



AXIA CitizenConnect Ltd.





## AXIA CitizenConnect

Axia CitizenConnect is a global organisation committed to the provision of knowledge-intensive, interactive online applications for individuals and organisations.

Our products are built upon a standardised development platform which allows us to create internet-enabled applications that link seamlessly with data, voice and video services – all of which can operate within a standardised hosting environment that is flexible, dynamic and easily replicable. This platform is called “Breakthrough Accelerator”, and is:

- **Flexible**  
We offer a commitment to work with you to design, develop and deliver a product that is customised to your needs.
- **Dynamic**  
We offer the ability to deliver a cost effective, leading edge, on-line learning service with the possibility of providing advanced evaluation and monitoring information.
- **Easily Replicable**  
We use industry standard systems and applications that can be easily managed and delivered internally by capable organisations or third party hosting providers.

Our clients include Ufi Ltd, SUFI Ltd and The Royal College of Nursing in the United Kingdom and the Italian Ministry of Labour in Italy.

Axia CitizenConnect works at the leading edge of internet technology and content development and delivery. We build partnerships with organisations that are ready to embrace new working environments, we aim to challenge and empower individuals to take charge, seek improvement and define new and achievable goals.

With a history steeped in personal and career management, lifelong learning and competency based professional development, Axia CitizenConnect offers a unique approach to application development. We understand that organisations realise they need to actively participate in working with their employees to encourage potential growth and development, and design tailor made products which complement learning and human resource strategy.

Axia CitizenConnect forms part of the Axia Netmedia Corporation which is based in Calgary, Canada. Axia’s passion is finding ways of helping individuals and organisations to improve their performance in the knowledge-based economy.

### To do that Axia develops

- **Interactive networks** – providing enterprise solutions in the field of high speed voice, data video and telemetry communications networks.
- **Interactive media** – developing applications for knowledge-intensive, interactive online courses and training for individuals and organisations in the health care, education, government, aerospace, oil and gas sectors. These applications are designed to utilise the interactive networks which Axia develop.



## Case Study

### Partnerships for Learning – Ufi Ltd

Axia CitizenConnect is working in partnership with the University for Industry (Ufi Ltd) to support them in their drive to stimulate demand for lifelong learning across the adult population. Phase 1 of the project culminated in the provision of a unique on-line learning package, **learndirect-futures**, a career management programme for all adults whether in work, unemployed or in career transition. Phase 2 of the project will incorporate further developments to ensure the needs of both individuals and organisations are met based upon research carried out during Phase 1.

"**learndirect-futures** is a great tool for people wanting personal and professional information and advice about careers. Because it is an on-line service, anyone can use it – any time and any place where they have internet access. But what makes it really unique is the telephone support from **learndirect** advisors. This is an on-line package you can talk to!" says Gareth Dent, Head of **learndirect** Advice at Ufi Ltd.

"The content of **learndirect-futures** reflects many years of conceptual and product design which has been significantly enhanced by Axia CitizenConnect and Ufi based on their research into lifelong learning. By working together we have combined our expertise to create new and better opportunities for those seeking information and advice about careers" added Gareth Dent.

There are 3 elements to **learndirect-futures**:

#### Careers Guidance

Using **learndirect-futures**, users 'self assess' their occupational interests, transferable skills and work values; their result can then take them into the 'World of Work', which consists of over 800 job profiles divided into 27 job families. These job profiles have proved so popular that they now form part of the WorkTrain and totaljobs websites.

Along with information on how to set career objectives and action plans, there is also direct access to 200 career guidance professionals to whom they can email questions or CVs, or can talk over the telephone and request advice on the appropriateness of a particular course or module.

#### Information Services

Based on the user's self assessed interests, information is directed to them on their own home page. This is continually updated and includes local and national labour market data, new opportunities, new skill requirements for jobs and information on new learning products and services offered by **learndirect**.

#### Learning Support & Products

**learndirect-futures** includes 3 sets of learning modules, 'Life Skills', 'Work Skills' and 'Job Search Skills' as well as links to the **learndirect** website which offers a variety of online courses and access to over 500,000 learning opportunities across the UK.



## AXIA CitizenConnect Partners

### The Italian Ministry of Labour

Product:	GOAL
Delivery Lead Time:	4 months
Designed User Capacity:	20,000
Platform Version:	1

#### Application Objectives:

To provide mediated access to on-line quality information, careers guidance and support.

### Ufi Ltd

Product:	<b>learndirect-futures</b>
Delivery Lead Time:	4 months
Designed User Capacity:	200,000
Platform Version:	2

#### Application Objectives:

To stimulate demand for lifelong learning, ensuring all adults whether in work, unemployed or in a career transition have access to high quality on-line career management information.

