



Monarch Media, Inc., Toolkit

How to Prepare for an Online Training Project

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The ROI of eLearning

The ROI of eLearning for organizations can be measured in many ways — from increased sales, to reduced costs, to increased employee retention. Below are just a few examples of eLearning successes.

“A white paper by Syberworks found that eLearning resulted in a 40 percent reduction of learning time required. This means a 40-hour course could actually be completed in 25 hours, saving you time and giving you a better return on your initial investment.”

-- elearningmind.com

“Discover Financial, a Fortune 1000 company, ... switched 70 percent of its training to e-learning, videos and self-study. Of the people who took those new models, compared to standard instructor-lead models, there was 6 percent higher employee satisfaction scores and 42 percent less attrition.”

-- skilledup.com

Additional resources:

[Measuring the Business Impact of Corporate Training](#)

[eLearning vs. Instructor Led Training Cost Calculator](#)

So you've heard about the many benefits of online training courses (see the sidebar on The ROI of eLearning) and are ready to give it a try? But where should you begin? This toolkit will walk you through the key considerations to help you get started developing a plan for your online training or course.

How to Use This Tool

Part 1: Complete the Assessment

As you work through the tool, capture all the known information you already have. The goal is to bring to light all the elements that will factor into the success of your end product.

A single person can complete this tool, or a small group might use this to guide a group discussion.

The tool covers three main topics

1. Purpose & Goals
2. Audience Analysis
3. Learning Context

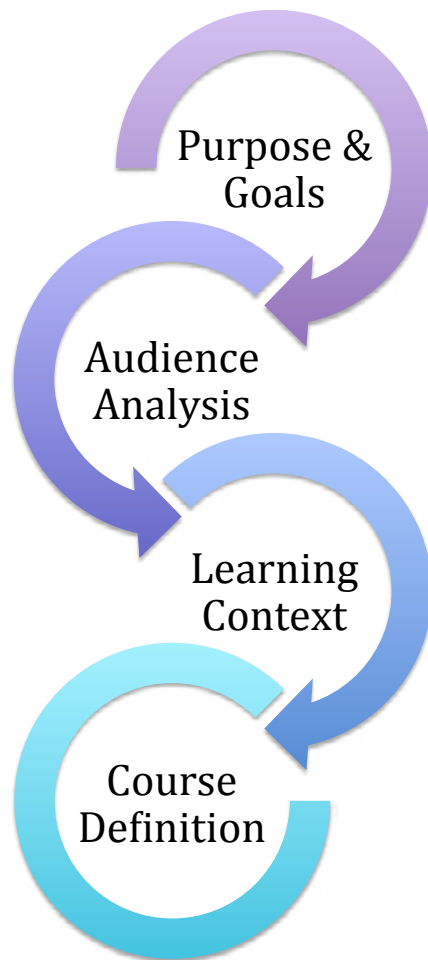
Part 2: Identify Action Steps

A great first step is to discuss results with your colleagues — identify priorities and potential barriers. Then, you can begin to develop potential strategies.

Part 3: Request Support

We would be happy to explore ways to support you and your organization in the strategy, authoring, design, and implementation of your project. Contact us at info@monarchmedia.com for a free assessment and cost estimate.

Online Training Project Assessment Tool



Purposes & Goals

What defines your success?

Course Purpose Statement

What is the overarching purpose for this course? What's the underlying problem that prompted the course?

Overarching Course Objectives

To accomplish the stated purpose, what is essential for the course to address?

1. KNOWLEDGE

At the end of the course, the learner will have the knowledge necessary to answer the following questions:

2. SKILLS

Following the course, the learner will be able to use the knowledge gained to:

3. TOOLS/RESOURCES

The learner will gain access to the following resources through the course:

Course Outcomes

*What are your assumptions about how this course will address the underlying problem described earlier?
(Usually sounds like, "If the target audiences complete this course... we will achieve X,Y, and Z.")*

Measurement

How will you evaluate the success of the training/course?

Audience Analysis

Remember that you may have more than one user profile. For example, some learners may have prior experience, while others do not. Complete a row for each of the different kinds of users you're trying to address.

AUDIENCE:			
Description	Goals for Course	Knowledge / Training	Other Relevant Info
<i>Who is this audience?</i>	<i>Why would a member of the audience complete the course?</i>	<i>What related knowledge and training will the audience bring?</i>	<i>Demographics, traits, attitudes, preferences, etc</i>

AUDIENCE:			
Description	Goals for Course	Knowledge / Training	Other Relevant Info

AUDIENCE:			
Description	Goals for Course	Knowledge / Training	Other Relevant Info

Learning Context

Learning never happens in isolation. Consider all the possible factors that can impact your success.

Resources

What content is available as a source for the training? Who are the subject matter experts (SMEs)?

Positioning the eLearning Course

Where does this course fit in terms of the constellation of training already available that relates to the overarching problem? Other than the proposed training/course, how will audiences access resources to solve the problem?

Environment

Describe the salient features of the environment in which the learner will complete this course.

1. PHYSICAL ASPECTS

Will learners access your training from an office? In the field? From a computer or a smart phone? What time constraints exist?

2. SOCIAL ASPECTS

Will your learners work independently? Or collaboratively?

3. TECHNOLOGICAL ASPECTS

What technical opportunities or constraints exist for you or your users? Does this training need to integrate with an existing LMS, or be 508 compliant?

4. CULTURAL ASPECTS

Are there any language barriers or other cultural considerations to be made?

5. BUDGETARY ASPECTS

What is your available budget? How do you intend to generate a return on your investment?