

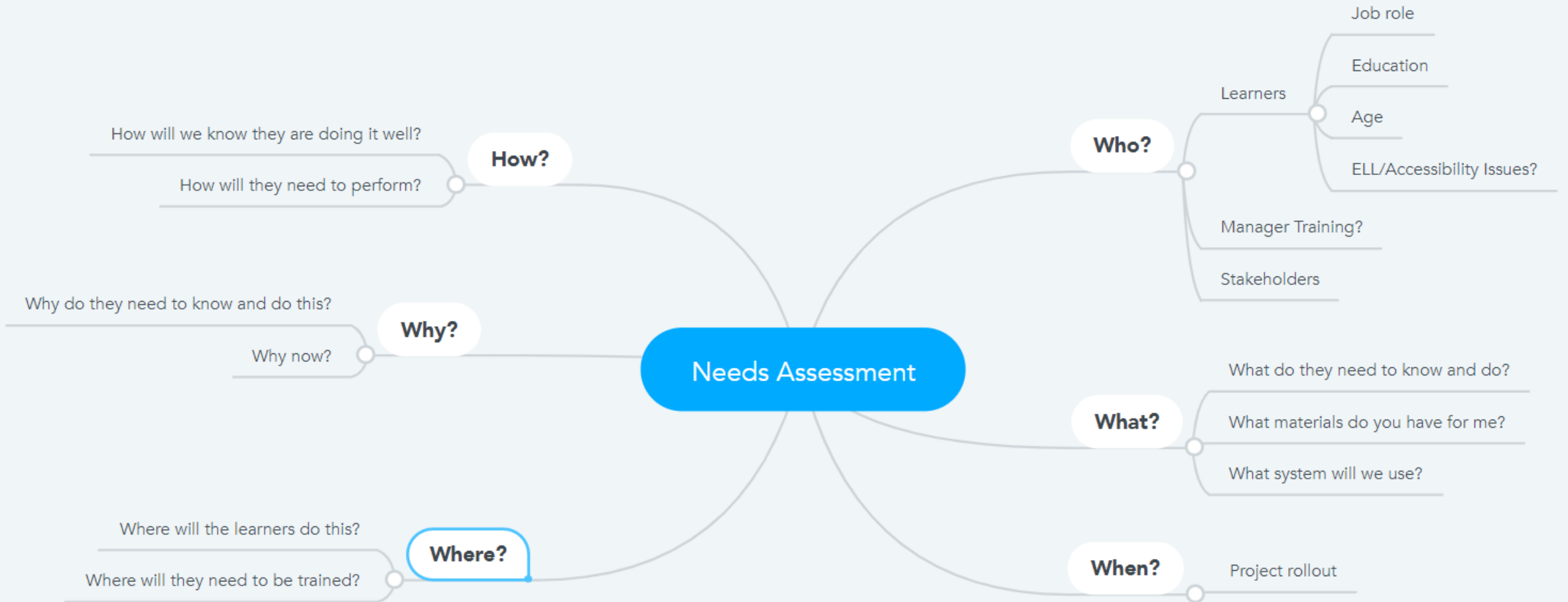
# ELEARNING FOUNDATIONS BOOTCAMP<sup>SM</sup>

Jean Marrapodi, PhD, CPLP  
[jmarrapodi@applestar.org](mailto:jmarrapodi@applestar.org)

