

An Introduction to the ESRI Instructional Series Podcasts

Transcript

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Hello. I'm Nick Frunzi, director of ESRI's Educational Services in Redlands, California, and I wanted to spend a few moments to introduce you to the ESRI Instructional Series podcasts. We're really excited about the Instructional Series podcasts, because what we're able to do is provide short, focused, just-in-time training needs to allow our users to do their jobs better. We really have been trying to compartmentalize our training over the past few years, and the podcast format has given us a great opportunity to just build these really small chunks, and most of them are about 10 minutes long or less. We really want to keep your attention and not have your mind wander, as well as just give you really, really focused ideas and focused tips and tricks to be able to do what you need to do, and to do it better.

We get these ideas a couple of ways. We get them just by walking the halls here in Redlands, as well as the rest of ESRI throughout the U.S., and we also get them from you. So, on the Instructional Series Podcast page, there is this orange box on the right side that has a survey, and there are suggestions basically, that you can give us through that survey, as well as anybody, at any time, can send an e-mail to podcasts@esri.com, and that goes into our podcasting team and we just, again, collect these suggestions; we get the right people, and we put these things together for you. Some other stuff we're looking at currently, as well as in the future, are just some different types of podcasts. As I said, they are about 10 minutes long - we want to keep your attention. What we are going to do is (we've done one already), do kind of an interview format. That allows us to go longer; again, it keeps your attention.

We're also looking at vodcasting, or video podcasting, to be able to get some graphical elements, and we're not going to use technology for technology's sake, in the sense of bells and widgets. We are really, really looking to provide useful education. So, hopefully, I just gave you a quick overview here of what we're trying to do with the podcasts, and we really look forward to your

presence on www.esri.com, your feedback, what education you need, and just be out there, keep learning, and we'll keep producing these for you. Thank you so much for listening.