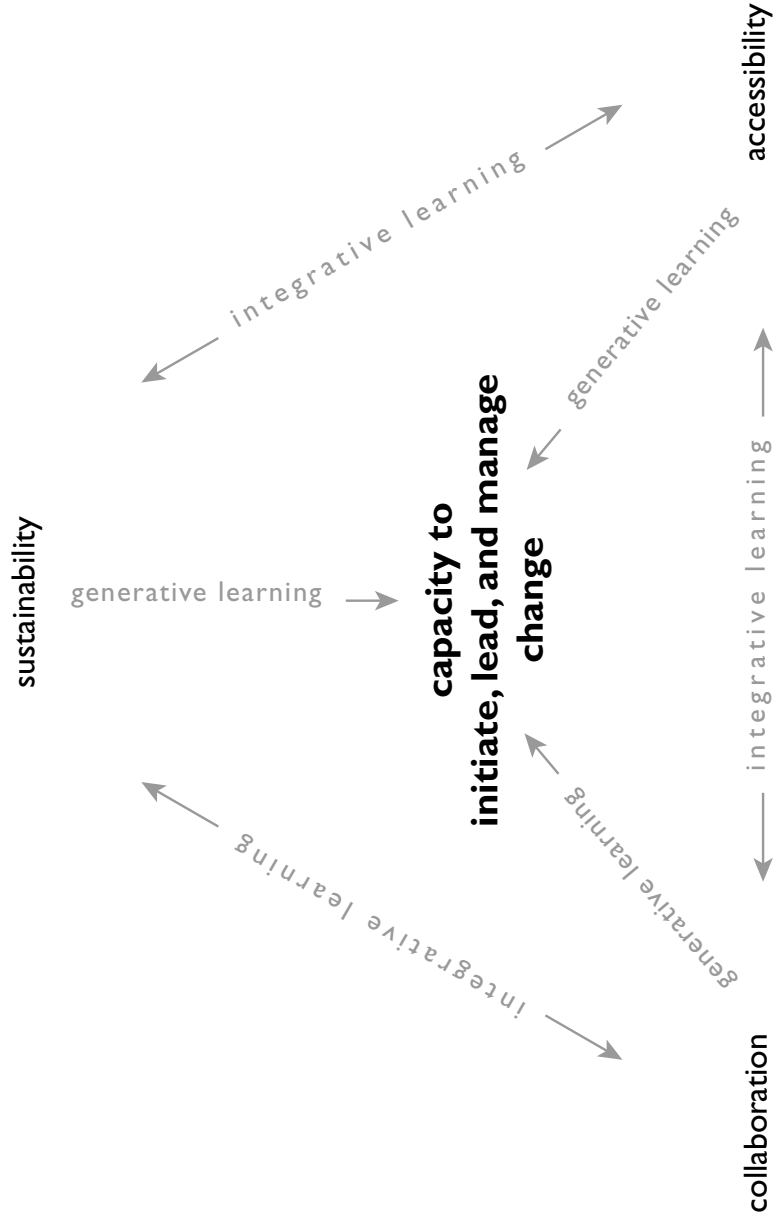


**On Sustainability, Accessibility, and Collaboration**

How can learning function as a catalyst for change and growth for your organization and those it serves? It isn't enough to transfer knowledge or information—or even to alter an individual's behavior. If change is to grow and endure, learning must permeate the operations of an organization and extend into the broad system in which it functions. Simply put, learning must lead to pervasive organizational change and sustained action if its effect is to be felt.

Database technologies enable knowledge to be gathered and distributed broadly within an organization and the environment in which it functions and to be filtered and focused in ways most useful to an individual's needs. Interactive learning experiences can be both integrative—leading the learner to complex analysis and synthesis of existing knowledge—and generative—inspiring the learner to evaluative judgments about new and powerful possibilities. Isoph believes in combining database technologies and interactive learning experiences within a framework of sustainability, accessibility, and collaboration.



### The Micro Level

The three major concepts that anchor the framework reflect, at the micro level, the learning experience itself.

Learning must be *accessible* if it is to have any impact at all. It has to be convenient; intellectually approachable; and designed and offered so as to be usable by the broadest possible spectrum of learners, regardless of potential physical limitations or economic barriers.

Learning must be *collaborative* if it is to move beyond mere information or knowledge transfer. Learners need to interact with other learners, with tutors and instructors and mentors, and, where relevant, with representatives of the broader society to which their learning may ultimately apply.

Learning must be *sustainable* if it is to result in lasting change. Classroom experiences can have immediate impact, but often the effect wanes as learners return to their everyday environment. The Internet provides a medium for continued learning over time, a way for learning to become a part of daily operational processes.

### The Macro Level

At the macro level, each of these three concepts applies to the areas in which Isoph is most engaged.

#### Accessibility

As technology assumes a greater and greater role in our lives, the importance of providing equitable access for all potential users grows. Forward-thinking organizations will recognize that fair access to technology for people of varying economic conditions as well as physical abilities is not optional if we expect to maintain democratic societies and truly free markets. At Isoph, we strive, through our pricing and our development policies, to make our offerings as broadly accessible as possible. We encourage our clients to do the same.

### Collaboration

The fluidity of borders between societies and the rapid speed with which markets now change have made collaboration an essential tool for successful organizations. Resource sharing across organizations and across sectors promotes financial economies while engendering new perspectives and ideas. At Isoph, we believe the Internet and database technologies can play a critical role in enabling collaborative knowledge-sharing, learning, and concrete action. We partner with clients to use learning to promote and engage in collaborative activities.

### Sustainability

The concept of sustainability applies within organizations and to the broader environment in which they operate. Although the term “sustainable development” is commonly applied in the context of corporate sector impact on the environment, we believe true sustainable development “focuses on managing the process of change, not on setting an end goal with fixed outcomes” (*Building Capacity in Nonprofit Organizations*, April 2001, the Urban Institute.) This same language describes the process of lifelong learning. Learning and sustainability go hand in hand. Isoph is dedicated to working with organizations focused on achieving sustainability in all their endeavors.

### All Levels

No matter what the mission of the organization, we believe an understanding of accessibility, collaboration, and sustainability should drive key decisions about resource allocation and market strategy and should lie at the root of building organizational capacity. The Internet and database technologies can provide invaluable support in this process and help drive learning throughout an organization. For Isoph, this is the essence of learning that changes the world.

For information about implementing a learning solution at your organization, call Isoph at 888.969.9260.