# ELEARNING FOUNDATIONS BOOTCAMP<sup>SM</sup>

Understanding the  
Goal

# Down and Dirty Needs Assessment



# ELEARNING FOUNDATIONS BOOTCAMP<sup>SM</sup>

Understanding the  
Audience

**ELEARNING  
FOUNDATIONS  
BOOTCAMP<sup>SM</sup>**

Project  
Workflow

# Common Models: ADDIE

## **ASSESS**

We figure out the problem

## **DESIGN**

We determine how the solution will work and build out the parameters

## **DEVELOP**

We build the elearning, in stages

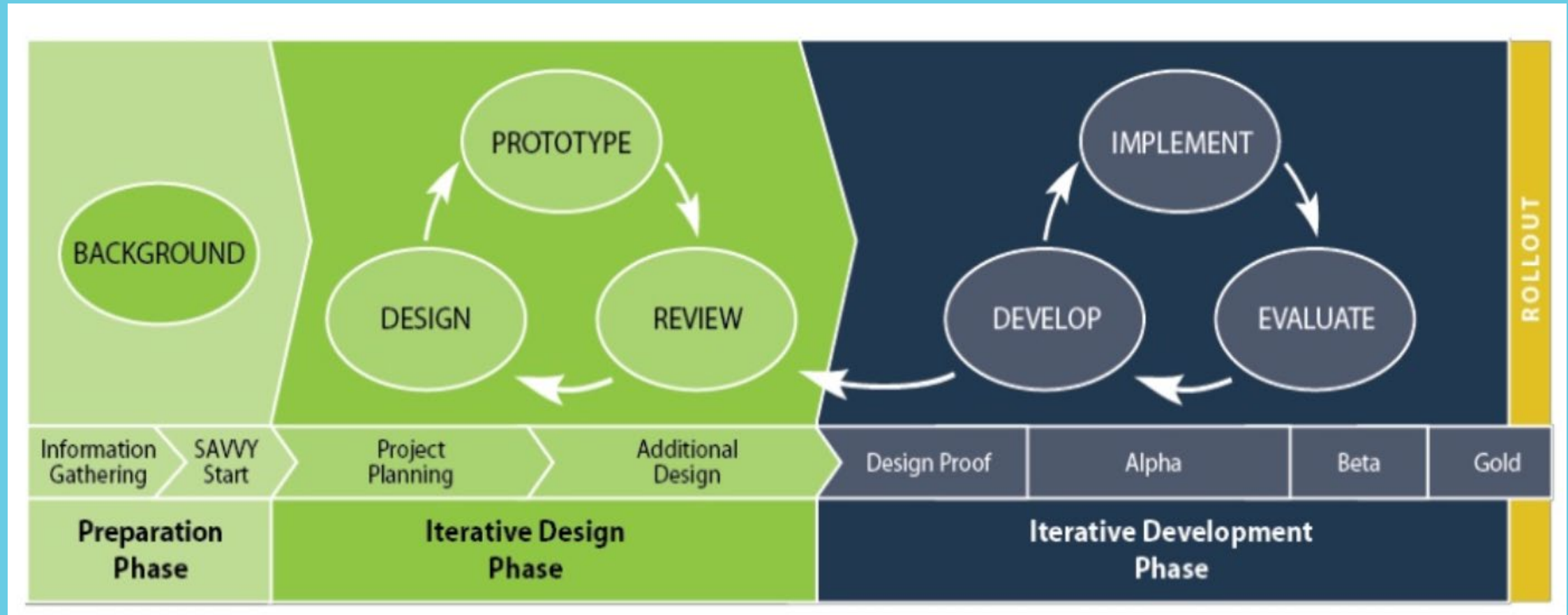
## **IMPLEMENT**

We install the elearning in the LMS

## **EVALUATE**

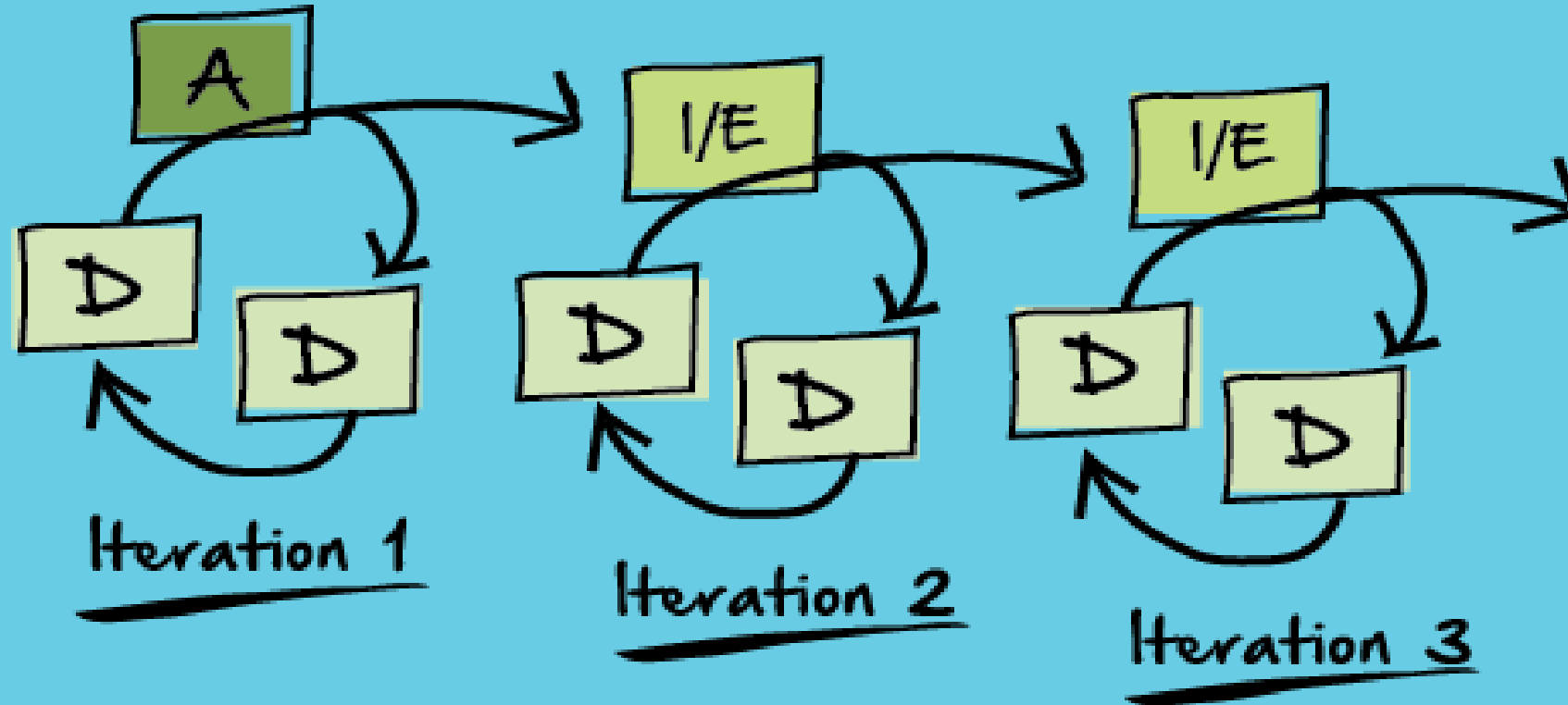
We determine how well the learning is working to accomplish our goals.

# Common Models: SAM



Successive Approximation Model | Michael Allen, Allen Interactions

# Common Models: LLAMA



Based on AGILE Methodology | Megan Torrence, Torrence Learning



# DESIGN

**ELEARNING  
FOUNDATIONS  
BOOTCAMP** SM

# INSTRUCTIONAL DESIGN 101

## GOAL

In the end, the learner will  
KNOW \_\_\_\_\_ and be able to  
(DO) \_\_\_\_\_

GOAL

# ESTABLISH THE GOAL

# INSTRUCTIONAL DESIGN 101

## GOAL

In the end, the learner will  
KNOW \_\_\_\_\_ and be able to  
(DO) \_\_\_\_\_

GOAL

## OUTCOMES

Outcome 1

Outcome 2

Outcome 3

ADD OUTCOMES TO THE GOAL

# INSTRUCTIONAL DESIGN 101

## OUTCOMES

- Focus on the learner
- End state results
- WIIFM

At the end of this lesson, you should be able to use the style features of Word to create professional looking documents.

