The Future of Instructional Design

BLENDED LEARNING CAMPAIGNS

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JENNIFER HOFMANN

President and Founder, InSync Training

Author, ATD Blended Learning: What Works (February 2018)

jennifer@insynctraining.com
www.insynctraining.com
hub.insynctraining.com
blog.insynctraining.com

Direct: 860.989.5979
Fax: 775.522.2740

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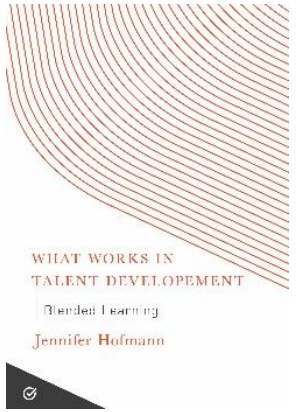
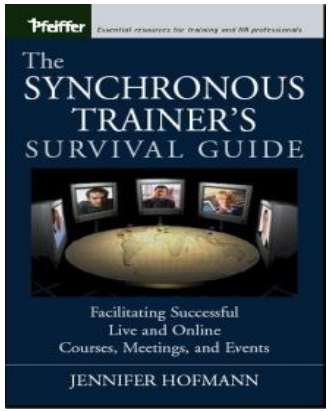
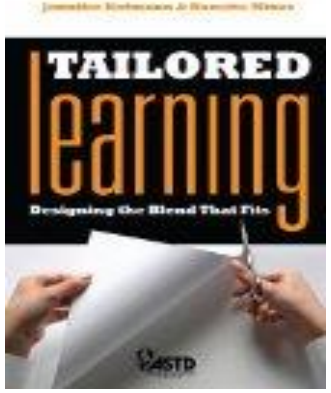
@InSyncJennifer







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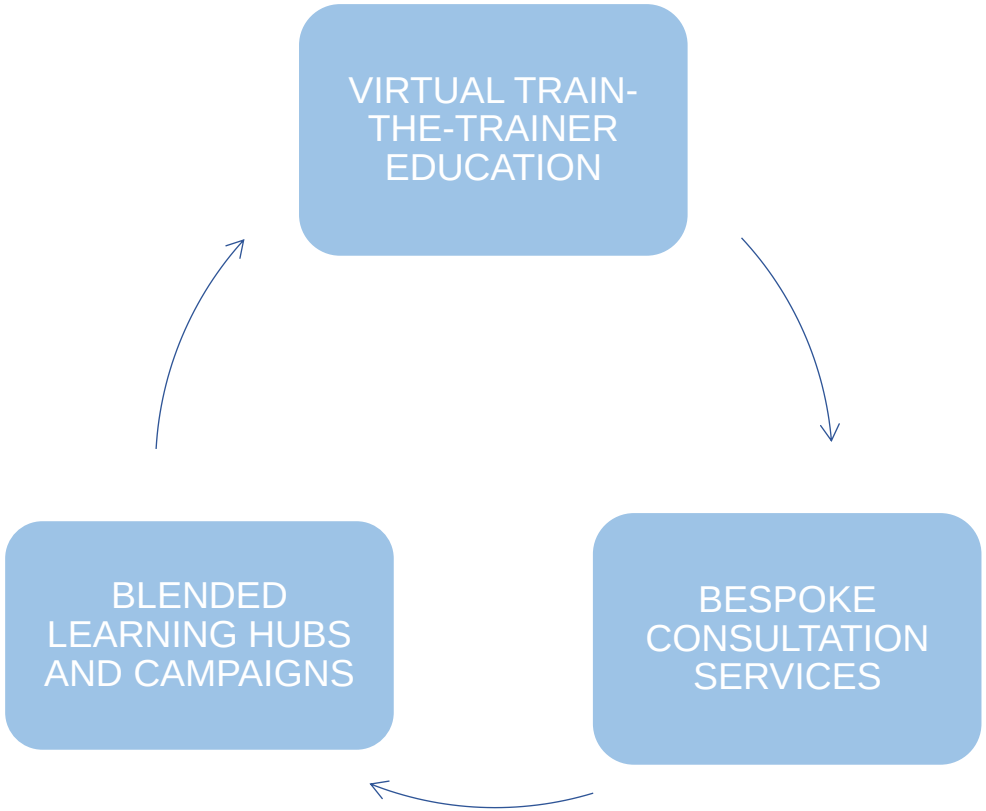
WHAT WE DO

