



Teaching Coffee Online

An Interactive Session

SCA Lectures WOC CPH / 28 June 2024





Image: AdobeStock

Session overview

- 1. Introduction and Input from CEC (10 min)**
- 2. Individual Workshop Sessions: 4 Groups (30 min)**
 - Challenges and peculiarities in teaching coffee online.
 - Useful and impractical tools for online coffee education.
 - The future of online coffee education.
 - Conveying sensory aspects in online learning.
- 3. Recap, questions, and outlook (20 min)**

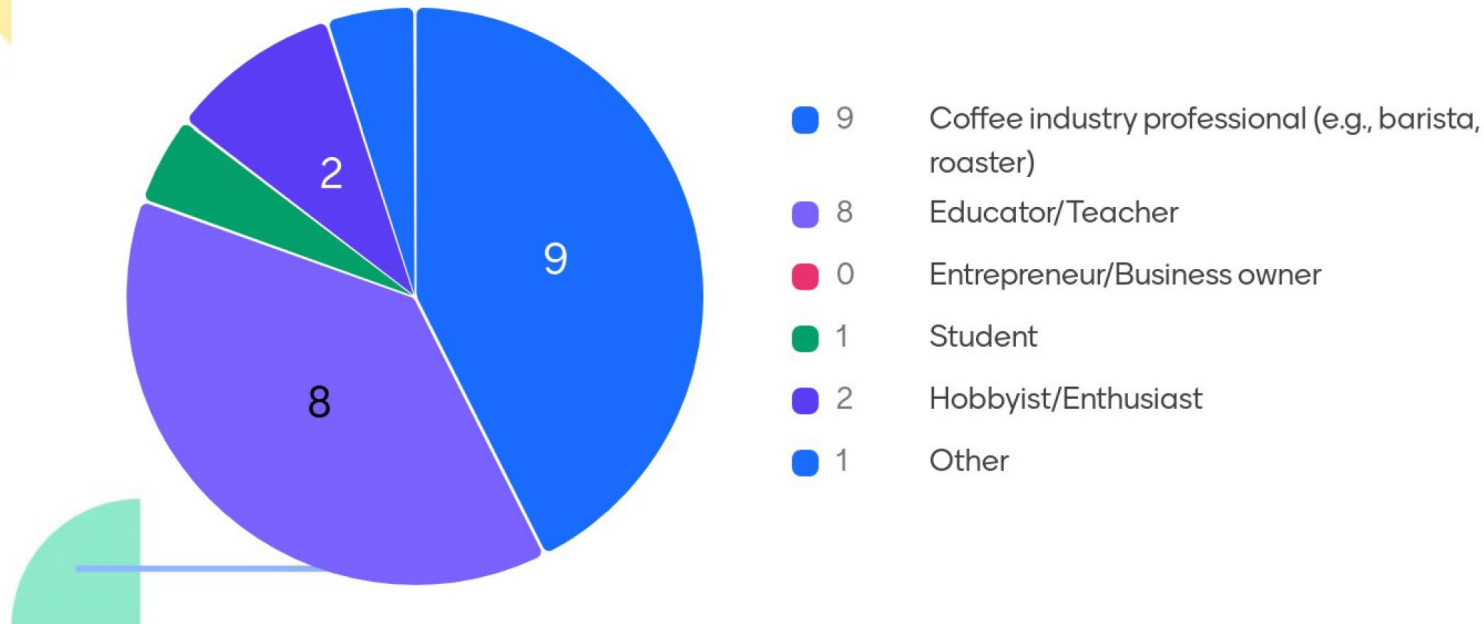


Mentimeter 1/3

Mentimeter

BACKGROUND

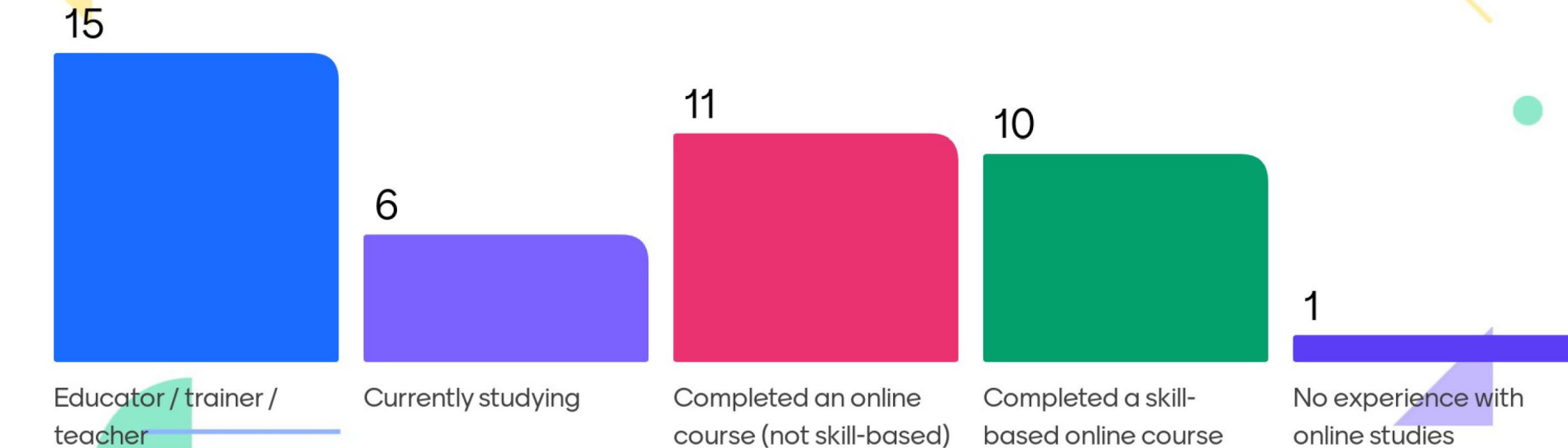
What is your background in relation to coffee?



Mentimeter 2/3

EXPERIENCE

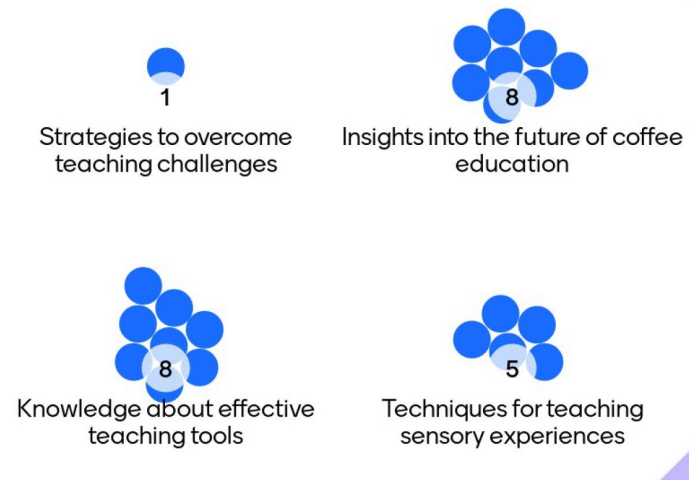
What is your experience with online education?



Mentimeter 3/3

What do you hope to learn from this session?

Mentimeter



Speakers



**Katrin
Föhse**

Global Coffee
Expertise
Training &
Community
Manager, Nestlé
Nespresso S.A.



**Gloria
Pedroza**

Head of Quality,
NKG Quality
Service /
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**Martina
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Online Learning
Specialist,
Program
Coordinator
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**Sierra
Yeo**

Coffee
Professional,
Program
Coordinator
CEC ZHAW



**Sabine de
Castelberg**

Head of
Continuing
Education in
Coffee at CEC
ZHAW

The Current Landscape

- **Online Coffee education** is evolving rapidly, driven by a growing global interest in (specialty) coffee and the convenience of digital learning.
- **Rise of online offers:** Range from short courses, webinars, online trainings, to advanced certificates.
- **Provider:** Barista Hustle, CKH, SCA, and others (NKG, CEC, small companies).
- **Topics:** Everything is covered, from latte art to scientific topics, all levels.
- **Shift in Education:** Informal online learning through podcasts, youtube, blogs, social media, etc. Active learning (participation, creation, reflection)



Individual Workshop Sessions (30 min)

1
Challenges
and
Peculiarities

Katrin Föhse

Global Coffee
Expertise Training &
Community
Manager, Nestlé
Nespresso S.A.