Focus on **DOING**  
Practical application

## OBJECTIVES

- Focus on the teacher/designer
- Lesson plans
- How we get there

In this lesson, you will learn how to use the Format Painter to copy font styles

Focus on **LEARNING**  
Task based

# INSTRUCTIONAL DESIGN 101

## GOAL

In the end, the learner will  
KNOW \_\_\_\_\_ and be able to  
(DO) \_\_\_\_\_

GOAL

## OUTCOMES

Outcome 1

Outcome 2

Outcome 3

## OBJECTIVES

Objective 1a

Objective 1b

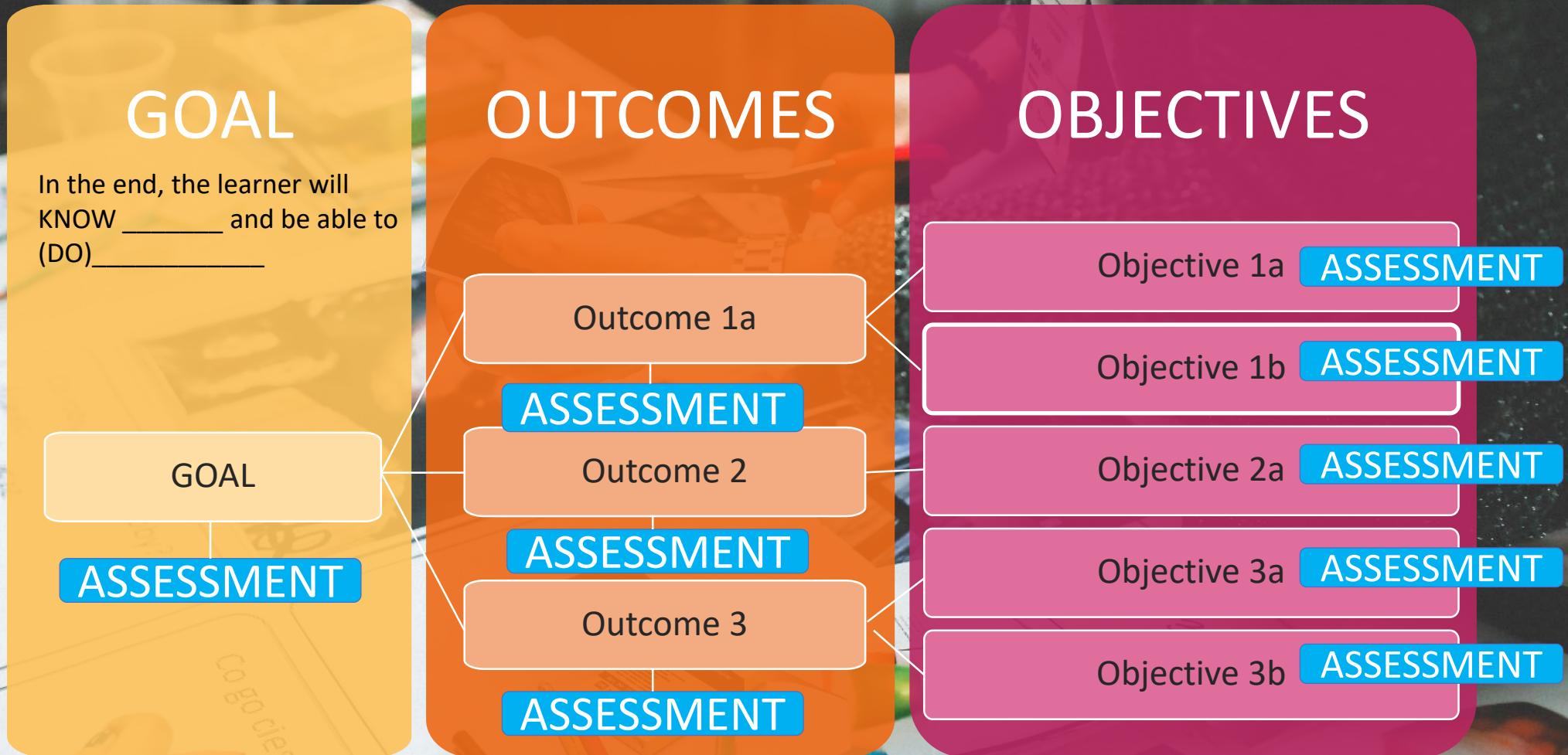
Objective 2a

Objective 3a

Objective 3b

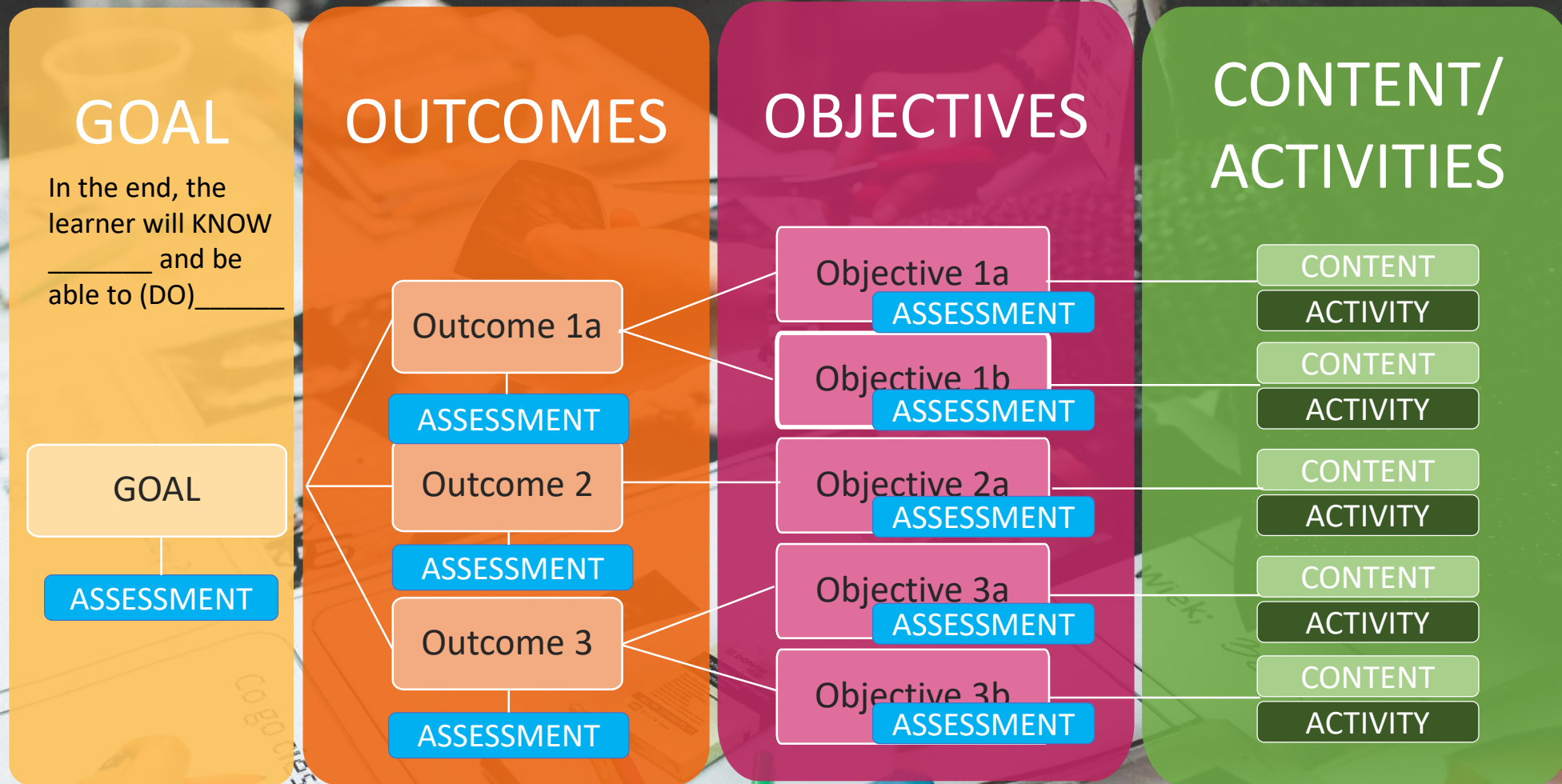
ADD OBJECTIVES TO EACH OUTCOME

# INSTRUCTIONAL DESIGN 101



ASSESS EACH COMPONENT

# INSTRUCTIONAL DESIGN 101



ADD ALIGNING CONTENT AND ACTIVITIES

# 1. Know Where You're Going



GOAL (big picture) ▾



**GOAL**  
(big picture)

**Outcome**  
(component of goal)

Objective  
(small part of outcome)

Content  
(what information you will give them)

Activity  
(How they will apply the information)

Assessment  
(How will you know they know and can do it?)

Objective

Content

Activity

Assessment

Objective

Content

Activity

Assessment

Objective

Content

Activity



# Define Outcomes & Objectives

+  
|  
⊗

**Learner will be able to open a new business account**

**Use effective listening skills to identify customer need**

**Identify and select appropriate account**

**Complete appropriate forms**

Summative Assessment: Fishbowl activity role play: Mock customers details are distributed to class with customer type, needs and details. Learner must select classmate name from a hat, and that classmate role plays customer. Learner must accurately determine need, recommend account, and select and complete the appropriate form. Each scenario is debriefed by the class for additional learning. Instructor (or manager if available) uses rubric to rate transaction.



**Use effective listening skills to identify customer need**

Use (model) in member interactions

Content: Explain elements of (model) (Lecture and handout)

Activity: Role play to practice (model)

Assessment: Acting as rep, will demonstrate all elements of (model) in a mock scenario

Asses all ele

Use assessment from objective

**Identify and select appropriate account**

List all account types

Content: Branch collateral about account types, chart of different accounts

Activity: Game. Split group in two. Ask questions about the accounts and award points for finding correct answer.

