absorb & POOL PACT

Customer story

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Mike Van Houten
Learning Experience
Architect Web Administrator

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& ![POOL/PACT logo]

Innovative public agency insurance pool engages members and creates culture of safety using Absorb

POOL/PACT is a non-profit public organization that serves more than 130 Nevada public entities including counties, cities, school districts, law enforcement, special districts, and towns.

A response to the insurance crisis faced by public entities in the early 1980s, the Nevada Public Agency Insurance Pool (POOL) was formed in 1987 so public agencies could pool their resources to obtain superior and more cost-effective general liability and property insurance and benefit from shared human and risk management resources that were unavailable to smaller, rural municipalities. In 1995, the members of POOL formed the Public Agency Compensation Trust (PACT) to provide workers with compensation coverage.

POOL was established to
meet several goals

To fill a void in the traditional insurance marketplace by offering its members affordable risk financing.

To identify legislative and regulatory issues affecting public entities and provide information to assist in addressing them.

To act as a clearinghouse for the collection and dissemination of risk management data and resources and to encourage and support member research.

To provide meaningful education and professional support for its members, governing bodies, and their employees.

Educating its members on risk management and insurance-related matters is crucial to the organization's goal of filling the gap in the traditional insurance marketplace. As well, it aimed to reduce claims and to improve HR management by developing a training program designed to mitigate risks and improve organizational performance.

In 2008, the POOL/PACT developed an e-learning program, which it offered at no cost, demonstrating its commitment to providing convenient and accessible training for its members and its dedication to supporting its members' educational needs regardless of any financial barriers.

Providing industry training across Nevada

POOL/PACT developed its enterprise learning program with a keen eye on ensuring its members had knowledge and expertise in key areas such as compliance, leadership, health wellness, and personal development. In 2019, the company implemented Absorb LMS, as well as Inform and Analyze features, moving from Torch LMS upon Absorb's acquisition of that solution. Using the Absorb platform and features, POOL/PACT developed a highly innovative and comprehensive learning program.

A small staff of three employees, supported by two subject matter experts, implemented the platform over the year to great results. Focus was placed on ensuring the program could be used effectively by all members, even if they did not have in-house administrative capabilities.

Members now have access to **more than 700 courses**, consisting of member-developed content as well as more niche courses purchased from reputable content vendors. Using the flexible templates provided in Absorb, **each member agency has its own unique training portal with custom branding**. In addition to providing a cohesive and consistent view, this **gives members the ability to create courses tailored to their specific policies**. Some courses (such as compliance training) are mandatory, while others (like leadership, health and wellness, or personal development) are left optional.

A **one-of-a-kind** learning program

As the only public agency offering such a comprehensive service statewide, POOL/PACT has become a nationwide leader in learning, while providing control over messaging and course delivery. The program has been recognized as being so innovative that other out-of-state agencies, such as Texas public schools, are modeling their programs after it.

Treating each member as a department within the LMS allows POOL/PACT to offer specifically relevant content through separate portals while preventing visibility into other agencies' content. It also reduces management requirements by providing efficient content organization. Training tracks are designed based on job titles within member organizations.

To prevent learner burnout, the organization limits the number of courses yearly and spreads them out over a manageable timeframe.

Essential to the success of the program is the use of rigorously vetted subject matter experts and POOL/PACT lawyers, who contribute content in the form of materials and course development through tools like Articulate that incorporate animations and voiceovers.

The Absorb-powered training program is extensive. It incorporates recall training and instructor-led courses conducted by members, including on-site safety demonstrations, building assessments, and more — all precisely and accurately tracked through the LMS platform.

Success metrics such as participation and completion rates are diligently monitored using the Analyze feature of Absorb. This way, POOL/PACT can glean engagement as well as the effectiveness of the program and its ROI.

