

**watershed**

# Learning Ecosystem Analytics:

What is it and why  
does L&D need it?

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# Introduction

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Increasingly, organizations are supplementing their core LMS functionality with additional platforms such as LXPs, video platforms, and quizzing tools. Each has a specific purpose to meet an organization's unique requirements. The collection and integration of these platforms are known as a learning ecosystem.

But with learning happening across many systems, how do you keep track of it all? In this eBook, we'll look at learning ecosystem analytics and the value of bringing all your data from your learning platforms, systems, tools, and apps together in one place.

# What Is a Learning Ecosystem?

A learning ecosystem is a collection of the tools, technologies, resources, and places where learning happens across your organization. And every organization has a [learning ecosystem](#), whether by design or accident.

At one end of the spectrum, an ecosystem may be a carefully planned and integrated selection of handpicked platforms and tools delivering a seamless, best-in-class learning experience.

At the other end, it may be more of a haphazard collection of siloed systems—presenting a confusing myriad of options to learners (and administrators!), who struggle to remember their logins to every system, let alone remember where to find their learning.

Wherever your organization sits on this scale, you already have a learning ecosystem in place.

# What Is Learning Ecosystem Analytics?

Whether your learning ecosystem is wild and overgrown or neat and well kept, ecosystem analytics means bringing together the learning data from all your platforms, apps, and tools into one place for reporting and analytics. As a result, you can:

- Use a single platform for L&D reporting rather than accessing multiple tools for learning data.
- Keep track of a learner's activity across various platforms (e.g. for a [learner transcript](#) or compliance record).
- Get reporting and analytics that combine or compare data from multiple systems (e.g. to support [vendor management](#)).

# What Does Corporate Learning Ecosystem Analytics Look Like in Practice?

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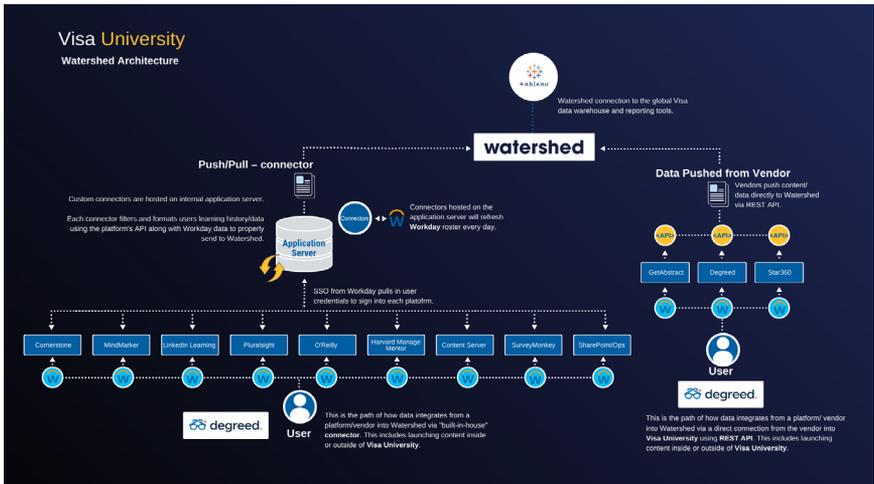


## Visa University Digital Campus

When [Visa launched the Visa University Digital Campus](#) as part of a shift from a compliance-driven to learner-driven learning approach, data and analytics played a vital role in supporting and proving the value of that shift.

Visa was able to track the campus' impact and utilization by combining data from a growing list of learning technologies in Watershed, which they used for reporting and analytics (plus export to Tableau). Six months after the launch, they were able to show that:

- 80% of the organization had accessed the campus, and
- 19% of those users had done so in streaks spanning multiple weeks.



We've presented this Visa case study at many conferences worldwide. It's been inspirational to other organizations looking to move to a learner-driven ecosystem approach. Integrated technologies include: Degreed, Cornerstone, MindMarker, LinkedIn Learning, Pluralsight, O'Reilly, Harvard Mentor Manager, Content Server, SurveyMonkey, SharePointOps, Workday, getAbstract, Star360, Tableau, and Watershed.

