

Categories	Your Score	√	Top Tools (worth 1 point each)	\$	Comments
1 Web Browser Minimum Score 1 Target Score = 2 If you can use one, you can probably use them all. It would be great to know two or three and you should be a master of at least one. <ul style="list-style-type: none"> ▪ If you have a Mac, use Safari and Firefox. ▪ If you have a PC, use IE and Firefox. Try Safari or Chrome. 			Safari (Mac, PC, iPhone, iPod Touch)	F	Safari is #1 for the Mac, iPhone, and iPod Touch. It's very fast, stable and reliable. On the rare occasion when it's not supported, use Firefox.
			Firefox (Mac or PC)	F	Extensions for Firefox and its excellent compatibility with everything are big pluses.
			Internet Explorer (PC)	F	IE is the most popular browser, but it's slow and bloated. Every site and learning deliverable needs to support it.
			Google Chrome (Mac, PC, Linux)	F	Chrome's features fast performance whose popularity is rising fast too.
2 Social bookmarking tool Minimum Score = 1 Target Score = 1 Take some time to explore some of the many other options. Stay up on what's rising in adoption and learn that too. Give yourself one point for every social bookmarking tool you know and used, up to 2 points.			Delicious (web)	F	Delicious is a place to store your bookmarks online, tag them and share them with your colleagues and/or Delicious members.
			diigo (web)	F	diigo is a social annotation tool. Cost: Free. You can highlight, clip and sticky-note any page and then share your findings with others. 46 more to explore.
3 Blogging tool Minimum Score = 0 Target Score = 1 Take two or three of these out for a test drive and then pick one to start to blog to build your brand as a learning professional.			Wordpress (web)	F	Wordpress is extremely popular, there are a plenty of plug-ins, and a huge array of template designs available.
			Blogger (web)	F	Blogger is Google's solution. It's free, easy-to-learn, but you'll share some space with ads.
			Typepad (web)	S	Typepad is a subscription service, but is very easy to use and gives the most polished look for the least effort.
			EduBlogs (web)	F, S	Easy blogging for teachers and students.
			Posterous (web)	F	It doesn't get any easier.
4 RSS/Feed reader Minimum Score = 0 Target Score = 1 Try Google Reader, plus the NewsGator solution for your Mac or PC desktop. If you have an iPhone, BlackBerry, or Android phone, use one of the Smartphone readers and raise your target score to 2.			Google Reader (web)	F	The most popular desktop app.
			NetNewsWire (Mac, iPad, iPhone)	F	By NewsGator and great for Mac.
			FeedDemon (PC)	F	By NewsGator and great for PC.
			Feeds (iPhone)	\$4	Buy @ iPhone App Store
			Reeder (iPhone, iPod)	\$4	Buy from iTunes (by Silvio Rizi).
			Google mobile (iPhone, BlackBerry, and more)	F	Includes search by voice.

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5 Micro-blogging Tool Minimum Score = 1 Target Score = 1 or more Try Twitter, plus... <ul style="list-style-type: none"> ▪ Yamer, FriendFeed, or Cirip (pick one) ▪ TweetDeck, Titterific, or Socialite (pick one) ▪ If you use Firefox as your browser, try out TwitterFox. 			Twitter (web)	F	Most popular / keep in touch with colleagues and friends in less than 140 characters.
			Yammer (web)	F	For in-company use.
			FriendFeed (web)	F	Check out the video for a demo.
			Cirip (web)	F	Private micro-blogging for education and business. Create your own network of friends/partners. Embed photos, video and audio clips. Record live video.
			Edmondo (web)	F	For students, teacher, files, assignment, mobile devices.
			TweetDeck (web, iPhone, iPod Touch, iPad, Android)	F	A Twitter , Facebook , LinkedIn and MySpace application that allow users to send and receive tweets and view profiles. It is the 2 nd most popular Twitter application next to the official Twitter.com website. It is compatible with Mac OS X, Windows, Linux, and the iPhone.
			Twitterific (Mac, iPhone, iPad)	\$15	Read and publish "tweets" and lets you view as much or as little information as you desire.
			Socialite (Mac)	\$20	Syncs to Google Reader and includes its own RSS service.
			TwitterFox	F	Twitter inside of Firefox.
6 Email Minimum Score = 1 Target Score = 1 Some worry that Google is learning too much about us, but they offer great solutions. If you use a client, such as Outlook or Mail, it syncs with your IPO. In the US, some report that companies sometimes block email from the IPO Comcast.			Gmail (web)	F	Great, but are they watching?
			MS Outlook (PC , Mac)	F	Included with MS Office.
			Apple Mail (Mac)	F	Included on the Mac, iPhone, and iPod Touch.
			Your own URL (try GoDaddy to set this up)	S	Set up your email on your own URL – best privacy option and best when establishing credibility for your own learning company.

