

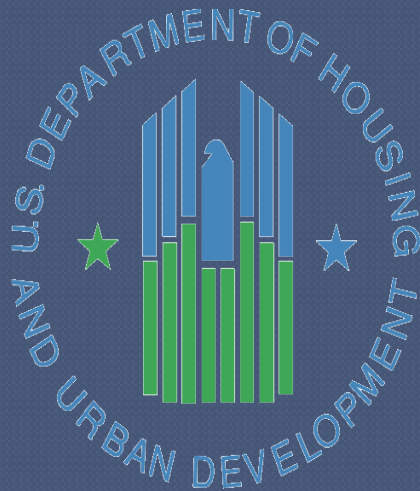


How to use Free Online Tools to Create a Powerful, State of the Art Ethics Training Program

Hint ... Think inside the box

HUD Office of Counsel

Greg Walters, Attorney-Advisor



AGENDA

- I. Introduction
- II. Xtranormal.com
- III. Two Videos
- IV. Ethics Cartoon Maker
- V. Other Tools
- VI. Quiz
- VII. World Premiere Video (possibly)

Goals of Ethics Training

- Employees Learn Rules
- Want to Ask You for Advice

Elements of Training

- ◉ Presentation must be entertaining
- ◉ Have meaningful content
- ◉ Contain an invitation

Ethics Training

- ◉ What Works
- ◉ What Doesn't Work

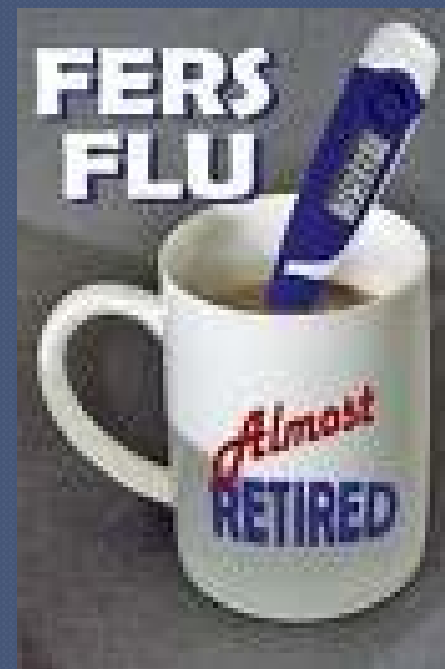
My Story

- From Ethics Hell to Heaven



What doesn't work

- “Live Training:” Hundreds in large chilly hotel conference room, two and a half hours of mandatory training with no breaks, reading regulations



