Friesen, Kaye and Associates

Assessing Design Quality of Learning Programs

Friesen, Kaye and Associates
The Experts in Knowledge Transfer and Workplace Performance

The benefits of well-designed learning materials increase the transfer of skills back to the job. In this program you will assess your existing learning materials and identify strengths and areas for improvement through a series of hands-on assignments. You will use a structured review method to assess and "rate" your programs against 40 specific instructional design elements.

FKA utilizes its sound and proven instructional systems design (ISD) methodology to develop learning for a complete range of implementation modalities such as: face-to-face, virtual classroom and self-directed. Within our ISD methodology there are validation points throughout the "design and development phases." FKA uses its patented Instructional Quality Assessment Process (IQAP) to ensure a complete and consistent quality assessment at each review point.

In this dynamic—three-session—blended program, you will focus on answering 6 key questions:
1. Does the program adhere to Adult Learning Principles?
2. Does it have enough interactivity to keep learners engaged?
3. Does it follow the Systematic Learning Process model and ratios?
4. Have both types of motivation been incorporated into the design?
5. Are there solid realistic and achievable learning objectives?
6. Is the learning content well structured?

Who Should Attend?

- Experienced instructional designers and course developers.

- Managers responsible for the design and/or delivery of learning.

- Facilitators and instructors tasked with converting content that they have been delivering in the physical classroom to the virtual classroom.

- Individuals responsible for updating or modifying existing custom or off-the-shelf courses.

Key Benefits

1. Participate in a facilitated virtual classroom program that models best practices for learner motivation and engagement.
2. Complete assignments using your own learning materials and apply the Instructional Quality Assessment Process (IQAP) to new and existing curriculum.
3. Receive constructive feedback from FKA's certified CTT+ Virtual Classroom Trainers, skilled at assessing the instructional design of learning material.
4. Use FKA's patented *Instructional Quality Assessment Process* to gauge the effectiveness of your learning programs.
5. Receive a comprehensive online manual that effectively supports implementing the Instructional Quality Assessment Process (IQAP).
6. Upon program conclusion you will have assessed and rated existing learning materials and identified if it will benefit from updating or validate strong instructional design.

Post-Learning Sustainment

As a participant in an FKA program, you are entitled to complimentary Post-Learning Sustainment:

- Transfer Strategy: one-hour online, live-facilitated coaching session (2-3 weeks post program) to maximize and reinforce learning.

- One-Year Hotline: connect with our experts to discuss your learning initiatives, lessons learned, successes, challenges, and best practices. Participate in a facilitated virtual classroom program that models best practices for learner motivation and engagement.

Note: Participants of this program should have existing content or learning materials.

Objectives

Upon successful completion of this program, you will be able to:

- Identify criteria to assess instructional design of a current learning program

- Apply FKA's Instructional Quality Assessment Process (IQAP) to an existing program

- Determine an overall Instructional Quality (IQ) score

- Identify existing design elements that can be improved

- Validate sound instructional design materials

Agenda

Live Session 1-Getting Started

- Welcome and Introduction
- Focus on the Learner
- Instructional Quality Assessment Process (IQAP)
- Assignment 1: Review an Existing Program

Live Session 2-Rate the Quality

- Debrief Assignment 1
- Assign a weighting to factors being assessed
- Rate the observation made for each factor
- Compute an overall Instructional Quality (IQ) score out of 100
- Flag areas with the lowest scores
- Assignment 2: Apply Quality Rating to your observations of an existing program

Live Session 3-Identify areas to Improve

- Debrief Assignment 2
- Consolidate scores for key instructional elements
- Assess each element as either Good, Fair or Needs Improvement
- Develop recommendations for areas that need improvement
- Assignment 3: Prepare IQAP Report for your program

Optional: Submit a Learning Program for Review

- Apply the IQAP process to one of your programs
- Submit your program for FKA to review
- Compare your assessment to FKA's assessment