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7 Instant Messaging Minimum Score = 0 Target Score = 1 <ul style="list-style-type: none"> Skype can eliminate your phone bill and can be a very inexpensive “cloud computing” business communications solution. AIM is a more traditional instant messaging solution (and it’s gear more to personal use). To go beyond instant messaging to interoperable Social Messaging, check out Trillian Astra or Adium. 			Skype (web)	F, S	For personal or business calling, video calls, job interviews, screen sharing, conference calls, instant messaging (IM), group IM, file sharing, text messaging, Business Control Panel (BCP). Free/cheap.
			AIM (Mac, PC, iPhone, iPad, Android, BlackBerry, Windows Mobile)	F	Great look and feel, easy-to-use, view social network updates, photos, comments, customize the look to your taste.
			TrillianAstra (PC, Mac iPhone, web, Android, BlackBerry)	F, S	Trillian lets you connect to multiple IM and social networks at the same time, managing contacts and real time status feeds efficiently. 400+ features .
			Adium (Mac)	F	Adium is open source and lets you connect to multiple IM and social networks, native support for encrypted chats, 100s of extras and plug-ins.
8 Personal productivity tool Minimum Score = 1 Target Score = 2 <ul style="list-style-type: none"> Evernote: Try it, you’ll love it. Give yourself 1 point if you use a to do list in your calendar. If you’re not using Outlook or iCal, use Google Calendar. Also, Google Calendar can sync to Outlook, iCal, and Mozilla Sunbird, so you can take those calendars with you if you use Google Calendar too. Try it. Give yourself another point if you use Outlook or iCal as a task manager. Task Managers: Calendars have To Do Lists. The specialized apps usually do much more. Project manage yourself and see how much more productive you can be with a task manager. 			Evernote (web)	F	Type a note, clip a web page, snap a photo, grab a screenshot.
			MS Outlook 2010 (PC) MS Outlook 2011 (Mac)		Outlook contains powerful tools most people miss, such as task and contact management. Outlook 2011 is part of the Office for Mac 2011: Home & Business
			Google Calendar (web)	F	Schedule, share, reminders, phone access.
			BusyCal (Mac)	L	It’s like iCal on steroids. BusyCal features videos .
			Things (Mac, iPhone, iPod Touch)	L	Powerful, elegant, easy-to-use task management software helps you get things (and projects) done. Excellent Mac integration.
			Hiveminder Task Manager (web)	F, S	Free features and more standard features . Premium subscription Pro features (Pro subscription = \$30/year).
			Any Getting Things Done (GTD) Task Mgr.	F, S, P	If you’re not using a task manager, you can get more done!

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9	Professional Up-Skilling Minimum Score = 1 Target Score = 2 You've got to continue to learn! Learn while you drive. If you're not growing, you're dying (especially in the workforce). <ul style="list-style-type: none"> Learn at least one new Web 2.0 app a month Listen to at least one Audible non-fiction book a month. Listen to one Nightingale course every two months. Complete one The Teaching Company course every six months. 			Lynda.com (web)	S	With so many apps to learn each year, Lynda.com makes it affordable. Time invested in "skilling up" = greater personal productivity and continued work opportunities.
				Nightingale-Conant	\$	Buy courses from Nightingale-Conant and use them.
				Audible	\$	Listen to non-fiction books from audible.
				The Teaching Company	\$	Learn on your own from the best university professors with courses from The Teaching Company.
10	Mind mapping / Visual Information Management Minimum Score = 0 Target Score = 1 <ul style="list-style-type: none"> Use any of the Mind Mapping tools and earn one point. PersonalBrain Visual Information Management (knowledge management) software Highlights: <ul style="list-style-type: none"> See relationships and connections between key concepts and ideas Eliminate digging through files and folders to find what you need Link all related information by topic, project, and idea Quickly drag and drop files and Web pages into a single unified concept map EXTRA CREDIT: Try some of the Top 12 PersonalBrain Uses and give yourself two extra points (#7 is Brainstorming and Mind Mapping). 			FreeMind (Mac, PC, Linux)	F	FreeMind is an open source app with a nice balance of features and ease-of-use, plus it can export in PDF, a feature reserved for the Pro version in XMind. Of course printing a PDF from XMind's standard version is a work-around option.
				XMind (Mac, PC, Linux)	F, S	XMind is so simple and intuitive, and the free version has all the features most people need. Here's a standard versus "Pro" version comparison , features videos , and a link to an open source awards page where it wins. Pro = \$49/yr.
				Mindjet MindManager (Mac, PC, iPhone, iPod Touch)	L	6 of 10 Fortune 100 companies use MindManager. Link directly into common database formats like MySQL and Access. Export embeddable Flash animations. Mac = \$129. Win = \$349. MindManager Catalyst collaboration = \$25/month/user. iPhone & iPod Touch = \$8.
				PersonalBrain (Mac, Windows, Linux)	F, L	The individual version is free. Enterprise solutions available with License.

