Design & Development of Instruction

A successful communications and training project requires teamwork, strategy, instructional systems design, and agile development that engages learners and stakeholders in ways that they find irresistible.

Three Components of the Instructional Framework

Marketing Communications   Online Training   Workshops

Due Date (all components): <enter due date here>

Identify Learning Goals	Do Needs Analysis	Create Instructional Strategy	Develop Instructional Materials	Test and Iterate	Publish	Evaluate, Plan, & Revise

	Due By	Tasks	Who
☐		Assemble communications team and share project charter, scope of work, and schedule. See communication and training project roles & responsibilities here. See Communication & Training Project Template here.	PL
☐		Schedule and facilitate kick-off meeting. See communication and training project kick-off meeting template here.	PL
☐		Identify learning goals and performance objectives—what are the gaps between what the learners currently know and what they need to know. See instructional systems design guidelines here.	PL, ID, SME
☐		Identify the learners. If necessary, sort learners by role and/or by what they need to learn. What are their attitudes, perceptions, and behaviors? What is their work environment like? See process for creating personas and journey maps here.	PL, ID, SME
☐		Use the Instructional Framework to create an instructional strategy and plan. Get stakeholder approval for your plan. For your convenience, adapt these models to create your plan: • Information Systems Instructional Strategy • Employee Onboarding Strategy • Policy Communication & Implementation Strategy • Travel Services Communication Strategy • Strategic Sourcing Training Strategy • Sourcing Analyst Training Strategy	ID

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	Due By	*Tasks*	*Who*
☐		Create and distribute an development schedule for marketing communications, online training modules, and workshops. See development schedule template here.	
☐		Develop the communications and training materials. For your convenience, use these tools and templates: • Guide for Creating Effective Marketing Messages • Marketing Tip Sheet Template • Online Training Storyboard Template • Communication & Training Multimedia Guide • Workshop Agenda Template	ID, SME, CE
☐		Write an evaluation plan that tests the effectiveness of communication and instructional materials. Ask some learners and stakeholders to review and provide feedback.	ID
☐		Load content into learning management system.	ID
☐		Ask a SME, 2-3 learners, and other stakeholders to test the online course and provide feedback.	ID
☐		Use learner, SME, and stakeholder feedback to revise course content, fix bugs.	ID
☐		Publish online course: go live.	PL, ID
☐		Initiate workshops and webinar program at least 2 weeks after online course is live. This will give learners time to complete course.	PL, ID
☐		Plan and implement post-publication evaluation of entire learning system, including marketing communications, online course, and workshops.	PL, ID
☐		Do analysis of summative assessment feedback, including learner satisfaction survey, item analysis, aggregate learner quiz data, participation rates, etc.	PL, ID

ROLE KEY:
- **PL** = Project Lead (Communications & Training)
- **ID** = Instructional Designer
- **SME** = Subject Matter Expert
- **CE** = Copy Editor