- Global virtual team of 70+ industry experts working together to support virtual and blended learning initiatives

- Support and deliver virtual training in English, French, Spanish, Italian, German, Japanese, and Mandarin



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insync HUB

Certified WBENC Women's Business Enterprise

TODAY’S DISCUSSION

- Define learning hubs, learning campaigns, and personalized learning paths, and explain the relationship between them.
- Articulate how learning campaigns address all moments of learning need, not just formal instruction.
- Identify what resources, activities, and lessons should be included in a learning campaign.
- Design formal learning campaigns and personalized learning paths by arranging, and rearranging, resources.
- Perpetual Learning Design™

EVERYTHING’S A BLEND

LEARNING HUBS, LEARNING CAMPAIGNS & PERSONALIZED LEARNING PATHS

LEARNING HUB

LEARNING CAMPAIGNS

SUPERVISOR & LEADERSHIP TRAINING HUB

Interviewing and Evaluating Job Candidates

Conducting a performance review

Goal Setting

Giving Effective Feedback

Effective Meeting Strategies

Leading Your Team

INTERVIEWING AND EVALUATING JOB CANDIDATES: LESSONS, ACTIVITIES, AND RESOURCES

Podcast: How to LISTEN to a candidate

Infographic: Putting the Candidate at Ease

White Paper: Writing a Compelling Job Description

Interactive Video: Interviews In Action

Tool: Candidate Evaluation Checklist

Recorded Webinar: Employment Regulations

Mobile eLearning: Creating Interview Questions

Community: Supervisors Learning Hub

Live Activity: Interview Role Plays

Book: Leading with Confidence

Tool: Preparing for Your Interview Worksheet

Tool: Before You Make an Offer Checklist

CAMPAIGNS ARE MADE UP OF…

LESSONS

A lesson is where people learn something new. This could be via a virtual classroom, eLearning module, video, reading, or a variety of other methods of delivering new content.

RESOURCES

A resource supports something that has been learned, either as a reminder (infographic, job aid) or to assist through a process (tool). It is not meant to meant to be the primary learning method. A resource is reusable and easily accessible LATER, and can be used to support a lesson, but has enough context to stand on its own.

ACTIVITIES

An activity is the opportunity to apply what has been learned in some way. There are many types of activities, including reflection activities, formal assessment activities, application oriented practice activities, and social/collaborative activities.

CREATE PERSONALIZED LEARNING PATHS WITHIN LEARNING CAMPAIGNS

Resources can be rearranged to create

PERSONAL LEARNING PATHS

within a campaign and/or across campaigns

WEEK 03

LAYING THE FOUNDATION: INSTRUCTIONAL DESIGN FOR BLENDED LEARNING

INSTRUCTIONAL DESIGN APPROACHES

JUNE 2017

GUIDING QUESTIONS

How does delivery approach influence where, when, and how learning takes place?

Is it possible to design existing training into a blended learning environment?

What needs to be in place in order to implement a successful blended learning solution?

CONNECT AND COLLABORATE

Conversations: How do we justify the blend of delivery approaches we have designed to stakeholders?

Participate in the HUB conversations on social media.

Use this month's Learning Conversation Card.

Explore additional curated resources.

Get ready for the InSync Hub Learning Asset Challenge!

CURATION COURSE MAP
Released MONDAY, JUNE 19TH

You can follow our learning pathway or create your own!

BLOG POST
Making Blended Learning Happen

VIDEO
Creating a Course Map

QUIZ
Do You Know What You Need?

