

BASIS Registration

Delivering industry-leading qualifications
with Learning Pool Platform

Background

BASIS Registration is a charitable organization committed to raising professional standards across land management and food production by supporting people and businesses with industry-leading qualifications, professional registers and auditing schemes. They are constantly seeking new opportunities to improve its membership service offer.

Challenge

Investing heavily in updating its digital infrastructure with the development of a new digital membership hub, BASIS was looking for a flexible online learning solution that could integrate with this new hub to host online CPD opportunities for over 6,000 agronomist members.

In addition, there was a requirement to provide open access to a wider range of online courses for the new BASIS educational programs that are being designed to support the agricultural industry with the introduction of the new government Environmental Land Management (ELM) schemes. The introduction of these reforms represents the biggest change to farming and land management in 50 years.



6000

Agronomist members



50 years

Biggest change to farming
and land management

Welcome to the new BASIS Classroom.



Why not take a look at our brand new webinar collection below. Our webinars cover a wide range of topics and this collection will continue to be updated regularly.

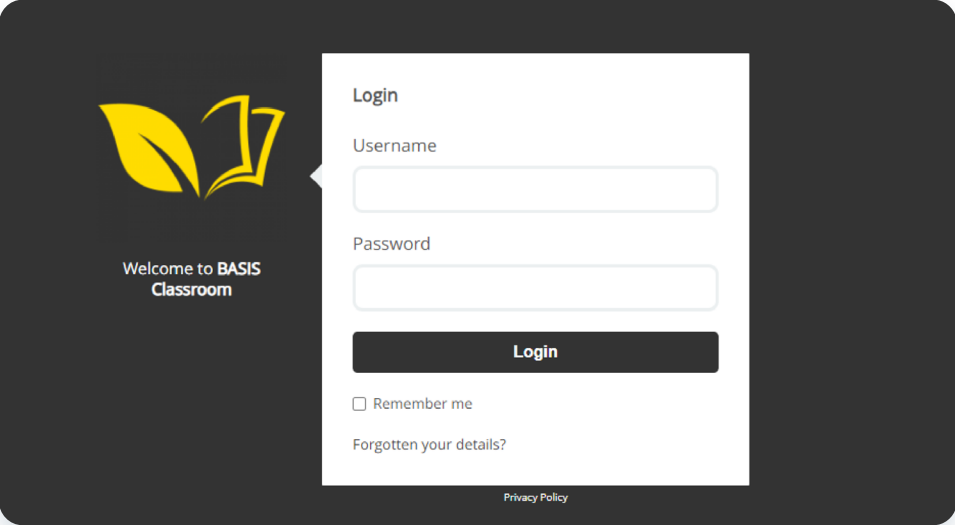
Use the User Guide at bottom of this screen to see an overview of the new classroom and course features.

If you have any questions please email us at digitallearning@basis-reg.co.uk

Solution

Looking to offer overall learning experiences rather than just content, the company implemented the Learning Pool Platform alongside the Learning Pool Authoring tool. The system, known as BASIS Classroom, houses its learning content which is developed in partnership with leading industry expertise. Members can view and choose CPD-accredited content and gain points to aid their professional development.

The Learning Pool Authoring Tool is used to author this content into engaging, searchable pieces, with assessments that can be measured. The use of the authoring tool in conjunction with Learning Pool Platform gives the ability to search within the actual content, giving members an enhanced learning experience, which is key to providing members with a self-directed learning approach.



Welcome to BASIS Classroom

Login

Username

Password

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Results

The BASIS Classroom, launched in September 2021, now hosts **16 online courses** and **12 webinars** dealing with subjects as diverse as regenerative agriculture and the sustainable farming incentive.

Member engagement is high with **9,400 completions** achieved by the end of July 2022. Feedback from members has been extremely positive, with **94%** of members saying they would recommend the new format courses to others.

The release of BASIS's new Principles of Sustainable Land Management course is the first step in opening up the BASIS Classroom to a wider audience interested in the use of an integrated approach to farm and environmental land management.

Next stages of development for the platform will be to include additional membership communities, such as Pest Controllers, where there are around **2,500** members.



16

Online courses



12

Webinars



9400

Completions



94%

Recommendations



2500

Members

Response



“The BASIS Classroom has quickly established itself as a new way to gain knowledge on a wide range of matters dealing crop protection, crop nutrition, application practice, environmental matters and IPM. Learning Pool has worked closely with us to understand how we want the system to work and have been responsive to our needs.”

Tanya Kesterton
Head of Digital Learning