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11	<u>Anti-Virus</u> Minimum Score = 1 Target Score = 1 Nothing can ruin your day (month, year) like a crashed hard drive due to a virus attack. <ul style="list-style-type: none"> ▪ Give yourself one point if you have a Mac, you don't have this worry! ▪ If you have a PC and don't have virus protection, you're playing Russian Roulette and will lose. Install it now! 			AVG (PC)	F, S	Basic spyware, malware & virus protection / three versions.
				MS Security Essentials (PC)	F	Protection against viruses, malware, adware, and spyware.
				Another solution (PC)	F, L, S	There are many options. Norton and McAfee are the most popular, but they tend to be heavy programs that slow down your system, and hackers target them. Try Kaspersky or another light, fast option (see 1 to 4) – or get a Mac .
12	<u>System Restore</u> Minimum Score = 1 Target Score = 1 Even without a virus, hardware can fail . Plus, 97% of stolen laptops are never recovered! <ul style="list-style-type: none"> ▪ It's just smart to back up files regularly. ▪ Mac OS X10.5+ comes with Time Machine that performs ongoing file backup and is all you really need. If you have Mac OS X10.5 or above, give yourself 1 point. ▪ Another way to go is to backup file virtually. 			SuperDuper (Mac)	F, L	Provides system recovery from a bootable backup by creating a clone drive. Reinstall your entire system on your old or a new hard drive. Back up and clone for free. \$28 license adds scheduling, Smart Update, Sandboxes, and more.
				DrivelImageXML (PC)	F	Image (cloning) and backup in one. Private edition is free, but doesn't come with support.
				Carbonite (Mac, PC)	S	Upload files for safekeeping.
				Mozy (Mac, PC)	S	Ditto.
				iDisk (Mac, PC, iPhone, iPad)		Part of Apple's MobileMe solution.
13	<u>Office Suite (Offline/Online)</u> Minimum Score = 1 Target Score = 1 What to collaborate on files or need an office suite that free, the online office suites are pretty suite for that? Invaluable!			Microsoft Office 2010 (PC) Microsoft Office 2011 (Mac)	L	Yes, the applications are huge, and Office costs money, but it is ubiquitous. If you have the bucks, buy it. Office 2011 Mac files are now 99.9% compatible with Office 2010 for PC.
				Google Docs		The most popular online suite.
				OpenOffice (Mac, PC, Linux, Solaris)	F	A leading open-source suite by Sun.
				Zoho (web)		Zoho's integration of a productivity dashboard provides unique advantages .

