

Good to Great Designers

What is a Virtual Classroom Instructional Designer?

Virtual Instructional Designers manage the development and design of learning solutions for live, virtual classroom-based instruction. Without the designer there would be no content to deliver. They connect client needs to solutions through analysis and execution of an effective design process. They evaluate objectives to determine appropriateness for the virtual classroom. They make the material come alive by adding context to the content through teachable stories and engaging activities.

THREE MAIN ROLES AS A DESIGNER

Ownership

- ✓ Plans and monitors training projects including resource allocations, budget, and schedule
- ✓ Consults clients, project managers, facilitators, and producers on the effective use of virtual classroom technologies
- ✓ Manages pilot programs for new and revised courses
- ✓ Advocates for the client to ensure designs meet identified goals
- ✓ Collaborates with clients, project managers, facilitators, and producers to ensure program design is executed correctly and meets stated goals
- ✓ Meets deadlines with clients and stakeholders

Preparation

- ✓ Completes a needs assessment to clearly define a learning solution based on client needs
- ✓ Analyzes client needs to isolate the desired behavioral change that includes the tasks, sub-tasks, processes, and organizational relationships related to that change
- ✓ Develops a target audience profile
- ✓ Utilizes a Subject Matter Expert where necessary to master content of course and individual lessons
- ✓ Orients and upskills on selected virtual platform to understand capabilities and available technology to support learning outcomes

Execution

- ✓ Applies adult learning theories to maximize knowledge transfer based on various learning styles
- ✓ Identifies prerequisite knowledge required of participants
- ✓ Develops criterion-referenced, performance-based learning objectives for each lesson
- ✓ Maximizes interaction, collaboration, and engagement of learners
- ✓ Leverages tools and features of the virtual platform to support engagement and objectives
- ✓ Blends virtual and self-directed activities
- ✓ Integrates the most appropriate learning platforms to meet instructional goals
- ✓ Develops of a cohesive set of learning materials and resources for facilitators, producers, and learners
- ✓ Leverages the producer role in a technical and/or instructional capacity when appropriate
- ✓ Designs an evaluation strategy tied to key business indicators and measurements
- ✓ Permits for regular course review, evaluation, and revision to ensure alignment with current goals, organizational needs, and accreditation standards

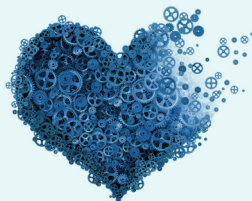
Design with the Inquire Engagement Framework® in Mind



Build in time and directions for how to use platform tools

Include a producer and design directions for them

Incorporate environments outside the virtual classroom (self-directed work, web search, etc.)



Provide opportunities for learners to contribute to the learning and receive support

Build in encouragement and detailed instructions when needed

Create opportunities for facilitator to reward participation by acknowledging responses positively



Build in enough time for facilitators to allow thinking and responding – don't overfill with content that has to be rushed through

Create connections between content and real-life application

Use an inquiry based approach to learning to put the learners in charge of their own learning