Assessment: Matching worksheet. Match benefit to appropriate account

Explain features and benefits of each account

Match best account to need

Assessment: Learner selects customer card with customer type, needs and

Learner will be able to open a new business account



Shared with 1 person



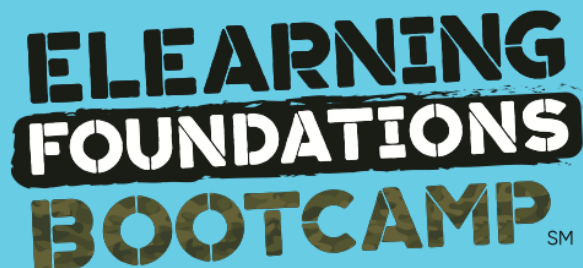
Share ▾



# 2. Design Document

Lays out findings

Defines the plan



## Overview

### The Presenting Problem

---

**Context**      VENDOR has been engaged by CLIENT to recreate their TOPIC eLearning Module. The current module has not been effective for the clients and has a “PowerPoint look” to it. They would like to redesign the module into something more contemporary and sophisticated.

This module is the introduction to the CLIENT Negotiation Skills curriculum and this project lays the groundwork for the entire series.

---

**Business Need**      These courses are the way CLIENT will communicate their methodology for negotiation to clients. They must be aligned with the company’s branding and showcase their sophisticated expertise in an impressive, contemporary manner.

---

**Training Need**      Courses will be part of a learning journey, intended to introduce the content with limited practice, then be reinforced by peer learning and action learning activities in the classroom to further develop learner skills. This initial course introduces the TOPIC Negotiation Model and is intended to help the learner learn to analyze and think about negotiation differently through the framework of the TOPIC.

---

**Timetable**      There is no hard deadline for course launch. The revision project is slated for the first half of 2018.

This Assessment and Design phase commenced at the kickoff meeting on March 22 and will culminate with acceptance of this High-Level Design Document and included graphic design screen layout design prototypes on or around April 30<sup>th</sup>.

---

**Stakeholders**      Stakeholders include:

- NAME, Partner at CLIENT. Responsible for final sign off.
- NAME, Subject Matter Expert
- NAME, Project Manager

---



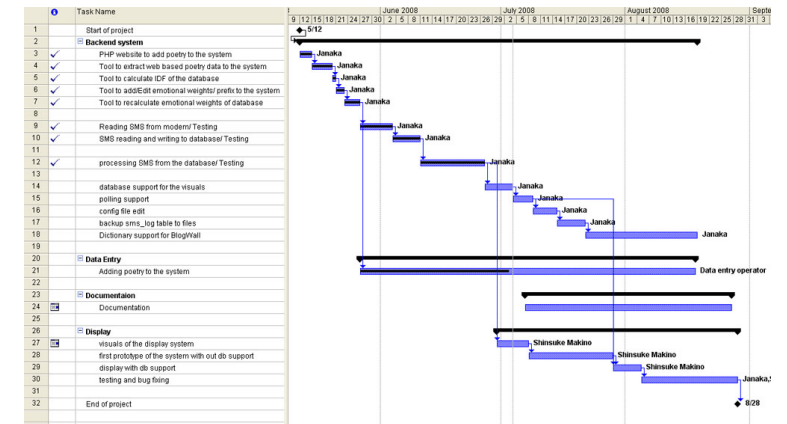
SME REVIEW  
Avoid the committee!

Limit  
Reviewers



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Task Name	Duration	Start	Finish	Predecessors	Resource Names
- Assessment	1 day?	Mon 07/16/12	Mon 07/16/12		
- Determine sizing required	1 day?	Mon 07/16/12	Mon 07/16/12		
Location 1	1 day?	Mon 07/16/12	Mon 07/16/12		
Location 2	1 day?	Mon 07/16/12	Mon 07/16/12		
- Vendor Selection	1 day?	Mon 07/16/12	Mon 07/16/12		
Request Proposals	1 day?	Mon 07/16/12	Mon 07/16/12		
Receive & Review Proposals	1 day?	Mon 07/16/12	Mon 07/16/12		
Select Vendor	1 day?	Mon 07/16/12	Mon 07/16/12		
- Planning	1 day?	Mon 07/16/12	Mon 07/16/12		
- Contract Review	1 day?	Mon 07/16/12	Mon 07/16/12		
Approval from Stakeholder 1	1 day?	Mon 07/16/12	Mon 07/16/12		
Approval from Stakeholder 2	1 day?	Mon 07/16/12	Mon 07/16/12		
Deployment Schedule	1 day?	Mon 07/16/12	Mon 07/16/12		
Training Plan	1 day?	Mon 07/16/12	Mon 07/16/12		
- Training	1 day?	Mon 07/16/12	Mon 07/16/12		
Location 1	1 day?	Mon 07/16/12	Mon 07/16/12		
Location 2	1 day?	Mon 07/16/12	Mon 07/16/12		
- Deployment	1 day?	Mon 07/16/12	Mon 07/16/12		
Location 1	1 day?	Mon 07/16/12	Mon 07/16/12		
Location 2	1 day?	Mon 07/16/12	Mon 07/16/12		



# 3. Build the Project Plan

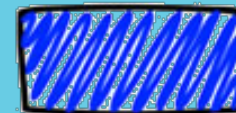
# Project Plan Defines **WHO** does **WHAT** by **WHEN**

