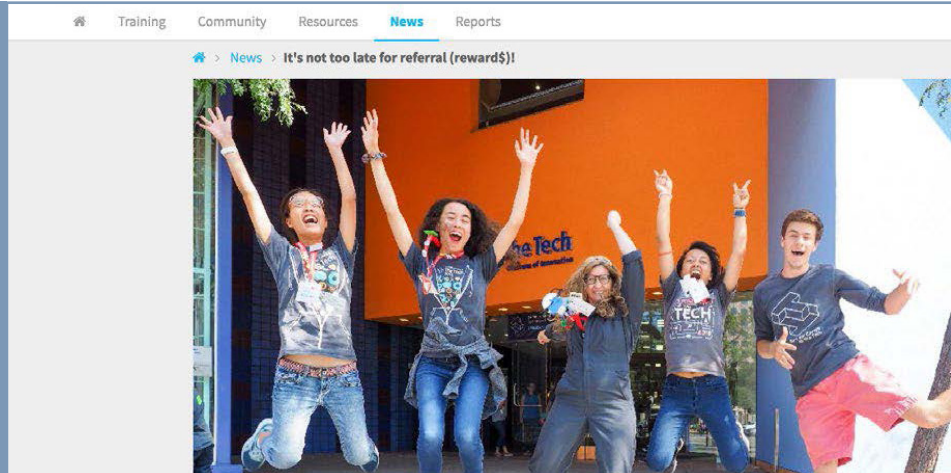


GALILEO MAINTAINS RENOWNED CULTURE WHILE MOVING TRAINING FROM IN-PERSON TO ONLINE WITH SPOKE®

“Unboxed exceeded our expectations and did so under a very tight deadline. They’re a great team of creative problem solvers focused on true business objectives.”

Kendall Morris,
 Founder & Chief Executive Officer
 of Create Digital



CHALLENGE

To create a modern solution that could help Galileo move their training from in-person to online without losing the incredible culture they’re known for.

RESULTS

For Galileo, it was always important to measure counselor acculturation and training progress, so they appreciated Spoke’s ability to provide metrics and insight into areas like course performance, social participation, and counselor engagement. Spoke revealed a 15-20% increase in new staff engagement. And counselors continued to log in and benefit from Spoke during camp sessions (8.6 logins per user on average).



15-20% INCREASE IN
 NEW STAFF ENGAGEMENT



CONTINUED ON-THE-JOB
 LEARNING

CORPORATION OVERVIEW

FOUNDED IN 2001
EMPLOYEES: 1,001-5,000
BASED IN OAKLAND, CA
INDUSTRY: EDUCATION
MANAGEMENT

SOLUTIONS

· SPOKE LMS

BACKSTORY

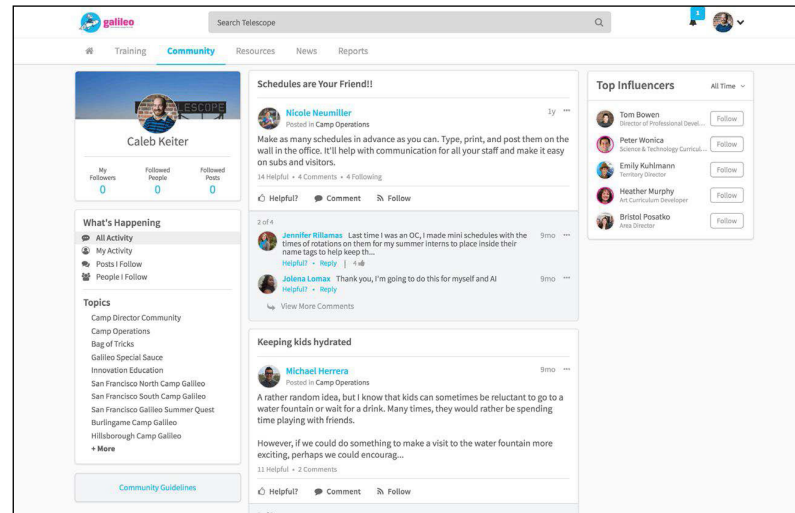
Galileo Learning is a summer day-camp provider that offers children pre-K through 8th grade confidence-building challenges and one-of-a-kind summer fun at over 70 locations in the Bay area, SoCal and Chicagoland. Their mission: to develop innovators who envision and create a better world.