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14	Presentation Tool Minimum Score = 1 Target Score = 3 You've pretty much got to know PowerPoint . Give yourself one point if you already know it. If you don't, learn it. Then explore the others and learn a couple of them. <ul style="list-style-type: none"> ▪ On a Mac, Keynote allows you to do cooler stuff. ▪ The web-based apps are definitely interesting. ▪ Sliderocket is awesome, yet more familiar. ▪ Prezi does away with slides in favor of a storyboard. It takes a mind mapping approach to presentations that provides context by zooming between big picture and detail. 			MS PowerPoint (Windows , Mac)	L	PowerPoint is part of the MS Office suite / prices vary. The ubiquitous presentation app.
				Apple Keynote '09 (Mac)	L	Part of the iWork suite (includes Keynote, Pages, Numbers / \$79). Powerful, dazzling effect, and easy-to-use.
				sliderocket (web)	F, S	Create, manage, securely share, collaborate & measure great presentations . Watch the video.
				Prezi (web)	F	Prezi breaks the mold, is extremely cool – way beyond Slides! You definitely must watch the video.
15	Presentation Sharing Minimum Score = 1 Target Score = 1 <ul style="list-style-type: none"> ▪ Slideshare is not so much an app as a place. It's less flashy, but widely used. ▪ VoiceThread is a tool for having conversations around media. It's great for teaching and collaborative learning – truly unique. ▪ AuthorStream is similar to SlideShare, but converts PPT to video and has more features. Because you're converting to video, you'll need to add auto-navigation and narration. 			slideshare (web) Once there, click on Take a tour	F	Biggest community for sharing presentations by far. Great for sharing (embedding) in LinkedIn, Facebook, Twitter, etc. Another plus , like YouTube, SlideShare is a place where you can learn about many things. Do a search on something.
				VoiceThread	F, S	With VoiceThread, you can create multimedia slideshows that users can comment on in five ways. See About and What's a VoiceThread anyway? (Play the video.)
				AuthorStream (web)	F, S	Embed in social media, download to iPod / iPhone, YouTube. Add narration inside PowerPoint (no need to add audio files to slides after conversion).
				Slide (web)		Create slideshows (now with music by popular artists).

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16	Web Conferencing Minimum Score = 1 Target Score = 1 What to collaborate on files or need an office suite that free? These tools can be a useful.			Dimdim (web)	F, S	Most popular open source web conferencing tool that's free for up to 25 person meetings. Download required for presenter only.
				Adobe Connect (web)	L	Becoming a favorite in the eLearning space. Pricing .
				Elluminate (web)	S	Strong training / teaching tools. A plus for colleges are the bridges to Blackboard, eCollege, etc. in the Learning Suite . EDU professionals should investigate.
				GoToMeeting , WebEx	P, S	Take your pick.
				Freeconference (web)	F, S	Less than 100 people? Try it.
17	Course authoring tool Minimum Score = 1 Target Score = 2 While these are expensive tools, they are becoming dominant... <ul style="list-style-type: none"> ▪ Articulate is becoming so popular; you probably need to know it. ▪ Lectora is less popular, but gives you almost as much creative flexibility as developing from scratch, but is much faster and easier. ▪ Follow this link for a great blog post comparison Trainers Talk Tech. ▪ If you're ready to expand your appeal, learn Lectora or Captivate after you learn Articulate. ▪ If you're an educator, try out Wimba. 			Articulate (PC)	L	Presenter is a PowerPoint plug-in that is fast and relatively easy, but somewhat less flexible. Engage and Quizmaker plug-ins add interactivity and assessment. Video Encoder converts video into. Studio comes with all three plug-ins. It's template-driven, so it's a little limited compared to other tools, but in today's get it done now world, Articulate is a very popular solution.
				Adobe Presenter (PC)	L	Adobe Presenter is another PowerPoint plug-in similar to Articulate and almost as popular.
				Lectora (PC) Lectora Online (PC, Mac)	L	With screen capture, audio capture and PPT import, it's more powerful and flexible than the above two tools. Still much easier than building from scratch in a web authoring environment.
				Adobe Captivate (PC, Mac)	L	Much more capable and powerful than Presenter, but more to learn and master.
				Built-in authoring tools	L, F	There are so many LMS suites that include authoring tools. Learn.com is among the best.
				Wimba (PC, Mac)	L	Now partnered with Elluminate .