- Tasks
- Milestones
- Timeline
- Who does what
- Dependencies

TASK 1



TASK 2



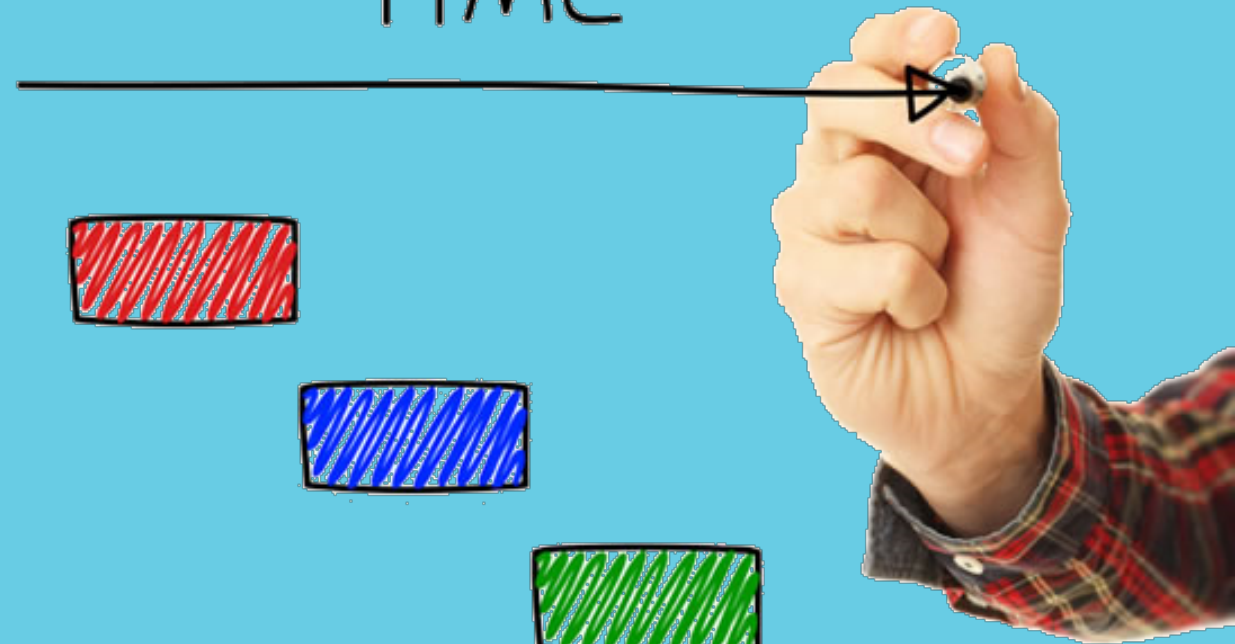
TASK 3



TASK 4



TIME



# Project Plan Tools: Excel

### Marketing Plan Data

STATUS: ON | OFF

TASK	STATUS	OWNER	ASSIGNED TO	ANTICIPATED START DATE	ANTICIPATED END DATE	ACTUAL START DATE	ACTUAL END DATE	ESTIMATED COST	ACTUAL COST
Product Analysis	In Progress	John C.	John C.	7/1/2017	8/1/2017	8/20/2017		\$1,500	\$1,250
Design Storyboards	In Progress	John V.	John C.						
Review Storyboard Design	Complete	John V.	John C.						
Research Analysis Phase 1	Delayed	Kand A.	Andrew L.						
Advertising Content Creation Phase 1	Delayed	Kand A.	Terrell S.						
Product Registration Database	Delayed	Kand A.	Yuan A.						
Product Development Storyboards	In Progress	John A.	John C.						
Quality Control, Progress Reports	In Progress	John V.	John A.						
Create Storyboards	Not Started	John V.	John C.						
Review Storyboards with Graphic Artists	Delayed	Mark M.	John C.						
Research Analysis Phase	Complete	John A.	Andrew L.						
Advertising Content Creation Phase	Not Started	John A.	Terrell S.						

### Project Planner

Select a period to highlight at right. A legend describing the charting follows.

Period Highlight: 1 | Plan Duration | Actual Start | % Complete

ACTIVITY	PLAN START	PLAN DURATION	ACTUAL START	ACTUAL DURATION	PERCENT COMPLETE	PERIODS
Activity 01	1	5	1	4	25%	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18
Activity 02	1	6	1	6	100%	
Activity 03	2	4	2	5	35%	
Activity 04	4	8				
Activity 05	4	2				
Activity 06	4	3				
Activity 07	5	4				
Activity 08	5	2				
Activity 09	5	2				
Activity 10	6	5				
Activity 11	6	1				
Activity 12	9	3				
Activity 13	9	6				
Activity 14	9	3				
Activity 15	9	4				

### PROJECT TITLE

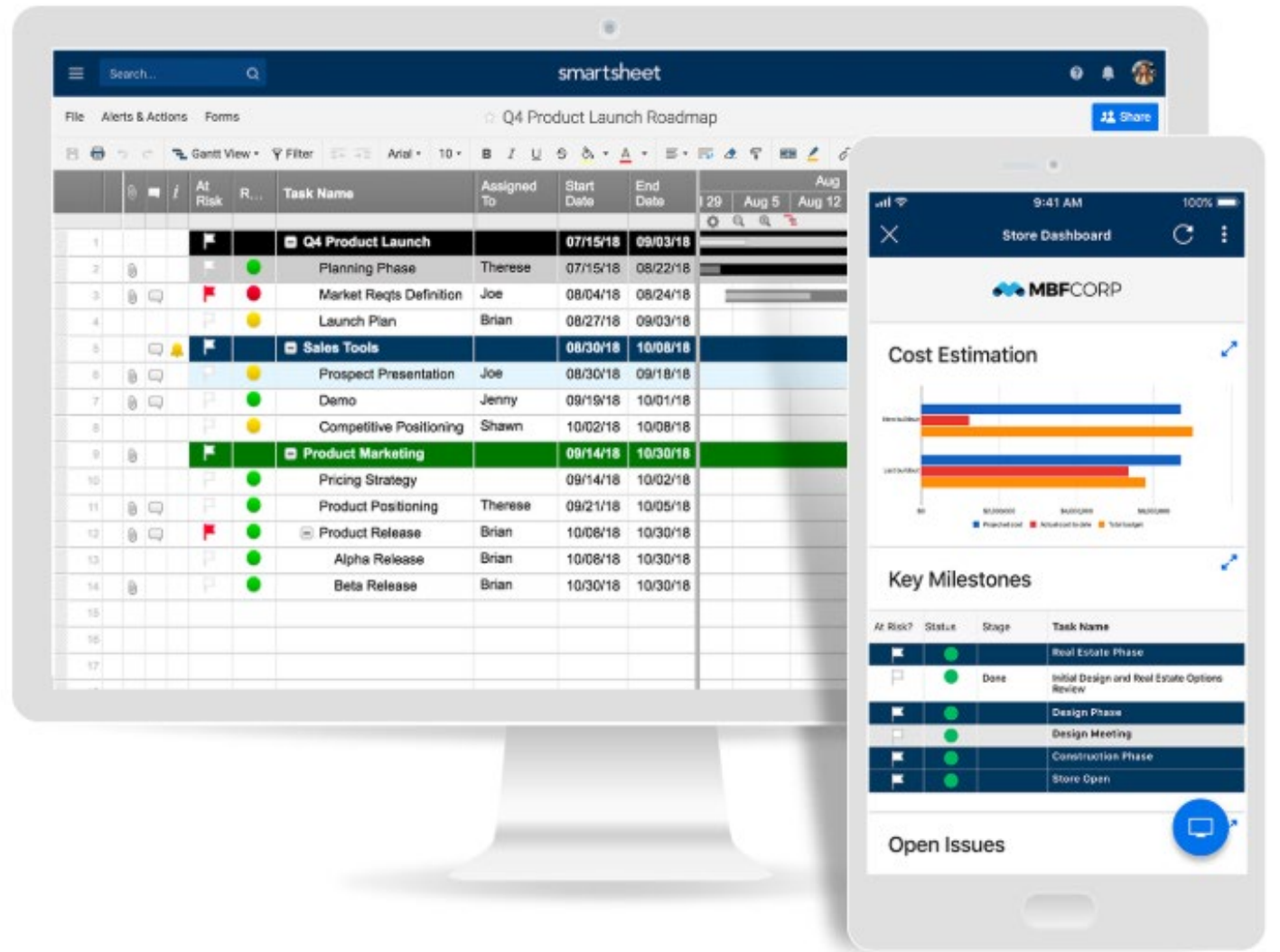
Company Name  
Project Lead

Project Start: 8/1/2017  
Project End: 8/1/2017

Task	Phase	Start	End	Progress
Task 1	Phase 1	8/1/17	8/1/17	100%
Task 2	Phase 1	8/1/17	8/1/17	100%
Task 3	Phase 1	8/1/17	8/1/17	100%
Task 4	Phase 1	8/1/17	8/1/17	100%
Task 5	Phase 1	8/1/17	8/1/17	100%
Task 1	Phase 2	8/1/17	8/1/17	100%
Task 2	Phase 2	8/1/17	8/1/17	100%
Task 3	Phase 2	8/1/17	8/1/17	100%
Task 4	Phase 2	8/1/17	8/1/17	100%
Task 5	Phase 2	8/1/17	8/1/17	100%
Task 1	Phase 3	8/1/17	8/1/17	100%
Task 2	Phase 3	8/1/17	8/1/17	100%
Task 3	Phase 3	8/1/17	8/1/17	100%
Task 4	Phase 3	8/1/17	8/1/17	100%
Task 5	Phase 3	8/1/17	8/1/17	100%
Task 1	Phase 4	8/1/17	8/1/17	100%
Task 2	Phase 4	8/1/17	8/1/17	100%
Task 3	Phase 4	8/1/17	8/1/17	100%
Task 4	Phase 4	8/1/17	8/1/17	100%
Task 5	Phase 4	8/1/17	8/1/17	100%