The curriculum is hands-on, iterative, and designed to reinforce the mindset, knowledge, and process needed to innovate in the modern world. In pre-K, campers may build a functional catapult or design their own space vehicle, all with simple materials. By 8th grade, they may program their own video game, design a fashion line, or build something entirely of their own invention.

“Something powerful happens at Galileo that doesn’t happen at other camps. Kids have fun, but they’re also encouraged to explore and fail without fear, which is the essence of innovation,” says Tom Bowen, Galileo’s Director of Professional Development & Training and Director of Technology.

OPPORTUNITY

Only the most talented instructors, counselors, and interns are trained to facilitate Galileo’s innovation approach. Since 2002, they had relied on an all-hands in-person training model of up to 2-days to impart new methodologies and curriculum, exchange experiences and ideas, and strengthen the vision and relationships that facilitate their mission.



“WE WERE SUPER EXCITED WHEN SPOKE REVEALED A 15-20% INCREASE IN NEW STAFF ENGAGEMENT. AND WHILE SPOKE WAS BUSIEST BEFORE CAMP STARTED, WITH STAFFERS COMPLETING ON AVERAGE 54 COURSES EACH, COUNSELORS CONTINUED TO LOG IN AND BENEFIT FROM SPOKE DURING CAMP SESSIONS (8.6 PER USER ON AVERAGE).”

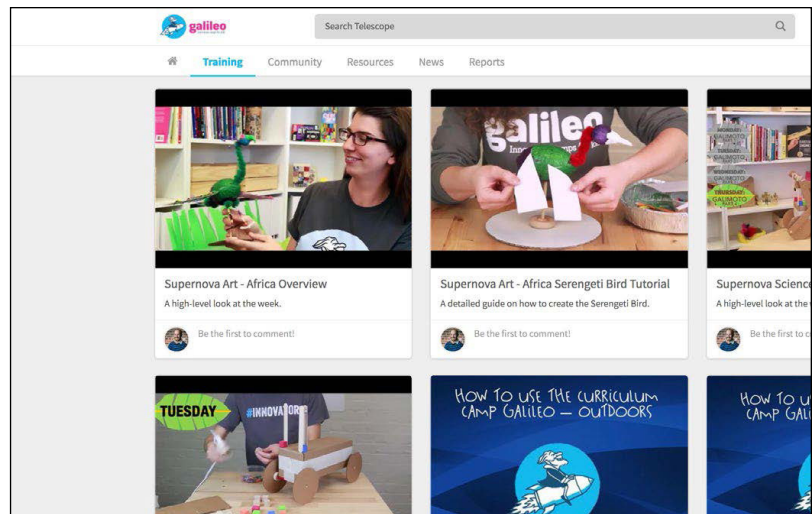
TOM BOWEN,
DIRECTOR OF PROFESSIONAL
DEVELOPMENT & TRAINING
AND DIRECTOR OF
TECHNOLOGY.

“We needed a modern solution that could help us move our training from in-person to online without losing the incredible culture we’re known for. We also needed a way for counselors to access rolebased content and answers to their questions on demand. We were concerned a traditional learning management system couldn’t deliver what we needed. I guess we wanted the best of both worlds: the convenience of an online community and an immersive cultural experience—a tall order,” Tom explained. The yearly meeting was enjoyed and cherished, especially by returning staff, but as Galileo grew to over 2,000 counselors, so did the tactical challenges. Aside from the time and travel costs, the lectures and break-out sessions had so many attendees that it was difficult to ensure that each trainee’s learning objectives were being met. And, while memories of conference camaraderie lingered, once camp was in session, there was no easy way to revisit key points and best practices covered in training.

