



## Purpose

You have the credibility and expertise, now it's time to begin pulling together the content to build the course outline. The course outline is a spreadsheet that will contain all the titles, copy, and links to build the course. We've broken this down into two categories: course and lesson. The questions and checklists help you get organized and also serve as a reminder to make sure you do not have any gaps as learners work toward achieving outcomes. This is a collaborative process and you have support working through each of the sections!

## Course

You probably have already thought about the answers to the following questions so let us know .....

- Who is the ideal candidate to use or purchase the course?
- What are the reasons for learning? (advantages of learning and risks of failure to learn and transfer)
- What are the specific actions, conditions, or standards that must be achieved for success?
- Will the learner need to complete a final exam to earn their badge and certificate?

Course Level Deliverables	Answers
What is the course name?	
Provide a description of the course.	
What students will be able to know and do at the end of the course? (Outcomes)	
Will the students take a final exam?	

## Lesson

Now that you have identified the course level deliverables, it's time to outline the content for each lesson. Begin by selecting the main topics and determine the order in which they will be taught. Think about your answers to the following questions as you begin designing the course:

### Organize the Course Flow and Chunk the Content

- What are the necessary topics to be covered?
  - Consider your outcomes and the characteristics of your ideal learner. At the same time, use the desired content to refine the course outcomes.
- Do you need to pare down and refine your initial list of topics?
  - Often times, it's easy to initially plan to cover more material than needed. If needed, think about the items that could be incorporated into a Phase 2 item or into an entirely separate course.
- What is the structure of the course; arrange the topics in a logical order?
  - Developing a rationale that guides the structure of the course can help you explain the material more clearly. For example, in the welcome video to the course, you can discuss how and why you have organized the material in a particular way, helping learners to see how one topic builds on, illustrates, or offers a different perspective on another. (Modules and Lessons, Lessons, Steps, etc)
  - Sharing the rationale behind the course structure increases and maintains the learners' interest in the course content. More importantly, it provides a clear pathway to the course outcome.
  - Determining the course structure can help you decide the resources for each lesson.

### Write Objective and Descriptions

- What is the objective (goal) for each lesson?
- How will you know if the learner was successful at meeting the lesson objectives?

## Determine How To Assess

- What types of assessments are appropriate for the course and lessons?
  - Placement if there are multiple entry points
  - Quizzes for conceptual knowledge
  - Surveys for trainee confidence and value for the learning
  - Performance-based assignments that require application skill
  - A final exam is given at the end of the course to issue the Credly Digital Badge and course certificate

## Record and Produce Video Content

- What type of content should you include in the lesson?
  - Videos
    - Explaining concepts and processes necessary to learn to perform a task with examples and analogies that support learning
    - Demonstration of the procedure
    - Share real-world examples

## Create Handouts and Resources

- Handouts Examples:
  - How to Guides provide a clear “how to” description for all elements of a task
  - Checklist
  - Resources
- Transcripts
- Audio files
- Assignments
  - Part and/or whole-task practice
- Journal
  - Reflect upon newly incorporated knowledge or behavior

## Write Accountability Emails

- Emails

- Welcome
- Reminders
- Motivators
- Coaching
- How To's
- What's Next

**Write Credly Badge Copy**

- What will be the criteria to earn this achievement?

**Identify the Student Road Map**

- What will be the student experience for each lesson?
  - Think about a map from point A to point B. You want your learner to have a clear progression so determine each step the learner must take to successfully complete the lesson. It's ok if the roadmap for one lesson is different from the next since you may not have handouts or assignments for every lesson. For example, a student roadmap may look like this:
    - 1. Read description
    - 2. Watch video
    - 3. Access the resources
    - 3. Complete an assignment
    - 4. Submit assignment
    - 5. Take Quiz
    - 6. Move to the next module

Lesson Level Deliverables	Lesson 1	Lesson 2	Lesson 3	Lesson 4	Lesson 5	Lesson 6	Lesson 7	Lesson 8	Lesson 9	Lesson 10
Long Name										
Short Name										
Objectives										

(what students will be able to know and do at the end of the lesson)										
Descriptions										
Videos										
Worksheet (survey, questionnaire, journal)										
Quiz										
Transcripts										
Resources/ Links										
Student Roadmap										
Infusionsoft email campaign										