### See Visa's Learning Ecosystem in Action

Webinar: [Visa University Learning Hub – Where Technology Meets the Future](#)

Blog Post: [How Visa & Verizon Built Learning Ecosystems with LMSs](#)

Blog Post: [How Visa University Uses Learning Analytics](#)

## CHRISTUS Health Talent Development Ecosystem

CHRISTUS Health wanted to move from an LMS-centric approach to an ecosystem approach to:

- Remove barriers to sharing content with associates to improve content utilization and impact.
- Better meet the needs of learners and replace outdated technology.
- Give leaders the reporting they need.

By bringing together all of their learning data from their new ecosystem into Watershed, CHRISTUS validated the benefits of the new approach. They saw 100% of associates complete the training in FY19 and a corresponding positive impact (exact figures are confidential) on the desired workplace behaviors in FY20.



### Recommended Resources

Case Study: [CHRISTUS Health's award-winning talent development ecosystem](#)

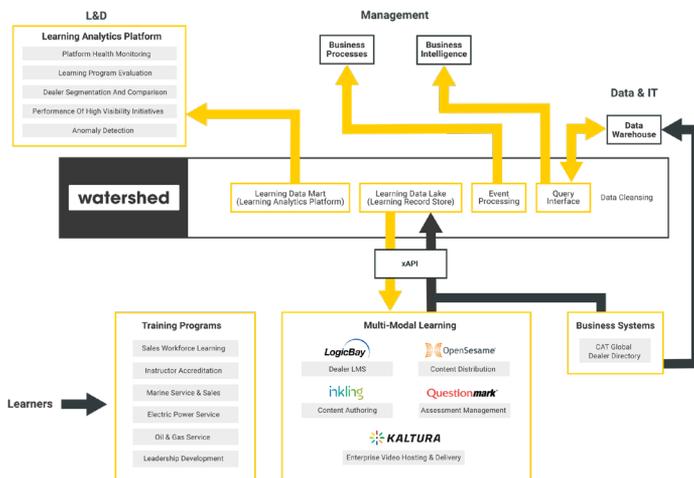
Blog Post: [How CHRISTUS Health unlocked their L&D data to evaluate content and improve training](#)

## Caterpillar's Extended Enterprise Learning Ecosystem

Caterpillar's learning ecosystem includes new systems, such as Kaltura and InKling, integrated with existing systems like the LMS, which contains years of valuable historical learning data. Employees and members of their dealership network (i.e. their extended enterprise) access these platforms, resulting in data siloed in multiple individual platforms.

So Caterpillar brought everything together in Watershed to sort through the data and gain proper visibility of the learning that takes place across their ecosystem. Being able to analyze this properly analyze this data has enabled Caterpillar to:

- [Identify outliers in the data.](#)
- Respond in an informed way to the Covid-19 crisis.
- Identify unused training and [scrap learning](#) content.



Caterpillar's learning ecosystem includes LogicBay, OpenSesame, InKling, Questionmark, and Kaltura.

### Recommended Resources

Case Study: [Caterpillar's award-winning extended enterprise learning model](#)

Case Study: [How Caterpillar used xAPI to modernize their learning ecosystem strategy](#)

Blog Post: [How to Create a Business Case for Extended Enterprise Learning Analytics](#)

# How Can Watershed Help Support Learning Ecosystem Analytics?

Watershed empowers you to bring your L&D data from all your learning technologies together in one place for reporting and analytics. That's true whether the platform supports xAPI or not because **Watershed can convert non-xAPI data**. Then, with your data consolidated, Watershed equips you to configure flexible, customizable reports and dashboards that address your specific needs.

Having all your reports in one place is not just about convenience and saving time for your report users. You need the data in one system so you can report on learning programs that span platforms and track learners across the whole ecosystem. For example, you can:

- Identify who has and has not completed their compliance training, which may include elements on multiple platforms.
- Provide a single learner transcript to managers and the learner themselves, including learning activities from several systems.
- Compare different modes of learning. For example, compare in-person versus virtual instructor-led training to ensure the quality and effectiveness of learning across both methods.
- Explore the impact of how learners access training content. For instance, are learners more likely to watch an entire video via a personal recommendation from the LXP or search for it on the video platform themselves?

