INSTRUCTIONAL DESIGN DOCUMENT

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Remote Communication Project

Project Context

A survey of managers working remotely revealed that 75% had lost confidence in their ability to supervise their teams effectively. Surveys indicate that 54% of managers said they struggled to communicate work objectives clearly over email. 63% said they are concerned about "Zoom fatigue" because of the number of online meetings they attend. In response, the National Human Resources Society has commissioned an online training course.

Course Purpose

The purpose of this course is to give managers new soft skills so that they can communicate more clearly over email and use facilitation techniques to make their online meetings less frequent and more efficient. Adoption of these soft skills in the participating companies is expected to lead to a 25% reduction in the number of online meetings held per week.

End Objectives

- Managers will be able to write a 5-sentence email including a call to action using at least two of the strategies discussed in the training.
- Managers will be able to ground rules for online meetings
- Managers will be able to write a 4-step meeting agenda

Project Requirements

Cost: $1950
Timeline: Project to be completed within two weeks
Standards: Course must be SCORM-compliant and mobile-device friendly

Learning Requirements

Audience Profile

The target audience consists of managers with an average of 10 years' work experience in their positions who have transitioned to working remotely within the past year. The managers surveyed range between 35 and 60 years old and 45% are women. The data also showed that they are comfortable with technology and 90% have participated in at least one online course.

Learning Environment

This is an 100% online course which will be created in Storyline 360 and delivered via LMS. It will be tablet and mobile accessible and will take approximately one hour to complete.

Course Objectives

Learning Outcomes
- Apply new drafting strategies to write work emails
- Summarize process for establishing rules of engagement
- Identify characteristics of strong rules of engagement
- Summarize the features of a virtual meeting agenda

Performance Objectives
- Given an objective and an audience, the learner will be able to (LWBAT) write a 5-sentence email including a call to action.
- Given a list of suggestions, the LWBAT identify effective and ineffective ground rules with 80% accuracy
- Given a common meeting scenario, the LWBAT apply the correct facilitation strategy with 80% accuracy

Instructional Strategy

Presentation Patterns
The course will use problem scenarios as an entry point for learner engagement. Learners' prior knowledge will be activated through the introduction of a problem, and they will then be given skills demonstrations and opportunities to activate and integrate their knowledge. The content will be chunked into 90-second slides using a combination of animation and audio narration to engage the learner. The sequence of each module will consist of the following steps:
- Introduction to course material through problem posing with visual illustration. Example: illustration of woman at computer looking confused. Narration: Alia just received this email from her boss and she's not sure how to respond. Look at the message and see if you can guess why.
- Activation of prior knowledge. For example: knowledge check slide asking learner what they think the appropriate length is for a business email.
- Demonstration of material. For example: hot spot activity highlighting strategies to edit an email for length, animated list of techniques for effective ground rules.
- Application practice such as drag and drops, open-ended questions synthesizing information from knowledge checks.

- Integration of knowledge where learners are given a problem scenario and asked to select the correct response.

The two modules can be completed independently, and the learner may choose which one to complete first. Learners may also opt-out of either module if they feel comfortable with the skills covered already.

Media Strategy
The course will use animation features in Storyline such as flying text and dynamic images. Hot spot and drag and drop interactions will be included to keep the learner engaged. The course will have audio narration to accompany text and imagery.

Assessment Strategy
Since the modules are completely separate, each module will contain its own formative and summative assessments. Formative assessments will take the form of 'knowledge checks' and will not be counted towards course score. For summative assessments, learners will receive instant feedback and be given two opportunities to review and repeat questions.Learner results will be evaluated via SCORM and their performance will be analyzed to develop a second course iteration.

Formative Assessment Questions
1. What is the best length for an email?
   A. 3 sentences
   B. 5 sentences
   C. 7 sentences

2. Which of these is <u>not</u> an effective way to highlight action items?
   A. Using bolding
   B. Using bullet points
   C. Using all caps

3. Which of the following is **not** an effective ground rule?
   A. All meetings should be less than one hour
   B. Only one speaker at a time
   C. Have a positive attitude
   D. Use "I" statements instead of "you" statements

Summative Assessment Questions
2. Your team agreed on ground rules, but people keep breaking them during your meeting. What should you do?
   A. Remind them that rules are important
   B. Send an email asking everyone to follow the rules
   C. Post the rules in the group chat at the beginning of the meeting