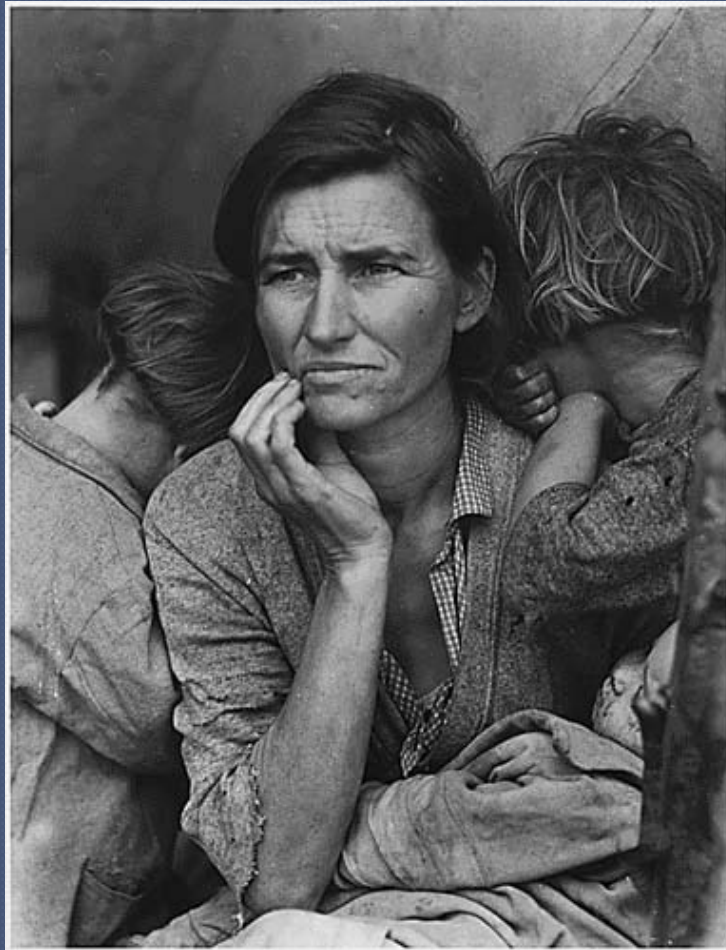
Life after “Live” Training

- ⦿ Problem with Live Training . . . often not Lively:
- ⦿ (1) Ethics material is not dramatized; (2) Employees expect video for information and entertainment – so reading isn't fundamental

Without Drama, Federal folks
either “Rest” or...

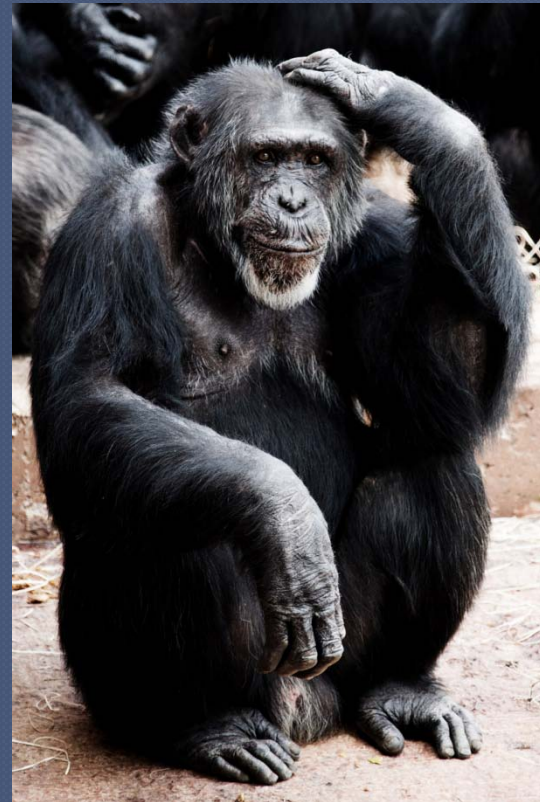


Don't lecture me on Ethics



Premise

- ◉ Give people what they want so that they want what you give to them.
- ◉ What do they want?



What Does Your Audience Do In Their Free Time?

- ◉ Recite Federal Regulations?
- ◉ Surf the Internet? Update Facebook?
- ◉ Watch TV?
- ◉ Do endless things with “smart phones”?

2 Hours A Day On The Internet

- ◉ Expect to receive information from a screen. Work and Entertainment
- ◉ “You mean some people can actually work without being online?” Pranay Manocha 20-something commentary

Your Audience

- Average Federal Employee – 46.9 years old; 16.5 years service; 52% male; 47% female



I Want My MTV

- ◉ Older Gen Xer -- Younger Boomer.
- ◉ Visual Generation: Majority of working years (1990s to present) with computers.
- ◉ Sex, Lies and Videotape