After trying another industry-leading LMS, Galileo soon realized they needed more than “bells and whistles” to support their dynamic learning and teaching environment. They needed a partner who also practiced and supported innovation.

PARTNERSHIP

Wiser and more determined than ever, Galileo connected with the Unboxed team



“WE NEEDED A MODERN SOLUTION THAT COULD HELP US MOVE OUR TRAINING FROM IN-PERSON TO ONLINE WITHOUT LOSING THE INCREDIBLE CULTURE WE’RE KNOWN FOR. WE WERE CONCERNED A TRADITIONAL LMS COULDN’T DELIVER WHAT WE NEEDED.”

“IT WAS THE PERFECT SOLUTION. AND EVEN THOUGH WE BOMBARDED THE UNBOXED TEAM WITH NEW INFORMATION AND QUESTIONS AS WE LEARNED MORE ABOUT SPOKE’S CAPABILITIES, THEY WERE ALWAYS PATIENT, PROFESSIONAL, AND AS EXCITED AS WE WERE. I SOON DISCOVERED THAT WAS TYPICAL OF THE “WHITE GLOVE” SERVICE UNBOXED DELIVERED.”

and soon became convinced that Spoke, Unboxed’s collaborative and social learning management system, met their criteria.

Members of Unboxed’s Spoke team met with the Galileo team to identify and prioritize their goals—and to address obstacles to adoption. For example, the returning group of counselors were a little anxious about losing the connections they made at the annual conference. It was a powerful bonding experience that they were hesitant to give up for an online application.

The Unboxed and Galileo teams partnered together to work towards the solution: relevant content and connections could be developed and accessed on Spoke Community; while the more interactive and improvisational training exercises would be held in-person at each location’s discretion.

And to “hook” the skeptics who were missing the action and excitement of the annual get-together, Unboxed recommended tapping into Spoke’s gamification features like Spoke coins, badges, levels, and a competitive leaderboard to spark competition and keep learners motivated.

SOLUTION

Galileo realized that making gamification the launching pad for Spoke was a stroke of a genius. Plus, Spoke’s simple and modern user interface made it easy to navigate and explore all the content, news, eLearning, videos, classroom training, job aids, etc.—all in one place.

But the real magic happened in the Spoke Community. For the first time, it was easy to connect with and learn from one’s peers, from SoCal to Chicagoland. Now, if a new instructor wanted her kids to build a go-cart and had no idea how to design the steering column, she could simply search or ask for help on Spoke and advice would come in from across the Galileo ecosphere.

Spoke not only facilitated the exchange of knowledge, it created friendships and

“WE’VE RECEIVED VERY POSITIVE FEEDBACK FROM CLIENTS, OTHER AGENCIES, AND JOB CANDIDATES. WE’VE HEARD THE ANIMATION HELPED THEM BETTER UNDERSTAND THE COMPLEXITIES OF OUR WORK AND WHAT MAKES CREATE DIGITAL UNIQUE AMONG OUR COMPETITORS,”

strengthened the culture. Soon Spoke was no longer viewed as a “second-best” substitute for in-person training, but rather an enhancement and extension that could grow and change with the culture.

RESULTS

For Galileo, it was always important to measure counselor acculturation and training progress, so they appreciated Spoke’s ability to provide metrics and insight into areas like course performance, social participation, and counselor engagement.

The benefits of Spoke were almost immediate. Everyone loved the gamification and social elements, and that provided the “gateway” to more logins, higher engagement and, eventually, more training completed.

“We were super excited when Spoke revealed a 15-20% increase in new staff engagement. And while Spoke was busiest before camp started, with staffers completing on average 54 courses each, counselors continued to log in and benefit from Spoke during camp sessions (8.6 per user on average).” Honestly, we couldn’t imagine working a better partner than Unboxed. The entire team consistently has our back. We have a partnership where we have the opportunity to influence the product, and that feels really good as a customer.”



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