THURSDAY, JUNE 22ND
MASTERY WORKSHOP
Designing a Blended Learning Instructional Strategy
2:00pm EDT
(90 minutes)

RECORDING
Modern Learning Makerspace
(90 minutes)

ENJOY THESE RELEVANT RESOURCES ANYTIME THIS WEEK

WHITEPAPER
Blended Learning Instructional Design: A Modern Approach

LEARNING TERM DICTIONARY
Learn the definitions of related terms

WEEK 4

insync HUB

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SUPERVISOR & LEADERSHIP TRAINING HUB

Interviewing and Evaluating Job Candidates

Conducting a performance review

Goal Setting

Giving Effective Feedback

Effective Meeting Strategies

Leading Your Team

Personal Learning Path across campaigns

CREATE A PERPETUAL LEARNING ENVIRONMENT

PERPETUAL LEARNING

Respond to the learner in their moment of need

When learning for the first time

When learning more

When remembering and/or applying what's been learned

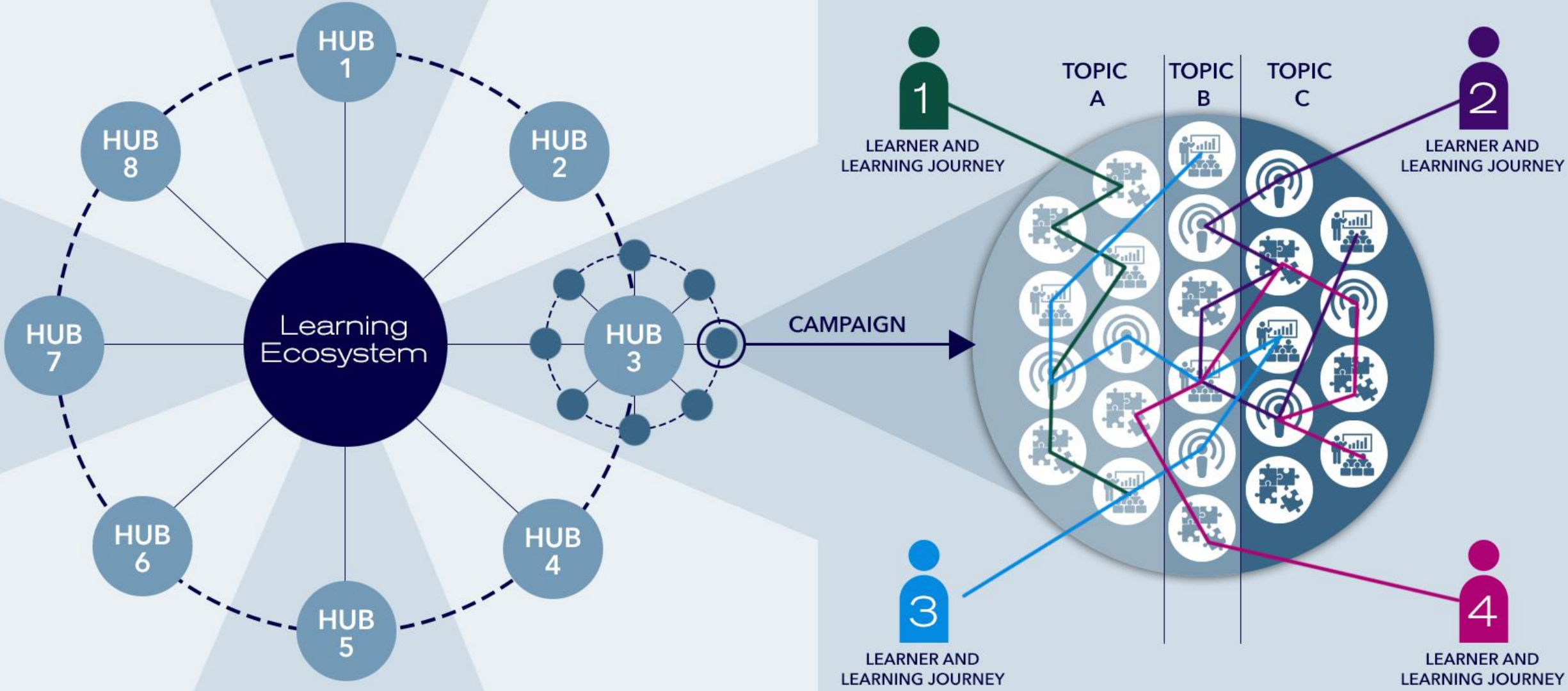
When things go wrong

When things change

5 MOMENTS OF LEARNER NEED | *Dr. Conrad Gottfredson and Bob Mosher*

SUPPORTING THE OTHER MOMENTS OF LEARNING NEED: LEARNING OUTSIDE THE FORMAL LEARNING BOX

INSYNC'S PERPETUAL LEARNING DESIGN™ MODEL



LEARN MORE

CAMPAIGN MAP
A graphic visualization of a learning campaign, usually representing a proscribed journey. A sample campaign map is displayed below.