# Project Plan Tools: Smartsheet



# Project Plan Tools: Airtable

Intelledox Course Creation

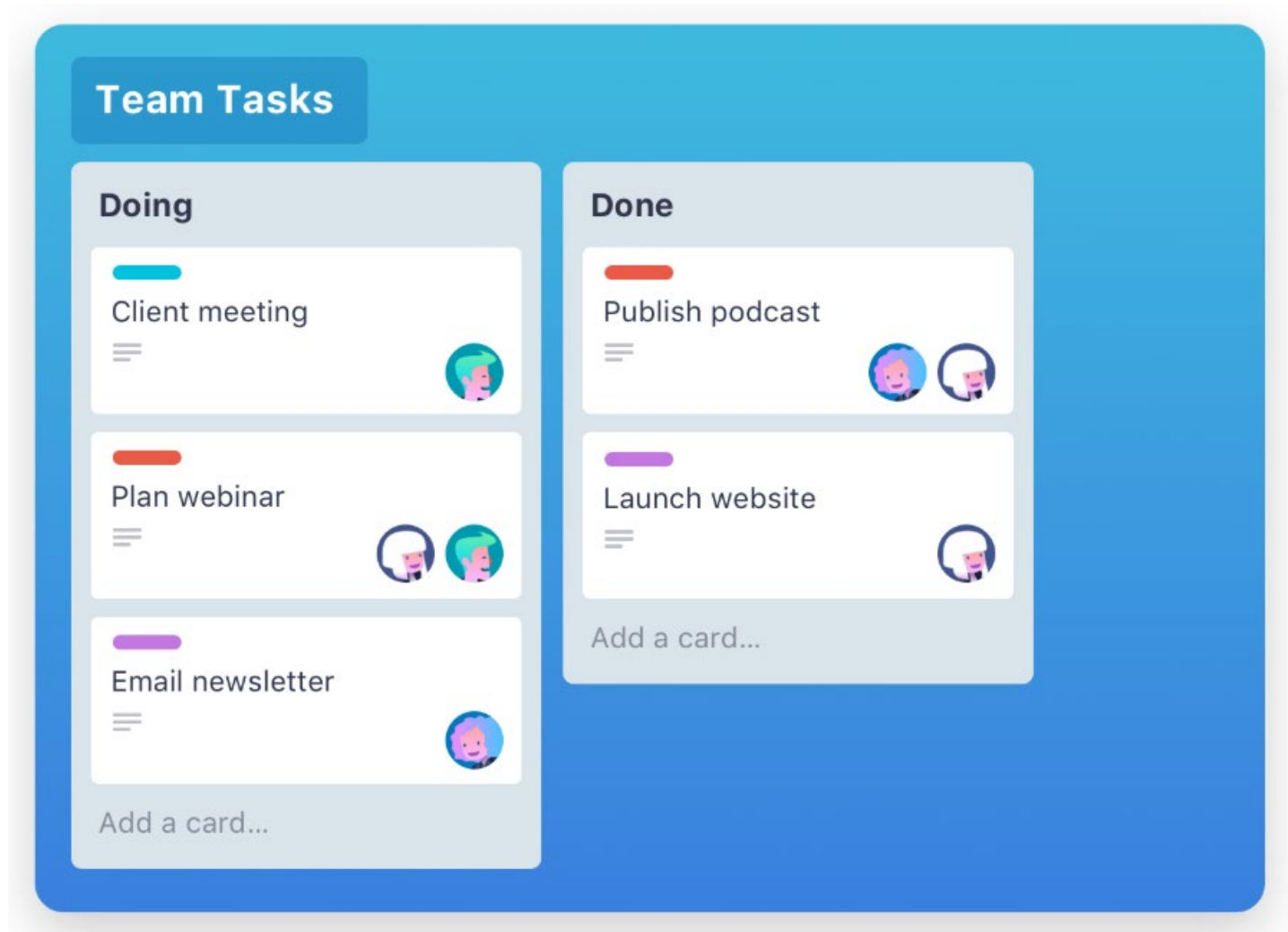
Production Schedule | Credentials | Phase 1 - Resources | Phase 0 | Phase 1 | **Phase 2** | Phase 3 | Edits | Curriculum | OLD P3