# Making the Case: Why the Business Needs Learning Ecosystem Analytics

If you don't have ecosystem analytics in place, then you probably have one or both of these issues:

- 1 L&D reporting is complex and time consuming.** You must log into individual systems to get data and then manually combine everything, potentially introducing errors. Moreover, you probably generate these reports on a monthly or quarterly basis, which means they're not always up to date. But automating this process in Watershed can help you save time, avoid errors, and provide on-demand reporting.
- 2 You're not reporting on all your learning.** You may be reporting on only some systems in your L&D tech stack or none at all. If this is you, you're missing critical insights into what works and what doesn't—so you can't enhance and improve the effectiveness of your efforts. And most important, you aren't able to prove the impact of learning on the business.



# How Can I Convince Stakeholders of the Value?

If you're planning to implement a new corporate learning ecosystem like Visa, CHRISTUS, or Caterpillar, be sure to include learning analytics as part of your business plan for that ecosystem. A single central place for reports isn't just nice to have—it's essential.

Trawling through different reports in various employee training systems is time consuming. And the inability to explore data side by side from multiple systems means you are missing out on key insights. Watershed combines your learner data with [HRIS information](#), offering individual and collective views of learner performance that are simply not possible otherwise.

If you want to implement ecosystem analytics with existing systems in your L&D tech stack, tell stakeholders about the challenges of reporting on multiple systems and the time and effort involved in pulling data together manually. Make the case for the value of data and the benefits of having complete data for all systems available in real-time. (The case studies described in this blog post may help your efforts.)

We've suggested some common stakeholder pain points on the next page. We encourage you to think how these could apply to your organization. **It is likely that your stakeholders will have other challenges that are unique to your business**, so these are designed simply to get you thinking of how you could tailor these solutions to your business needs.

## Understand your stakeholders and how they will benefit from ecosystem analytics.

Stakeholders	Pain Points	Benefits
<b>C-Suite (CLO, CEO, CFO) &amp; Human Resources</b>	Overall learning data is incomplete because it doesn't include data from all systems.	Ecosystem analytics brings together the data from all your learning systems. You can export this data as a single feed to a BI tool for C-suite reporting.
<b>Learning Leaders</b>	Compiling complete learning data from multiple systems is time consuming. No holistic view of learner performance or program effectiveness.	Get a complete view of learning across the ecosystem.
<b>Instructional Designers</b>	Getting a complete picture of a learning program that spans multiple systems is time consuming.	Report on the whole program all in one place, even when the program spans many platforms.
<b>Compliance</b>	Getting comprehensive compliance training data from several systems is time consuming.	View all the compliance data in one place using a single dashboard for reporting.
<b>Line Managers</b>	Getting all learning data for team members is time consuming because it is siloed across systems. Must only have access to direct line reports, so data is often not provided because it includes information about all learners.	Get a one-stop shop for reporting on learning, wherever the learning happens.
<b>Learners</b>	Getting a comprehensive learning record is time consuming because the data exists in several systems. They're not getting credit for learning in certain systems because the data is not integrated.	Get a single learning record that includes data from every system where learning occurs.

# Looking for more inspiration?

Here are some more resources we think you'll enjoy:

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## How to Build a Business Case for Learning Analytics

Learning ecosystem analytics is just one benefit of using learning analytics. Check out our blog series for more business benefits around using these analytics and tips for implementing a learning analytics platform like Watershed in your organization.

[Learn more](#)



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## Works with Watershed

Getting reliable, in-depth reporting and insights from across your learning ecosystem can be difficult. That's why we created Works with Watershed—a partnership program that builds on our ethos of forging relationships with the biggest vendors in the world of learning and development.

[Learn more](#)



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## About the author



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As one of the authors of xAPI, Andrew Downes has years of expertise in data-driven learning design. With a background in instructional design and development, he's well versed in creating learning experiences and platforms in corporate and academic environments.

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