Audience, Continued

- ◉ Two More Factors:
- ◉ (1) Attention Span
- ◉ (2) Trends in Media Consumption

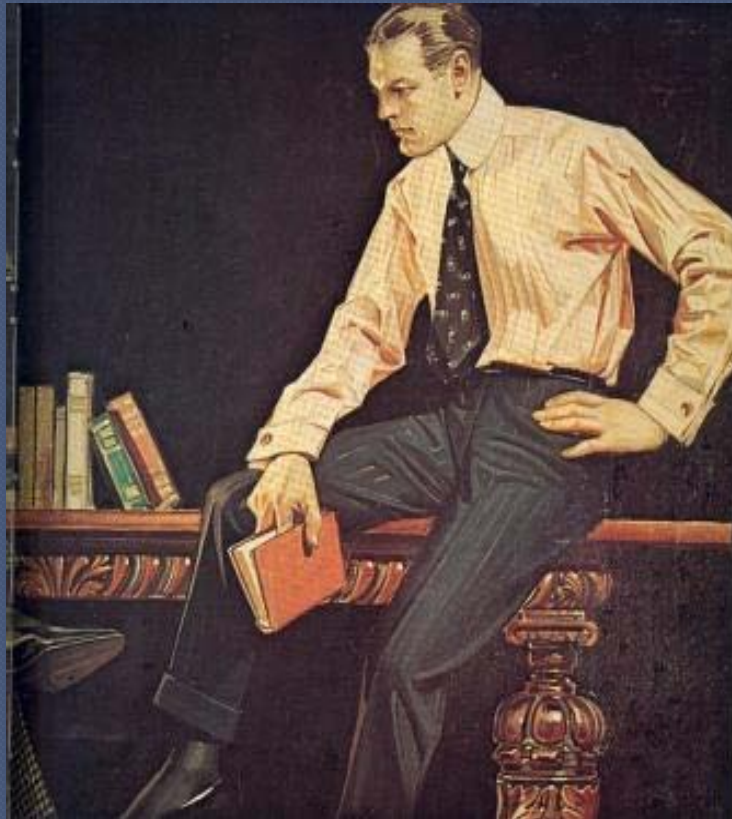
Question

- What is the average attention span of an Adult? (Federal adult or otherwise)



Answer

- 20 minutes (if they are at all interested!)



How do you increase attention span?

- ◉ Answer: refocus attention every twenty minutes, either voluntarily or otherwise
- ◉ Variety: cartoons, Q and A, Bingo, stretching exercises, etc...

How many hours of TV do people watch PER DAY?

- No need to get up.



TV

- 4 hours per day; TV is on 6 hours 47 minutes (2009 data from A.C. Neilson)

2010 TV Viewing reached Record Highs without any Depths

- Cable hits like “Jersey Shore” on MTV and “The Walking Dead” on AMC were showered with media attention and affection, but the most popular new show was CBS’s Hawaii Five-0, a revival of a 40-year old drama. NY Times, 1/2/2011

“Best Screen Available” Question

- The amount of time that an average adult watches video on the internet is increasing by how much per year? 5% 10%, 25% or more?

Answer

- Increasing by 50% per year. By comparison, TV watching is merely increasing by about 1 percent per year.
- Of the three “best available screens” (TV, internet and cell phone videos) watching video on the internet is increasing the most (Youtube.com, Hula, etc....)

What is the Big Picture?

- What is the end result of all this watching?



TV Question

- Percentage of Americans who can name at least three justices of the U.S. Supreme Court?



Answer

17 %

TV Question Two

- Percentage of Americans who can name The Three Stooges



Answer

59%

Conclusion

- Any Questions about the priorities of our audience?



Video #1: Charitable Solicitation

Think about how inoffensive it is,

Then perhaps we will view the
uncensored version ...

Video Number 2 HUD's rules

Think about how these rules were weaved into the narrative.

I Believe In HUD

HUD Ethics Rules

5 C.F.R. Part 7501

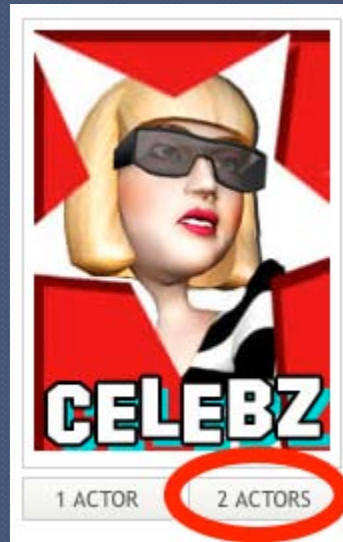
Prohibited Outside Activities

Outside Employment Requiring HUD Approval

Use the Xtranormal Tool

- ◉ Common ethics situations: How would we dramatize them?
- ◉ Gift Rules, Financial Conflict of Interest, WAG, Outside Activities - Writing, Speaking...
- ◉ Seeking Outside Employment, Use of Government Resources, Particular Agency Ethics Rules...

