

Creating e-Learning from Inception to Evaluation

- 1) Analysis
 - a) Identify training need (not always what SME has identified)
 - i) Problem/challenge
 - ii) New KSA
 - iii) No training need, performance
 - b) Identify Audience
 - i) Will design to the audience
 - ii) Audience cannot be measured by the course, although courses usually cater to self-directed learners*
 - c) Identify if e-learning is an effective means of satisfying training need*
 - d) Identify SMEs/additional SMEs
- 2) Design
 - a) Create design plan
 - i) Identify learning objectives along with evaluation plan
 - ii) Course map
 - (1) Allows visual of how the course will flow
 - (2) Emphasizes user control
 - iii) Determine type of e-learning that will effectively teach the objectives*
 - (1) WBT course - HTML page by page course
 - (2) Software simulation - Firefly
 - (3) Simulation (recreate tasks) user choices direct content
 - (4) Games
 - (5) Combination of types
 - iv) Determine software(s) for development phase*
 - b) SME/Project Manager Sign-off on Design
- 3) Development
 - a) Content
 - i) Continue to gather
 - ii) Write
 - iii) Organize
 - b) Storyboard*
 - i) Set screen design
 - ii) Use to organize course
 - iii) ARCS Model
 - c) Create in software(s)*
 - i) Develop content
 - ii) Develop graphics
 - iii) Develop interactions/simulations, if any
 - iv) Develop assessment
 - d) Configure and upload 1st draft*
 - i) Test
 - ii) SME review and test
 - iii) Apply edits and fix any technical problems
 - e) Configure and upload final draft*

- i) Test again
 - ii) SME review and test
 - iii) Apply edits and fix any technical problems, if any
 - f) Authorization of release
- 4) Implementation
- a) Configure for release and upload final version*
 - b) Configure OnTrack for staff access
 - c) Final test
 - d) Market, market, and market.... A must for e-learning.
- 5) Evaluation
- a) Level 1 Reaction - Infrequent. Most Level 1 info provided informally. Best sent to users after course completed and not incorporated into course. Reluctance to complete after taking final assessment. Remember, user-controlled, not a captured audience.
 - b) Level 2 Learning - Final assessments. Works well, SCORM (Sharable Content Object Reference Model).
 - c) Level 3 Behavior - In evaluation plan, must be implemented period of time after implementation. Often informal level 3 information is received after courses are launched.
 - d) Level 4 Results - In evaluation plan, must be implemented period of time after implementation. Very intensive process.