Grid view | 2 hidden fields | Filter | Grouped by 1 field | Sort | Color

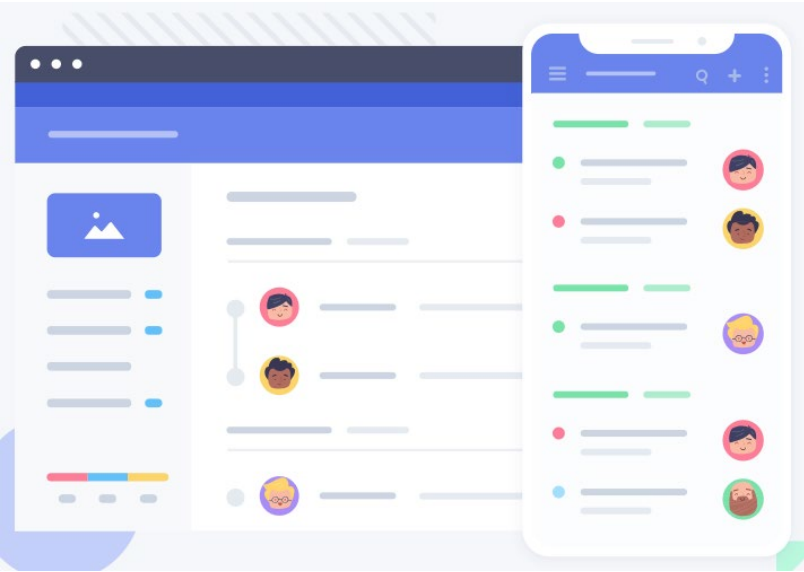
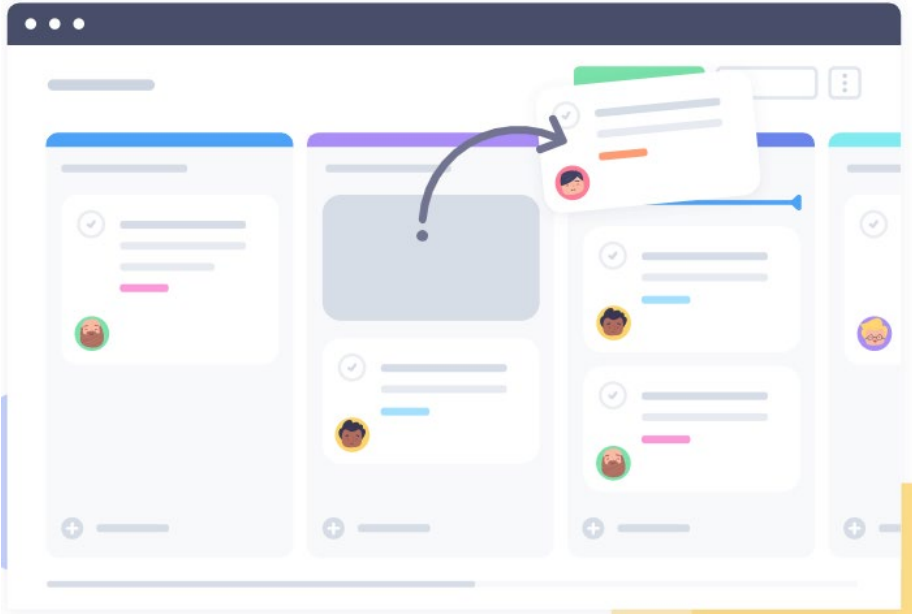
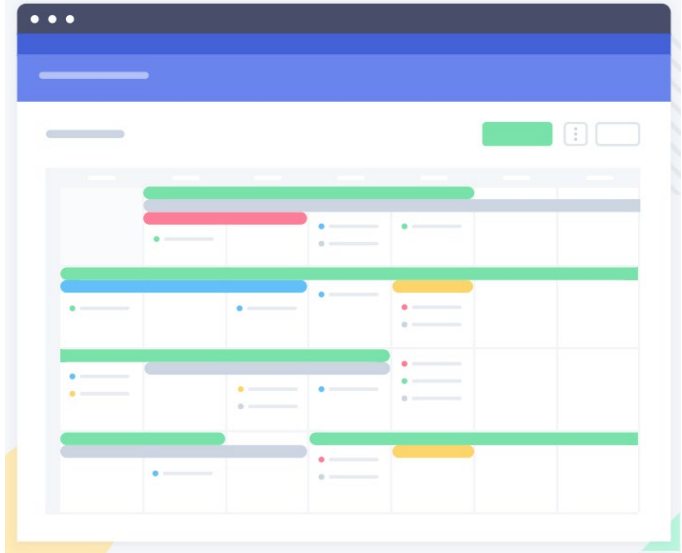
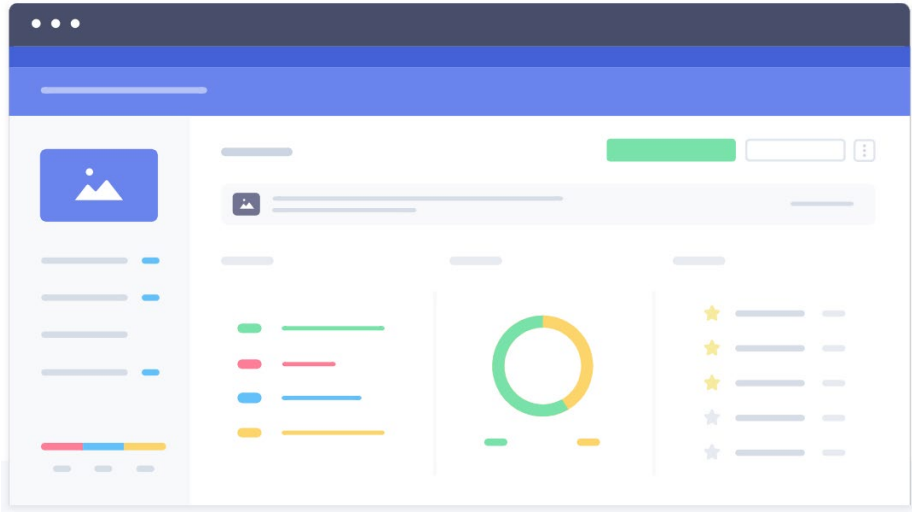
Module Name	Course Id	Antici...	Release Date	Objectives	Status	Storyline Review Link
<b>COURSE NAME</b> <b>1-Getting Started</b> <span>Count 3</span>						
1	Getting Started Module: How to Import\Export a Project	GS04	1/7/2019	Import export publish anonymous access	Tested and Complete	<a href="https://360.articulate.com/review/content/a8ee9663-4839-4ad5-b1f3-58d34f8cdeb9/review">https://360.articulate.com/review/content/a8ee9663-4839-4ad5-b1f3-58d34f8cdeb9/review</a>
2	Introduction to Adaptive Interview: Course Overview and Practice Project	AI00		What's coming Intro to project	Tested and Complete	<a href="https://360.articulate.com/review/content/dd632fb2-2fbf-4824-8d79-9ea74d4f0321/review">https://360.articulate.com/review/content/dd632fb2-2fbf-4824-8d79-9ea74d4f0321/review</a>
3	Introduction to Outputs: Course Overview and Practice Project	O00		What's coming Intro to project Attached forms and templates	Tested and Complete	<a href="https://360.articulate.com/review/content/6ff0c3e0-78ca-4d14-a98a-bfe3c4e3df6f/review">https://360.articulate.com/review/content/6ff0c3e0-78ca-4d14-a98a-bfe3c4e3df6f/review</a>

19 records

# Project Plan Tools: Trello



Project Plan  
Tools:  
Teamwork  
Projects



Storyboard for Webinar 9/26

Time	Topic	Who	Presentation
1:00-1:05	Welcome, logistics, commercial	Dennis	Opening Slide NECB
1:05-1:07	Presenter Introduction Credentials eLearning for masters, and PhD Online professor Director of eLearning. eLearning Guild presenter She gets it!	Dennis	Picture of Jean or live webcam
1:07-1:10	What do you think of when you think of eLearning? Review of comments	Viewers	Question on slide Type in Chat
1:10-1:12	Have you ever taken an elearning course? Yes/No	Viewers	Poll
1:12-1:15	Review of results	Jean	Poll stat reveal
1:15-1:18	<b>Dennis:</b> I was thinking about how far we've come with the internet. Certainly, that's changed how elearning works. Take a look. Show Video <b>Dennis:</b> So tell me, Jean, how many people are studying online these days?	Dennis	1993 internet
1:18-1:23	eLearning stats	Jean	Slides with numbers of students studying online Graphs with changes since 2000 Moooc explosion
	<b>Dennis:</b> That's a lot of people. Why do people study online instead of just going back to school?	Dennis	
1:23-1:28	Video from Kevin, NECB student <b>Dennis:</b> Who is taking classes online?	Jean Dennis	Video clip
1:28-1:38	Who studies online	Jean	Slides: Demographics K-12 and college Third world
1:38-1:43	The mobile phenomenon: Poll What have you used your phone for today? Check all that apply	Viewers Jean	Poll

Course/Section/Slide Title
Module: ## Slide: ##

*Visual description, image, or sketch:*

Click to add text

*Voiceover and/or other audio:*

Click to add text

*Slide Overview:*

Click to add text

*Interaction, branching, etc.:*

Click to add text

*Need from client:*

Click to add text

*Reviewer Comments:*

Click to add text

3/24/2019
Slide advance:  Slide Interaction  Auto  Next
Course Title – Change on Master Slide in Slide Masters
7