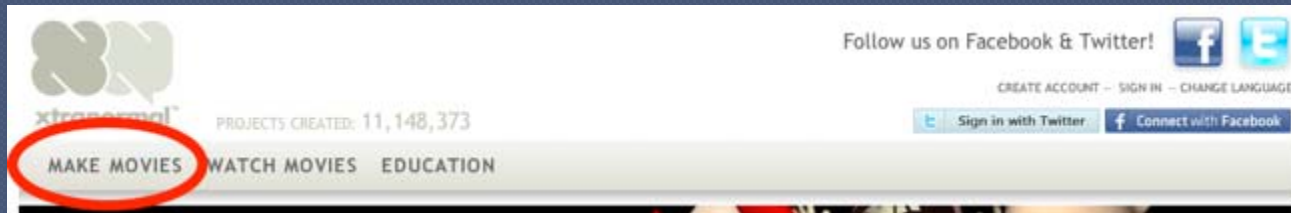
Step by Step Cartoon Making




Open Account



- www.xtranormal.com
- Sign up for an Educational Account
- They will review your account information and allow you extra access for free.

Click “Make Movie”





The screenshot shows the top navigation bar of the Xtrememal website. On the left is the Xtrememal logo, which consists of three overlapping circles. To the right of the logo, the text "PROJECTS CREATED: 11,148,373" is displayed. Further right, there are social media links for Facebook and Twitter, with the text "Follow us on Facebook & Twitter!". Below these links are buttons for "CREATE ACCOUNT", "SIGN IN", and "CHANGE LANGUAGE". At the bottom of the header, there are three main navigation links: "MAKE MOVIES", "WATCH MOVIES", and "EDUCATION". The "MAKE MOVIES" link is circled in red.

 PROJECTS CREATED: 11,148,373

Follow us on Facebook & Twitter!  

CREATE ACCOUNT - SIGN IN - CHANGE LANGUAGE

 Sign in with Twitter  Connect with Facebook

MAKE MOVIES WATCH MOVIES EDUCATION

Choose a Collection of Actors

Choose a collection to start making movies!



1 ACTOR 2 ACTORS



1 ACTOR 2 ACTORS



1 ACTOR 2 ACTORS



1 ACTOR 2 ACTORS



1 ACTOR 2 ACTORS



You Will First Choose Suits

THE SUITZ COLLECTION

WORK SUCKS? NOT ANYMORE! NOW YOU CAN MAKE YOUR OWN OFFICE SPACE,
BANTER NINE TO FIVE, OR EVEN BLACKMAIL YOUR BOSS!



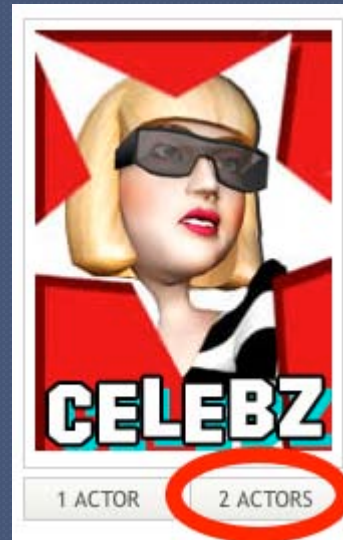
CHOOSE FROM 6 SETS AND 40 CHARACTERS!