BLENDED LEARNING INSTRUCTIONAL DESIGN
AN INTRODUCTION TO INSYNC TRAINING'S
PERPETUAL LEARNING DESIGN™ MODEL
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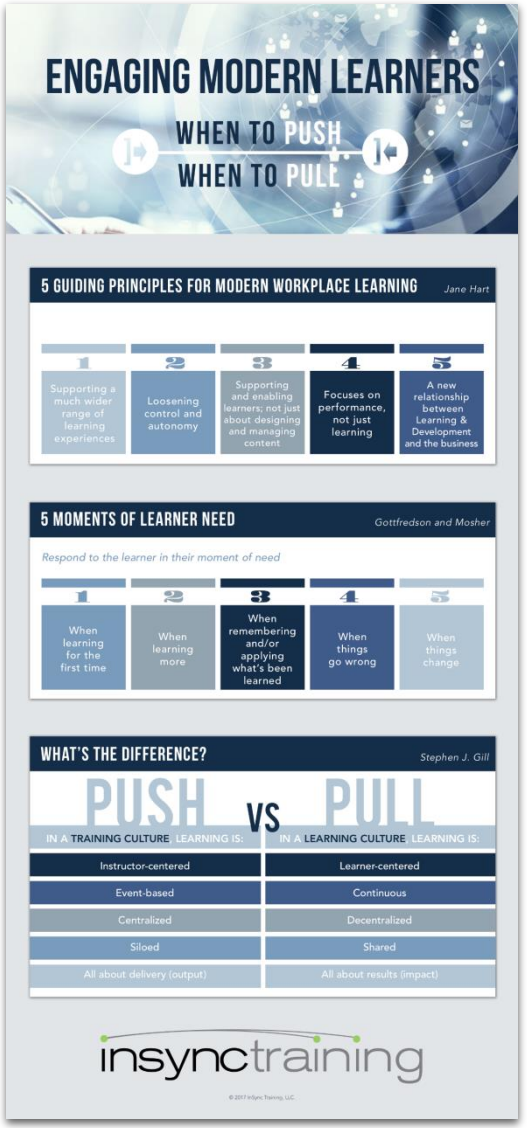
GETTING
insync
CONNECTING, COLLABORATING AND SUCCEEDING IN THE MODERN CLASSROOM


ENGAGING MODERN LEARNERS
WHEN TO PUSH
WHEN TO PULL
5 GUIDING PRINCIPLES FOR MODERN WORKPLACE LEARNING
Jane Hart
1 Supporting a much wider range of learning experiences
2 Loosening control and autonomy
3 Supporting and enabling learners; not just about designing and managing content
4 Focuses on performance, not just learning
5 A new relationship between Learning & Development and the business
5 MOMENTS OF LEARNER NEED
Gottfredson and Mosher
Respond to the learner in their moment of need
1 When learning for the first time
2 When learning more
3 When remembering and/or applying what's been learned
4 When things go wrong
5 When things change
WHAT'S THE DIFFERENCE?
Stephen J. Gill
PUSH VS PULL
IN A TRAINING CULTURE LEARNING IS:
IN A LEARNING CULTURE LEARNING IS:
Instructor-centered
Learner-centered
Event-based
Continuous
Centralized
Decentralized
Siloed
Shared
All about delivery (output)
All about results (impact)
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