# Using blended learning in data literacy programs

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Most organizations are eager to reap the benefits of a data literate culture, but how is one established? Peel back the hype, and [blended learning](https://www.christenseninstitute.org/blended-learning-definitions-and-models/) offers innovative opportunities to deliver learning when and where sought in everyday work with data.

That said, it can be logistically challenging and unfamiliar or even uncomfortable to learners. What does blended learning have to offer in helping individuals across an organization read, write and communicate with data in the context of their roles?

Our panel of experts will be answering the following for this event:

1. How do you get buy-in and overcome objections from management when looking to establish blended learning?
2. How do you identify and plan to meet the learning objectives for different data personas?
3. Where do you source content for blended learning? How do you decide what content gets what format?
4. How do you combine different activities and formats so they are mutually supportive?
5. How do you keep learners motivated during a blended learning program?
6. How do you incorporate learners’ day-to-day data needs and struggles into the program?
7. How do you evaluate the success of blended learning for data literacy? What KPIs or ROI measures can be used?
8. What advice would you give to someone who wants to incorporate blended learning into their data literacy efforts?
9. What else would you like to discuss about this topic?

Stay tuned for a date and more details. The event will be hosted online. Please don’t hesitate to [get in touch](https://stringfestanalytics.com/contact/) with questions or suggestions.

Best,

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