MAKE A MOVIE WITH THIS COLLECTION NOW!

choose: 1 **ACTOR** 2 **ACTORS**

Chose “CelebZ” for EZ Audience Bonding


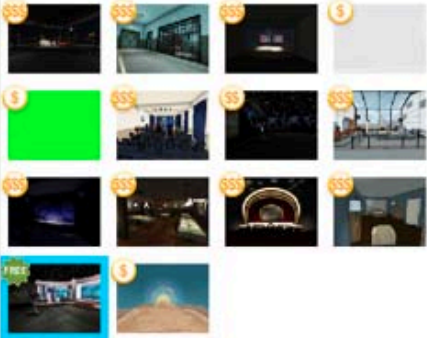


Control Page With 4 Tasks

You have 1943xp It will cost 400xp to buy the stuff that you're using and publish this movie. [Learn about Xtranormal Points](#) [Buy points!](#)

1: Sets 2: Actors 3: Sounds 4: Story ? Enter a title for your movie here.

Choose a location for your movie:



00:00 00:00

Listen
Listen to your latest dialog changes.

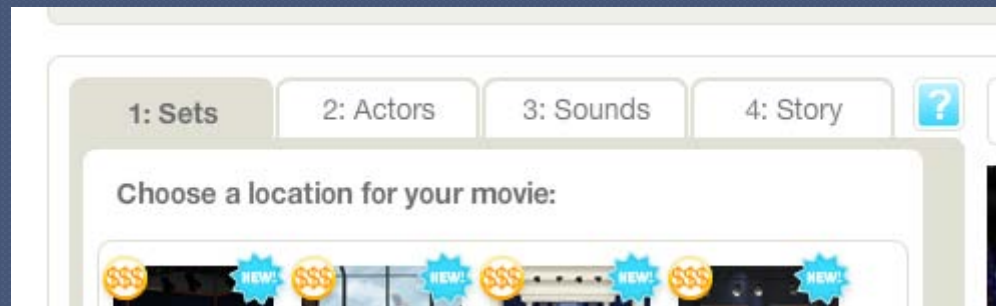
Preview
Generate a full-motion preview.

Save
Take a break and come back later.

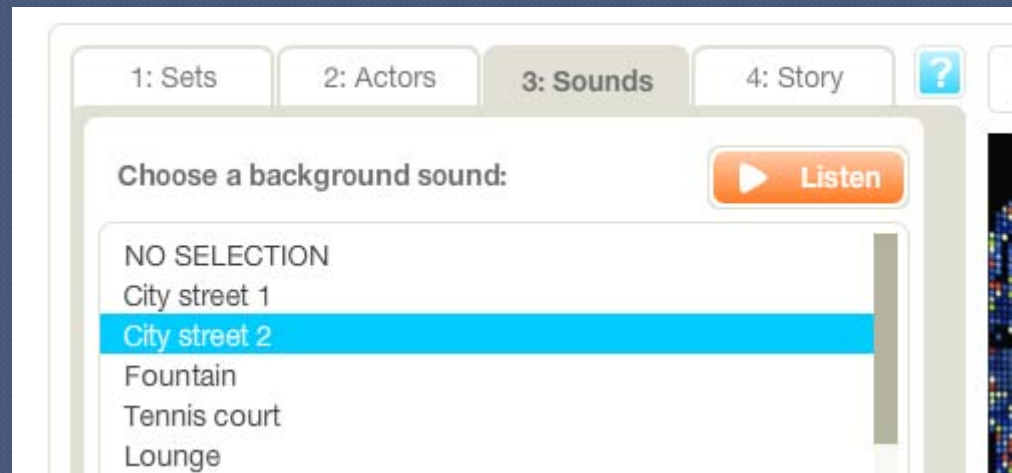
Publish
Check-out and post your movie online.

[Listen](#) [Preview](#) [Save](#) [Publish](#)

Pick a Set (Background)