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18	3D Virtual World Minimum Score = 0 Target Score = 1 Not just for training, but used for it. More than a simulation – a simulated world.			Second Life (web)	F, S	Hold meetings, simulate business processes, hold events, or prototype products in a virtual world. Joining is free. Buying land or an island isn't. Work solutions .
19	Screen Capture Minimum Score = 1 Target Score = 1 You need at least one of these.			SnagIt (PC / Mac)	L	Take a snapshot of anything on your screen – even capture an entire browser window as an image.
				Jing (Mac, PC)	F, L	Snap a picture or record video. Pro version adds enhanced video uploading, smaller video files, MPEG-4, and the Jing logo is gone from your video.
				Grab (Mac)	F	Grab is an app that is included in the Mac OS X operating system.
20	Screencasting / Demo Tools Minimum Score = 1 Target Score = 2 You need to have at least one of these. Captivate would look most impressive on your resume, but as usual with Adobe apps it isn't cheap, but has the most powerful features. <ul style="list-style-type: none"> ▪ Since the standard version of Jing is free, there's no excuse to not know at least one of these. ▪ Camtasia is the most popular. ▪ ScreenFlow has been on the Mac longer. ▪ If you can afford the bucks, learn Captivate, if not the others are great options. ▪ Note: Some report more impressive results using ScreenFlow in combination with iMovie and Keynote than anything done in Captivate by taking advantage of the capabilities of three strong and affordable apps. 			Jing (Mac, PC)	F, L	Show and tell on your screen <u>for up to five minutes</u> . As easy as can be to learn and use.
				ScreenSteps Standard & Pro (Mac, PC)	L	\$40 - \$80. Not as popular as all the others, but fits nicely between Jing and Camtasia or ScreenFlow in terms of price and features.
				Camtasia (Mac, PC)	L	A great way to make movies from content on your screen.
				ScreenFlow (Mac)	L	This Mac favorite features 2D & 3D transitions not in Camtasia.
				Screenflick (Mac)	L	Very affordable; output up to 60 fps; It will highlight mouse clicks and keyboard events by adding visual cues into your screencasts to show what you're doing off the screen.
				ScreenToaster (Mac, PC, Linux)	F	Free online screencasting.
				Adobe Captivate (PC / Mac version currently in beta testing)	L	Great for creating software demos or interactive simulations. Add quizzes or other engagement interactions.
				Screenr (Mac, PC)	F	Instant screencasts for Twitter . Plays on the web and on iPhones.

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<p>21 Web Authoring Minimum Score = 1 Target Score = 2 If you're going to spend the time to learn a standards-based editor, Dreamweaver is the standard and knowing it looks best on your resume; however, with the gaining dominance of the rapid development tools, such as Articulate and Lectora, or tools built into LMS suites, you may not have to. It depends on your work requirements.</p> <ul style="list-style-type: none"> For e-learning development, go with the Adobe applications. For everything else, use what you like. Another option for personal sites is one of the many web-based, template driven website creation tools, such as Wix, Google Sites, GoDaddy, etc. If you know a little HTML, give yourself a bonus point. If not, take a basic online course. At a minimum, spend an afternoon and make yourself a site on Wix or Google sites. 			Adobe Dreamweaver (Mac, PC)	L	A powerful desktop authoring tool that sets the standard. As with most Adobe apps, it's not cheap and has a steeper learning curve, but delivers the power. Rapid e-learning and other tools have overtaken web editors as the dominantly used development tools; however, Dreamweaver is the industry standard tool of its kind.
			MS Expression Web 4 (PC)	L	The successor to Microsoft FrontPage, Expression has the power and capability of Dreamweaver, yet it is less than half the price, easier to learn and faster to use. However, it's not the industry standard, Dreamweaver is.
			Adobe Contribute CS5 (Mac, PC)	L	A WYSIWYG web editor, so it's easy to learn and use, but what makes it special is its robust collaboration capabilities.
			MacFlux (Mac)	L	Easy, yet advanced website design for Mac.
			Wix (web)	F	Free, template-driven websites fast and easy.
			Google Sites (web)	F	Free and easy online web and wiki authoring tool.
	<p>22 Wiki Tools Minimum Score = 0 Target Score = 1 As easy as these tools are to learn and use, you should learn and use at least one to create a communication hub for a group to share and collaborate.</p> <ul style="list-style-type: none"> Wikis are different than other web pages in that they let you keep track of what's changed and who made the changes. PDworks and WikiSpaces are geared towards education. 			PBworks (web)	F, S
			wikispaces (web)	F, S	Create simple wiki web pages that groups (learners), friends and family can edit together. View the tours. Pricing.
			Google Sites (web)	F	Use the "Project Wiki" template.
			Wetpaint (web) Creating Your Account	F	Easy to use, looks pretty good, you just have to ignore the ads. Note: If you use Firefox with Adblocker, the ads aren't there.