Creating a culture of safety

Since adopting Absorb, the use of POOL/PACT's e-learning program has grown dramatically, requiring the organization to dramatically increase its course offerings. By collaborating with content vendors and members, today **the organization hosts more than 750 courses on the platform — an incredible 1685% increase from its original 42 classes.**
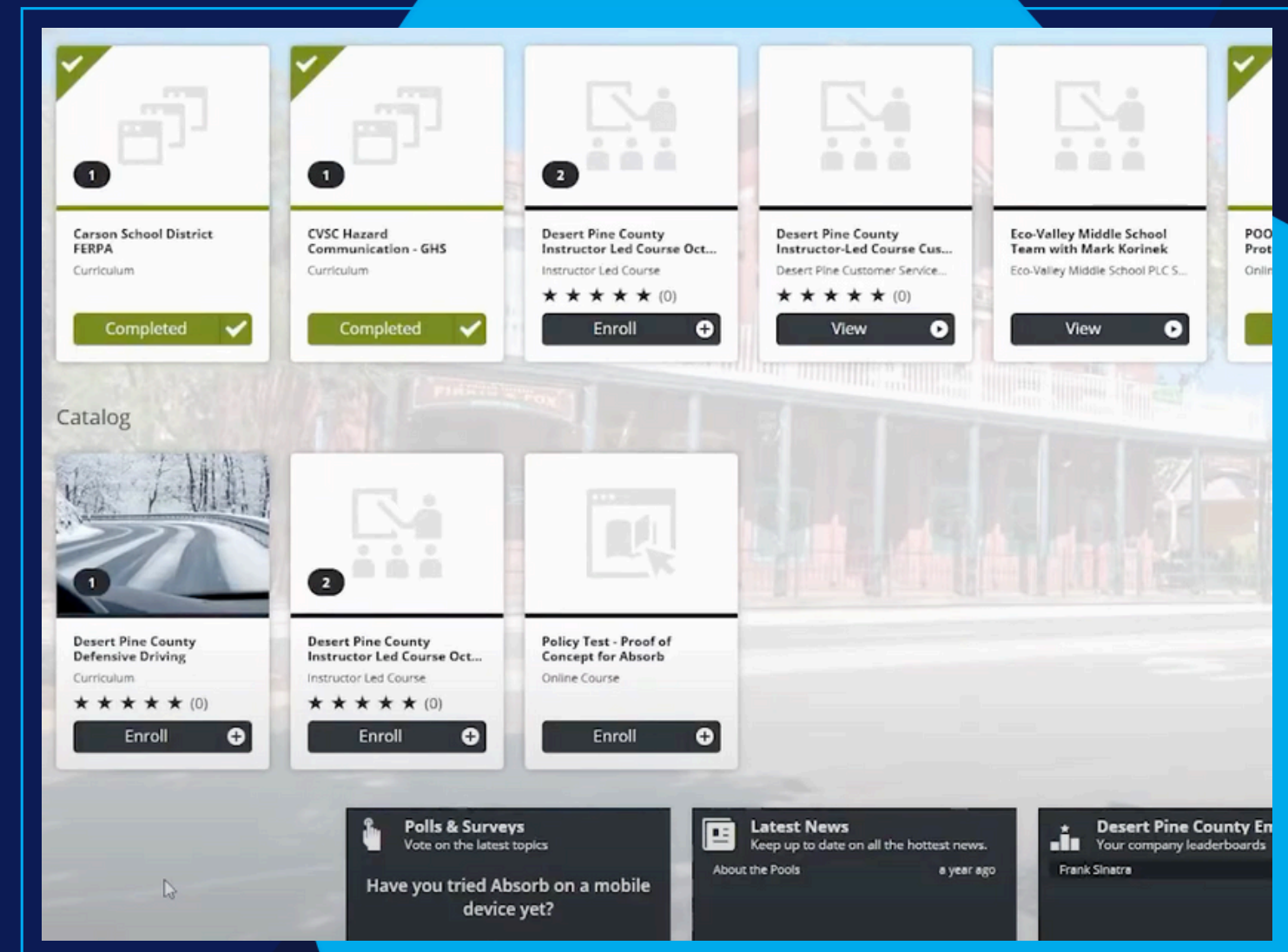
"This rapid growth is a testament to the program's evolution and our members' increasing appetite for training," says Mike Van Houten, Learning Experience Architect Web Administrator. "Another important measure of our success is the extent to which **members contribute to their own content within the LMS, demonstrating a high level of engagement and showing their recognition of the program's benefits.**"

That engagement is massive. Currently, there are nearly **25,000 registered users of the LMS, with more than 325,000 course enrollments and around 275,000 completions to date.** In the 2023-2024 fiscal year alone, the program experienced more than **50,000 course enrollments and over 47,000 completions**, illustrating just how strong and sustained member interest is in the learning curriculum.

The organization's impressive **87% completion rate** in Absorb reflects the engagement and commitment of the **13,000 learners from 129 agencies**, Van Houten says.

The program's impact has been felt where it counts. Through its e-learning program, POOL/PACT has **helped to foster a culture of safety in its member organizations, resulting in a substantial reduction in claims.** This decrease has been most notable in areas related to topics covered in training content, such as winter slip and fall incidents, cyber-security breaches, and fire safety.

![absorb logo]

"We see **average yearly enrollments between 45,000 and 70,000 learners, and completion rates consistently above 85%, showing just how beneficial the program is, and illustrating its enduring success**," he adds. "Absorb has been vital to helping us achieve that."

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Empowering learners to enrich their lives, workplaces and communities.

Schedule demo