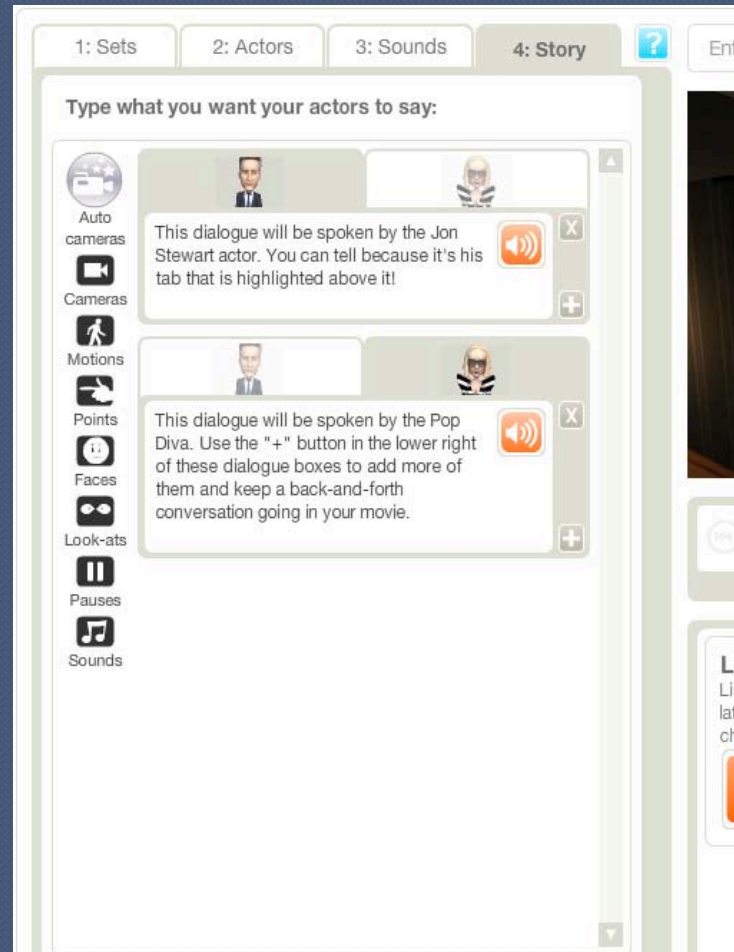
Pick Background Sounds





You Can Even Choose the Voices of the Actors!



Write Dialogue



You can save it for editing later

<p>Listen Listen to your latest dialog changes.</p> <p> Listen</p>	<p>Preview Generate a full-motion preview.</p> <p> Preview</p>	<p>Save Take a break and come back later.</p> <p>Save</p>
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Publish

- Xtranormal.com's own site
- Youtube.com



Remember that 20 Minute Rule

- Break everything into 20 minute segments.
- You don't want to play videos only during live training -- mix it up with interactive games, and passionate readings of relevant passages from the Code of Federal Regulations pertaining to Ethics if possible.

Other Online Resources - Bingo

- ◉ Teach-nology.com
- ◉ Bingo
- ◉ http://www.teach-nology.com/web_tools/materials/bingo/

Word Search

- ◉ Armoredpenguin.com
- ◉ Word Search
- ◉ <http://www.armoredpenguin.com/wordsearch/>

Topical Online News

- Online Relevant Local News clips
- <http://news.discovery.com/tech/robot-makes-ethical-decisions.html>

Ujam

- Ujam.com
- Make music without any musical talent.



Use Online Survey

- Microsoft SharePoint
- Survey after ethics training

Quiz



What grade in elementary school used xtranormal.com?



Answer: 6th Grade



Nielsen Ratings Question

- What are the three screens used to consume video?



Best Screen Available

- ◉ TV, Internet and Mobile video



One More Question

- What are the two goals of ethics training?



2 Goals of Ethics Training

- ◉ Inform
- ◉ Invite



Final Question

- What is the average age of Federal employees?



Answer

- 46.8 years
- Bonus Question: If an average American watches 4 hours of TV per day, at age 65, how much time will they have spent in front of a TV?

Bonus Answer

- ◉ In a 65-year life, that person will have spent 9 years in front of a TV screen.
- ◉ Children routinely spend more hours in front of a TV than in school.
- ◉ If you want to reach people, you must go where they are – using video.

Conclusions

- Recap of tools and how to use them.
- Good Live training requires Drama.
- To connect with your audience think inside the boxes (TV, internet, cell phones).

THANK YOU!



World Premiere

Invitation

- Any Questions? Greg Walters
- Gregory.S.Walters@hud.gov
- (303) 672-5377