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23	PDF Tools Minimum Score = 1 Target Score = 2 Sharing PDF files ensures that a document looks the way you intend, plus some tools, such as Acrobat Pro allow you to lock down a document so people can't edit your content. <ul style="list-style-type: none"> A PDF reader is a must. Give yourself 1 point if you already have a PDF reader on your system. For a developer, the ability to edit PDF files is pretty key. 			Adobe Reader (Mac, PC)	F	View, print, and collaborate on PDF files w/ free Adobe Reader.
				Apple Preview (Mac)	F	Preview is an included app in the Mac OSX operating system. Many find it easier to use than Adobe Reader, plus it includes some text and image editing tools.
				Adobe Acrobat X Pro (Mac, PC)	L	Create, share, collaborate on, and protect PDF documents and dynamic forms. Expensive, fully featured, and the standard for the category – a resume plus!
				PDFpen Compare (Mac)	L	Most of Acrobat Pro's features at 13% – 22% the cost.
				PDF995/PdfEdit995/Signature995 (PC)	F, L	Free versions display sponsor in browser.
				Other Options (PC)	F, L	There are many more options.
24	Image Editing Minimum Score = 1 Target Score = 2 For a developer, image editing is a requirement. Once again, Adobe is the industry standard. <ul style="list-style-type: none"> If you know Photoshop, give yourself 2 points. If you know any of the others, give yourself 1 point. 			Photoshop (Mac, PC)	L	Once again the Adobe App is the standard. It's very powerful image and photo editor, has a steep learning curve, isn't cheap, but looks good on your resume.
				Photoshop Elements (Mac, PC)	L	Much more affordable and easier to use than Photoshop & does what most of us need to do. Want to learn Photoshop eventually, start with PS Elements.
				Pixelmator (Mac)	L	Affordable image editor that does what most need to do, and it's easy to learn how to do it.
				Picnik (web)	F, S	Picnik is Google's free online photo editor. It's an easy way to fix underexposed photos, remove red-eye, or apply effects to your photos. For a couple dollars a month, Picnik Premium adds features and removes ads.

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25	Photo Tools Minimum Score = 1 Target Score = 2 If a picture is worth a thousand words, sometimes you need some images to support the ideas you're trying to convey. <ul style="list-style-type: none"> ▪ Flickr and Picasa are the most popular sites where you can find "free" shared photos (it's a good idea to credit photos whenever possible). Photobucket and Webshots are worth checking out too. ▪ Sometimes you need to shop for so-called "royalty-free" stock photos that are not free. Fotolia and dreamstime offer better prices. ▪ Want to make your free image search a lot easier? Plug Cooliris into Firefox, Safari, or IE. ▪ Putting images in a comic strip can be a very effective way to model behavior as training. 			flickr (web)	F	Flickr is an online photo & video management and sharing app w/ public, private & invite groups.
				Picasa (web)	F, P	Photo sharing, slideshows, print service, screensavers, & wallpaper.
				Photobucket (web)	F	Photo & video sharing.
				Webshots (web)	F, P	Photo Albums & sharing.
				Cooliris (web, mac, PC)	F	A browser plug-in for Safari, IE, Firefox, Flock, (Chrome = beta), iPhone, Nexus One/Android. Aggregates image search into an Apple "Cover Flow" style display.
				Gettyimages (web)	L	Premium quality images, high prices. Good for fat corporate budgets.
				iStockPhoto (web)	L, S	Good images, good prices.
				dreamstime (web)	L	Great images and every affordable.
				fotolia (web)		Stock photos/video; good prices.
		ComicLife (Mac, PC)	L	Create comic strip style visual stories from stock or other photos for storyboard eLearning.		
26	Video Tools Minimum Score = 1 Target Score = 1 Video is a powerful way to communicate, so why not use some of the content on YouTube or create your own and share it there. <ul style="list-style-type: none"> ▪ Use one of the video editing tools to put the video you create together. 			YouTube (web)	F	The most popular video hosting site. A great place to find instructional videos; or host, tag and share videos. You can embed a YouTube video into a webpage or blog. It's a great place for instructors and learners to share content.
				Vimeo (web)		A nice YouTube alternative.
				TeacherTube (web)	F	Host, share, share, and embed instructional videos.
				xtranormal (PC)	F	Create animated movies.