3. You have a meeting every morning, but you keep getting emails from team members who are confused about their work assignments. What can you do?
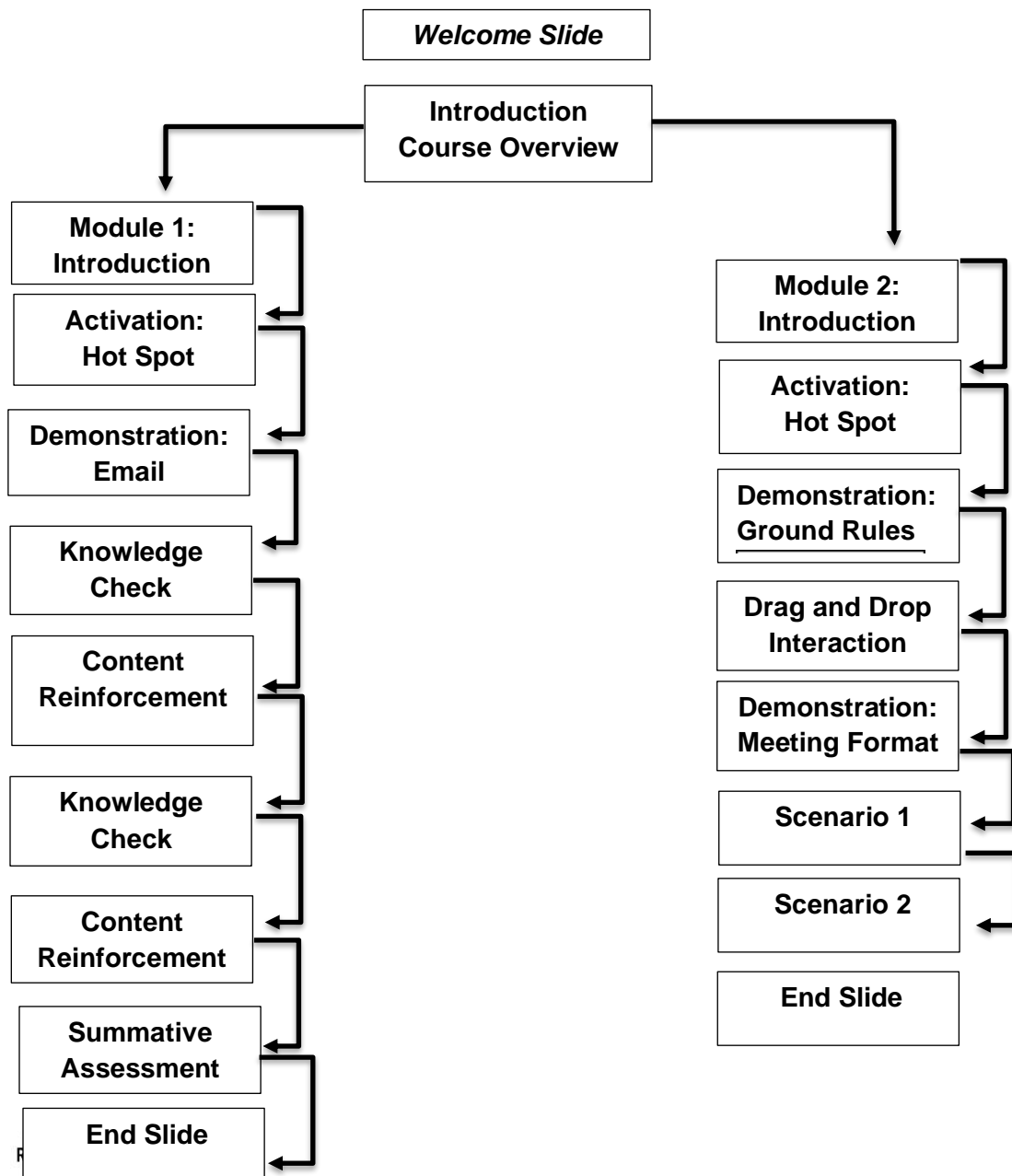
    A. Ask someone to be note-taker.

    B. Document action items before the meeting ends.

    C. Make the meetings shorter.

Formative assessments will consist of knowledge check questions asked in the middle of the course to gauge learner's comprehension of the material. Summative assessments will consist of a skills application exercise **(module 1)** and two scenario-based questions with multiple choice answers **(module 2).**

Course Format

This course will consist of 2 modules with ten slides per module.

Module 1	Module 2
Welcome Slide	
Introduction Course Overview	
Module 1: Introduction	**Module 2: Introduction**
Activation: Hot Spot	**Activation: Hot Spot**
Demonstration: Email	**Demonstration: Ground Rules**
Knowledge Check	**Drag and Drop Interaction**
Content Reinforcement	**Demonstration: Meeting Format**
Knowledge Check	**Scenario 1**
Content Reinforcement	**Scenario 2**
Summative Assessment	**End Slide**
End Slide	

Development Tools

This course will be created using Articulate 360 with voiceover work recorded in Audacity. Graphics will be edited in Photoshop as needed.

CLIENT PROJECT SIGNOFF FORM	
Project Name: Remote Management	**Project Manager: Ruth Crossman**
Start Date: 7/15/2020	**Completion Date:** 7/29/2020
Project Duration: Two Weeks	**Sponsor:** National Human Resources Association
Project Goal: Develop soft skills eLearning course for managers covering email writing and online meeting facilitation.	
Project Deliverables: 2 module SCORM-compliant eLearning course created in Storyline360	
Clients:	
By signing this document, I acknowledge that I have delivered all the stated deliverables and agreed to the quality levels.	By signing this document, I acknowledge that I have received all the agreed-to deliverables at the stated quality levels.
Project Manager Name and Signature:	**Sponsor Name and Signature:**
Date:	**Date:**
Remarks:	