### SUFI Ltd

Product:	<b>learndirectscotland-futures</b>
Delivery Lead Time:	2 months
Designed User Capacity:	200,000
Platform Version:	2.5/Accelerator

#### Application Objectives:

To provide support to the significant number of Scots who have difficulty achieving their goals because they are unemployed, have low skill levels, live in deprived communities or remote areas where access to learning can be difficult.

### The Royal College of Nursing

Product:	The Learning Zone
Delivery Lead Time:	6 months
Designed User Capacity:	340,000
Platform Version:	Breakthrough Accelerator

#### Application Objectives:

To provide RCN members with the support mechanism for sustainable Continuous Professional Development throughout their working life.



## Case Study

### Partnerships for Employability – The Italian Ministry of Labour

In Italy, Axia CitizenConnect has entered into a partnership with the Province of Genoa via two different agencies (Conform and Atene) to design and provide an internet based employment tool.

Through the complete re-engineering of Employment Services, the main focus has moved to creating a person capable of finding work, rather than solely attempting to give a job to an unemployed person.

The application, utilising Employment Centres, provides mediated access to quality information, careers guidance and support. A personal profile is built which is always up to date and concentrates on an individual's interests and potential.

Improving employability is the first of the pre-requisites upon which EU employment policy is based. This application called GOAL ensures that citizens, whether employed or unemployed can:

- achieve a deeper and clearer understanding of the changing world of employment and the opportunities this offers, and
- are equipped (both culturally and professionally) to increase their time at work and minimise their time out of work during their lives.

Andrea Pugliese, Managing Director of Conform says "the introduction of the use of GOAL into our employment centres will ensure that individuals will have access to on-line resources which encourage an understanding of their own personality, attitudes and capabilities in relation to both the employment market and those guidelines drawn up by the Italian National Employment Plan". Andrea then went on to say "Axia CitizenConnect's expertise in developing knowledge-intensive, interactive online applications has been invaluable for this project".





## Case Study

### Partnerships for Professional Development – The Royal College of Nursing

Axia CitizenConnect has entered into a seven year partnership with the Royal College of Nursing to create an online professional development application for its 340,000 members called the “The RCN Learning Zone”. Using leading edge technology, the Learning Zone combines the following key elements:

- an electronic portfolio
- access to nursing specific news, projects and career development opportunities
- online learning areas
- a meeting place designed to create and support networks for the enhancement of personal and professional development
- access to credible sources of evidence-based clinical guidelines
- current and archived information stores and directories of resources to support development needs

In order to allow for a consistent and flexible approach to the dissemination of learning, RCN personnel can author most of the application.

Launched in April 2002, the Learning Zone will help members to identify and then compare their current skills and training to ‘career paths’ – profiles that detail what competencies are needed to fill a particular role. They can then create an action plan to gain the necessary skills and take the appropriate courses (some of which form part of the application) online, or at local institutions offering that training. Once they’ve upgraded their skill set to match a particular career path, members can submit their learning results to the RCN, to verify that they have the necessary training to move into the new role.

“This partnership with Axia CitizenConnect supports the RCN’s commitment to lifelong learning in several ways,” says Dr. Liz Clark, Head of Distance Learning, RCN. “It harnesses the power of technology to make online resources readily available wherever our members happen to live or work. It creates an integrated area on the RCN Web site where members can access a range of quality information and bite-sized chunks of learning. And it creates an online community where nurses can discuss health care issues with each other.

“Learning doesn’t stop when a nurse finishes initial training,” Liz Clark says. “The RCN and its members see this application as a key step in our efforts to encourage lifelong learning and support nurses to deliver better patient care.”

The Royal College of Nursing is committed to providing its members with the support and mechanism for sustainable Continuous Professional Development, and the work with Axia CitizenConnect has involved RCN members at all stages of development.



## Case Study

### Partnerships for Learning – SUfI Ltd

As well as working in partnership with Ufi Ltd in England, Wales and Northern Ireland, Axia CitizenConnect has entered into a partnership with the Scottish University for Industry to develop **learndirectscotland-futures**.

Phase 1 of **learndirectscotland-futures** involved the replication of the product developed for Ufi Ltd. Phase 2, scheduled for launch in 2002 and 2003, will deliver a specially tailored application. This one-stop-shop for online careers and learning information has been designed to reflect the unique distinctions of the Scottish education system, institutions and industrial structure.

Sandy Smith, SUfI's Learning & Information Manager sees the partnership as a prime example of how technology can be used to improve the lives of people. "We can now offer an integrated service to all Scots that provides both guidance and online courseware. We're very fortunate to be working with such innovative leaders in the e-learning space"

When researching and developing **learndirect scotland-futures**, particular emphasis was placed on supporting the significant number of Scots who have difficulty achieving their goals because they are unemployed, have low skill levels, live in deprived communities or remote areas where access to learning can be difficult.