# 4. Create the Storyboards

Tell them  
what to look  
for

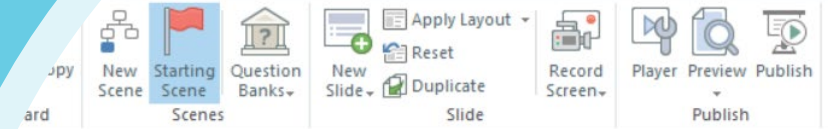
REVIEW TIME

Expert

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DEVELOP

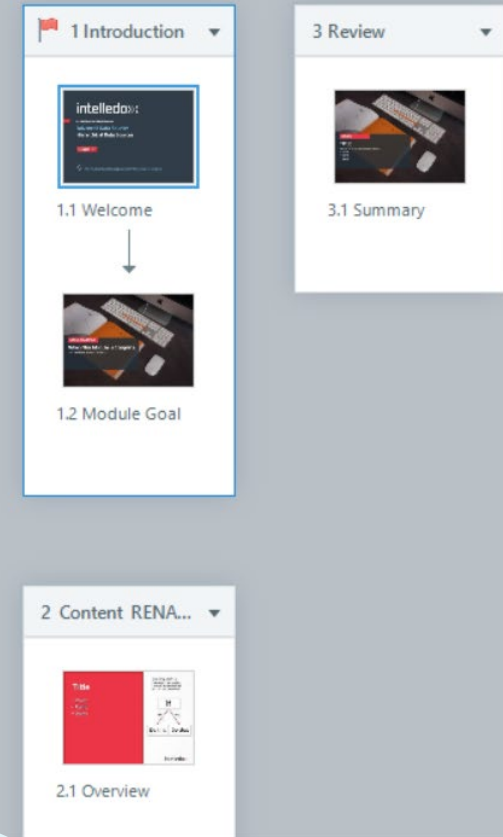
**ELEARNING**  
**FOUNDATIONS**  
**BOOTCAMP** SM



# Build the Alpha

- Roughed out elearning module
- Speech to text
- Placeholder graphics
- Publish to review site

STORY VIEW

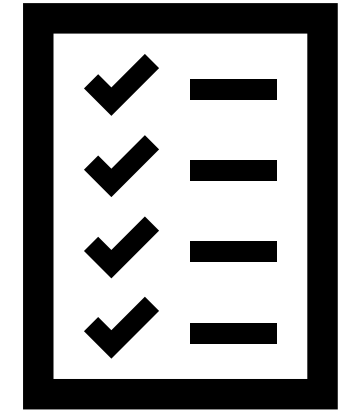




# Sequence and Requirements Depends on the Client

May need prior approval for

- Narration script
- Choice of Voiceover Artist
- Graphics
- Photos



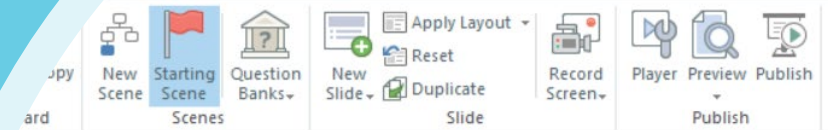
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Examine for  
Accuracy of  
Content

REVIEW TIME

Expert

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# Build the Beta

- Incorporate all edits
- Add
  - Narration with voiceover
  - Final photos
  - Final graphics
- Run through internal QA

## REVIEW TIME



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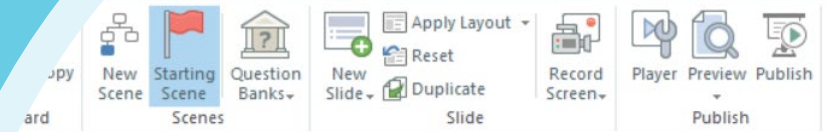
Examine for  
Details and  
Functionality



Expect the committee to show up



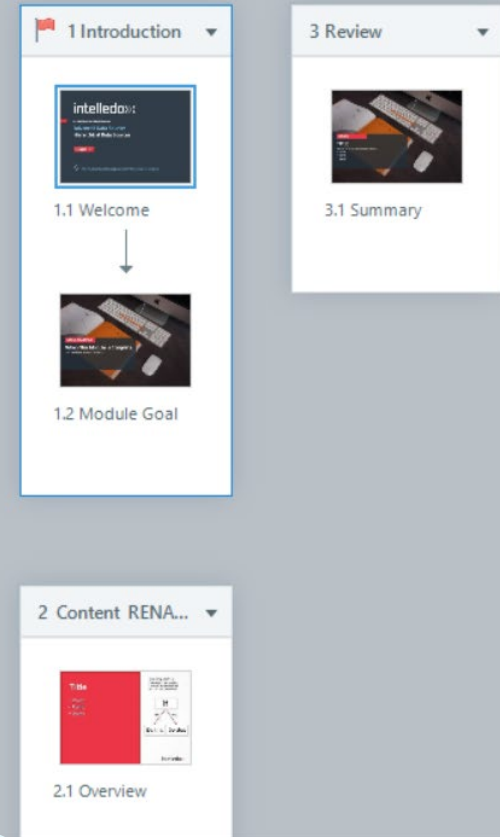
scope creep



# Complete the Final

- Incorporate all edits
- Polish
- Run through internal QA

STORY VIEW



Ensure edits  
are made

REVIEW TIME

Expert

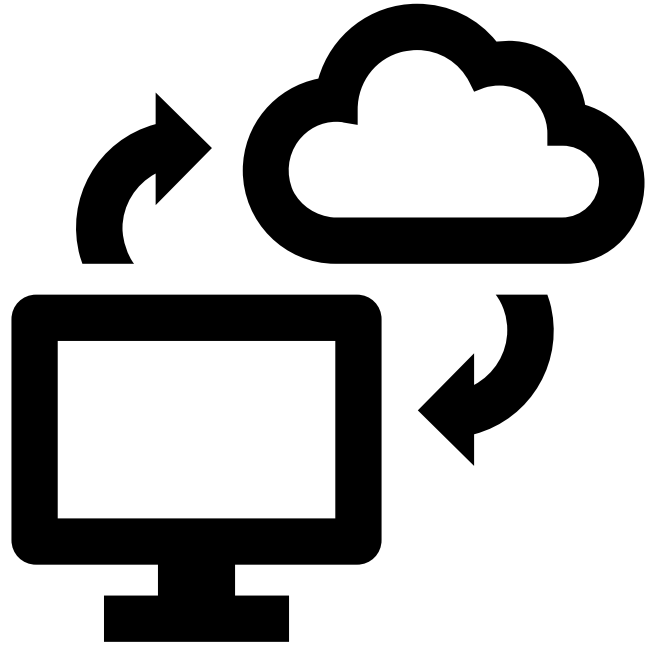
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# IMPLEMENT

**ELEARNING  
FOUNDATIONS  
BOOTCAMP** SM

# UPLOAD COURSE TO LMS



and TEST TEST TEST

# ROLLOUT TO USERS



Track and fix bugs

<sigh>

EVALUATE

**ELEARNING**  
**FOUNDATIONS**  
**BOOTCAMP** SM



REACTION

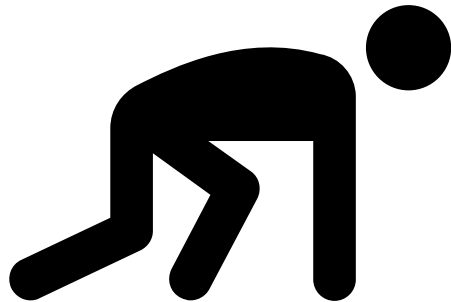


KNOWLEDGE



RETURN ON INVESTMENT

BEHAVIOR



# Kirkpatrick Methodology

- **Level 1 – Reaction**  
Did they like it?
- **Level 2 – Knowledge**  
Did they learn it?
- **Level 3 – Behavior**  
Can they do it?
- **Level 4 – ROI**  
Was it worth it?

CELEBRATE

**ELEARNING**  
**FOUNDATIONS**  
**BOOTCAMP** SM