2
Useful &
Impractical
Tools

**Martina
Vaculikova**

Online Learning
Specialist, Program
Coordinator CEC

3
Future of
Online
Coffee
Education

Sierra Yeo

Coffee Professional,
Program Coordinator
CEC

4
Conveying
Sensory
Aspects

Gloria Pedroza

Head of Quality,
NKG Quality Service
/ Neumann Kaffee
Gruppe

Group Discussions

View results on Miro-Board:
https://miro.com/app/board/uXjV-K8OrD7o=?share_link_id=692553459096

The screenshot displays a Miro board interface with four main collaborative diagrams:

- Challenges (Facilitator: Katrin Fohse):** A diagram with two columns: 'Challenges' and 'How to overcome'. It lists various issues like 'Coffee is about technology' and 'Coffee is about education' along with strategies to address them.
- Tools (Facilitator: Martina Vaculikova):** A mind map centered on 'MOODLE' with branches for 'Miro', 'Mural', 'Lesson Plan', 'Active Capture', 'Annotated flow', and 'Zoom'. It includes notes on 'Navigation techniques' and 'Team - good lessons - good tools - virtual lessons'.
- Future (Facilitator: Sierra Yeo):** A diagram with multiple sticky notes organized into sections like 'Better quality of learning', 'Reactive live learning styles', and 'didactic elements'. It discusses 'VR for producers and consumers' and 'AI for content creation'.
- Sensory (Facilitator: Gloria Pedrosa):** A diagram with two main text boxes. The first box lists instructions: 'A very specific set of instructions', 'And simple recommendations for references', 'Ability to connect', 'Send samples', 'Limit the amount of samples to simplify', and 'Make sure students follow the Real time info gathering'. The second box lists engagement strategies: 'Engagement - togetherness', 'Structure of the session -> clear instructions', 'Include references when standardized material can't be sent.', 'discussion / quiz', 'Debriefing on the experience', and 'Creating groups cheaper / more accessible'.



Final Thoughts

- Online coffee education is evolving rapidly, offering both **challenges and opportunities**.
- The concept of traditional education has changed, emphasizing **active and participatory learning**.
- **Learning is (still) work**: thus, educators can deliver experiences that enable engagement, retention, retrieval.
- By using **new technologies and innovative approaches**, we can enhance the learning experience and reach a broader audience.
- Avoid cognitive overload: **Less is more**.
- Keep in mind: **Who is your customer** – what are their **needs**.

Online Learning Courses



CAS in Coffee Excellence // WBK Short Educational Courses
(online) www.zhaw.ch/icbt/cas-coffee-excellence



Stay fit for Cupping (online)
<https://www.nkgquality.com/en/produkt-kategorie/stay-fit-for-cupping/>



Nestlé Nespresso Employees Program: Coffee Expertise
Learning Path and Coffee University Program (online)

References / Further Reading

Online Learning Design

- Clark, Donald. *Learning Experience Design: How to Create Effective Learning That Works*, Kogan Page, Limited, 2021.
- Podcast: The Future of Online Learning with Ease Learning CEO Laurie Pulido <https://podcasters.spotify.com/pod/show/chelip/episodes/The-Future-of-Online-Learning-with-Ease-Learning-CEO-Laurie-Pulido-ehe1l3/a-a2qqj3h>
- Richard E. Mayer & Roxana Moreno (2003) *Nine Ways to Reduce Cognitive Load in Multimedia Learning*, Educational Psychologist, 38:1, 43-52, DOI: 10.1207/S15326985EP3801_6

Coffee Knowledge (Book) edited by Britta Folmer (Nestlé Nespresso SA)

- Folmer, Britta. *The Craft and Science of Coffee*. Academic Press, 2017.

Get in touch

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