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27 Video Editing Minimum Score = 0 Target Score = 1 Do you need to master video editing to develop learning? Not necessarily (it's not expected and outsourcing is), but it's a plus and these tools can get allow you to get it done for a small fraction of the cost of outsourcing video production. Some apps are fairly easy to learn and some are difficult. However, being able to produce a quality video production is a great skill to have. <ul style="list-style-type: none"> ▪ If you know Final Cut Pro or AVID Media Composer, give yourself 2 points! ▪ Do you want a great resource on adding video to your repertoire, and how to use your videos to build your brand? Get the book Get Seen by Steve Garfield. 			iMovie (Mac)	L	iMovie: Part of the iLife suite (iPhoto, iMovie, GarageBand, iWeb, and iDVD) for \$79. Can't be beat for ease-of-use and creative power on a budget. Amazingly capable, easy to learn – a fantastically integrated suite.
			Windows Live Movie Maker 2011	F	An easy way to movies from video & pictures. No voice-overs.
			Sony Vegas Pro (PC)	L	Strong video AND audio editing for \$599. Blu-ray authoring.
			Adobe Premiere Pro (Mac, PC)	L	Rock-solid editing for \$799. A learning development stalwart and highly compatible with Adobe's other apps.
			Final Cut Pro (Mac)	L	Academy Award winning power for \$999. That's less than half the price of Avid Media Composer (the other movie industry app).
			AVID Media Composer (Mac, PC)	L	Are you the next George Lucas? \$2295 - \$2495.
28 Audio / Podcasting Tools Minimum Score = 1 Target Score = 2 Podcasts and video podcasts can be very useful for learning (coursecasting). <ul style="list-style-type: none"> ▪ An audio editor is a very useful tool for improving and editing audio. ▪ iTunes is a must-have audio player. ▪ iTunesU is an invaluable mobile learning tool. To tour the university, you've got to have iTunes on your system. Once there, you can get access to lectures at elite universities by luminaries in their fields. It's amazing what you can access for free in iTunes. ▪ Give yourself a point if you buy a USB microphone and use it to create any media. 			Audacity (Mac, PC) Audacity Tutorials	F	Free, open-source, cross-platform sound editor and recorder / great for podcasting.
			iTunes (Mac, PC) iTunesU	F	An excellent source to download podcasts and audio books on almost any topic. You can set up an iTunes account for learners.
			Garageband (Mac)	L	Part of the iLife suite. A powerful tool for creating great podcasts.
			WavePad (Mac, PC)	L	Affordable and effective.
			Logic Studio (Mac)	L	Positioned between GarageBand and Soundtrack Pro.
			Soundtrack Pro (Mac)	L	Powerful & part of Final Cut Studio .
			Other Mac & PC Options	L	Take your pick.
			Blue	P	Superior microphones. If you need a webcam, get eyeball .
			Samson C01U		Also great USB. Mics. Go Mic
			Blue Mikey (iPod, iPhone)	P	Turn your iPod or iPhone into the coolest portable recorder ever . Stunning quality.

	Categories	Your Score	√	Top Tools (worth 1 point each)	\$	Comments
29	<u>Personal Dashboard</u> Minimum Score = 0 Target Score = 1 A personal dashboard is a start page that brings all your social media, such as blogs, news, online videos, podcast, pictures, e-mail, and more into one place.			Netvibes (web) Take the tour	F	Netvibes is a fabulous free start page that brings together all your digital resources in one page. Create a private and public page that can be published for public access and allows customized versions of Netvibes.
				iGoogle (web)	F	iGoogle aggregates an ever-growing collection of tools and social media into a start page.
				MyYahoo (web)	F	My Yahoo! combines your favorite parts of Yahoo! and the web, such as email, news, weather, photos, blogs, stock prices, sports scores, TV schedules, movie listings, and more. Click “Add Content” below the main tabs to add social media.
				Feedly (browser plug-in)	F	Feedly is a browser plug-in for Firefox, Safari, and Chrome that organizes your favorite sites into a fun, magazine-like start page.
30	<u>Course Management System (CMS)</u> Minimum Score = 0 Target Score = 1 What makes a CMS different from an LMS is that they have tools that allow a “classroom metaphor” where students and teachers interact online in a similar fashion as would happen in a classroom. The learning is more learner-to-learner, and teacher-to-learner. With an LMS, the learning tends to be more machine-to-learner.			Moodle (Mac, PC, Unix, Linux, FreeBSD, Netware)	F	The rising star of the educational online learning world. Why? It’s free. Online learning is a great tool for democratizing education, but not if the technology puts it out of reach. Moodle is a free and open-source tool. It was designed to compete with commercial solutions, such as Blackboard and eCollege. Moodle is also used by independent teachers and companies too.
				Blackboard (installed)	L	Blackboard is the industry standard. However, to use it you’ll either have to take a class from an institution that uses it or work at one that does.
				eCollege (installed)	L	eCollege is another popular CMS.
	<ul style="list-style-type: none"> ▪ Netvibes is a favorite of social media mavens. ▪ iGoogle is probably the most popular and has many tools. ▪ MyYahoo is sometimes overlooked, a little different, but visually very appealing. ▪ Feedly is a little different way to go. It has a very appealing look and feel and plugs right into your browser. 					

	Categories	Your Score	√	Top Tools (worth 1 point each)	\$	Comments
31	<u>Learning Management System (LMS)</u> Minimum Score = 1 Target Score = 1 There are great number of LMS systems available, and many are very good. <ul style="list-style-type: none"> ▪ If you don't have access to a company LMS, learn one of the free LCMS solutions below and give yourself 1 point in this category or if you use a CMS do the same. ▪ If your company has one, you have to know that. Otherwise, learn one of the free ones. ▪ The two free LMS provider listed enable you to learn how to use an LMS without paying. ▪ Odijoo seems to be the most free, but if you want to put content on your own server or LMS, check out udutu. ▪ Note: A list of the top 30 commercial LMS providers can be found in the addendum. 			learn.com	L	Winner of the best enterprise eLearning LMS four years in a row. It includes: <ul style="list-style-type: none"> ▪ Learning Management ▪ Learning Content Management ▪ Talent Management ▪ Performance Management ▪ Web-based Courseware
				odijoo (web)	F/S	Odijoo is free unless you sell your course. Then they take 10%. They even host it for free.
				udutu (web)	F/S	Free authoring and previewing, and you can extract and put it on a CD, thumb drive or host it on your own server or LMS for free. Hosting on their server costs \$1 per screen per month.

One more, next page...

	Categories	Your Score	√	Top Tools (worth 1 point each)	\$	Comments
32	Social Media Minimum Score = 1 Target Score = 3 There are so many social media sites; you can find one for just about every interest or purpose. The top four are Facebook, YouTube, LinkedIn, MySpace, Twitter, and Digg. Like them or hate them, if you don't want to be perceived as "last century," you better be conversant with a couple. <ul style="list-style-type: none"> If you work, you've not only got to be on LinkedIn, you've got to build and maintain a credible presence. It's a powerful networking platform and your 21st century resume. 			Facebook (web)	F	A place to post things about yourself and network with friends (old and new). Great for freelancers, entrepreneurs, organizers, advertisers and anyone who wants to connect with people.
				MySpace (web)	F	Similar to Facebook, but more graphic. It's a great place to build a brand and seems music-centric. Musicians and other professionals who want brand exposure should check it out.
				LinkedIn (web)	F, S	Professionals in all industries should be on LinkedIn. It's very useful for job recruiters and headhunters. It's where they look.
				Twitter (web)	F	Twitter is a very popular micro-blogging site and was featured in the Micro-blogging section above (section 5). It's great for news organizations, marketers, advertisers, or anyone that just wants to get the word out.
				Digg (web)		Digg is a place for people to discover and share content from anywhere on just about everything. For business entrepreneurs, you could search for popular and interesting topics that dominate over a period and identify a niche market to enter. For advertisers and marketing, you could watch out for trends, headlines, or content that cause users to get excited and earn votes. Digg also serves as a valuable tool to keep track of news of business competitors.
				Ning (web)		Ning lets you easily create a social network for just about any purpose.

All right, let's add it up.

	Your Score		
What's your total score in all 32 categories?			
Add 5 Bonus Points if you explored every tool in every category for your system (PC or Mac). This would take several hours to do.		Just being aware of all these tools and what they do would put you at the head of most classes in terms of development tools, social media, and learning technology. Some tools you'll need to know more deeply than others, but awareness is key.	
Your total		24	Total Designated Minimum Score (Solid web developer geek status)
And how does your score compare to the target score?		46	Total Target Score (Outstanding and comprehensive developer geek status)

What Your Score Means

You've got to always be in the process of up-skilling if you want to maintain your value in the work marketplace!

- If you achieve the "minimum" score, you indeed have marketable skills!
- If you achieve the target score, you are among an extremely small group of super-experts.

Use your score and your exploration of these tools as your guide to an adventure of learning. Select and prioritize the tools you're going to learn and then learn them. You don't have to learn them fast or all at once. Just make continual progress (at whatever pace you can manage). Just schedule it every week. Then adjust your score and repeat the process.

Addendum

Top 30 LMS Providers (Source: Brandon-Hall)

ACS	LearnShare	RWD
Blackboard	Meridian KSI	Saba
Business Training Library	Mzinga	SAP
CertPoint	NetDimensions	SilkRoad
Cornerstone	Operitel	SkillSoft
ElementK	Oracle	Softscape
GeoLearning	OutStart	SumTotal
GeoMetrix	PeopleSoft (Oracle)	Technomedia
HRsmart	Plateau	TEDS
Learn.com	RISC	WBT Systems

Source: Bersin & Associates 2009