

# Learning Design Document

## 1. Course information

<b>Course name</b>
<b>Target audience:</b>
<b>Relevant audience characteristics:</b>
<b>Level of difficulty:</b>
<b>Pre-requisite courses/knowledge:</b>
<b>Required or elective course?:</b>
<b>Reviewers / Expected review dates:</b>

2. Organizational/business need for course (a high-level re-cap of the needs assessment)

3. Course description (often used for marketing purposes)

4. Course-level objectives

## 5. Evaluation plan

<b>Level 4</b> <i>What results (metrics) are you looking to for evidence of behavior change?</i>	<b>Level 3</b> <i>What on-the-job behaviors do you want to see 30-90 days after this course?</i>

<b>What baseline measures might we need to collect?</b>	
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## 6. Course design matrix (fill out this section for each module/lesson)

Module/lesson title	
Key messages / “a-ha” moments	
Terminal learning objectives - What participant can do upon completion of the lesson (ABCD or Mager format)	
Level 2 evaluation - How will you know they’ve achieved objectives / learned?	
Media/platform(s)	

Methods (activities) and approximate length	
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## 7. Learning transfer plan

<p><b>Upon enrollment</b></p> <p><i>How will you engage learners, level the entering skill level, start the learning between enrollment and the training event? (Includes pre-work, if appropriate)</i></p>	<p><b>Resource library</b></p> <p><i>What resources to reinforce or deepen the learning will you provide and in what format/where?</i></p>	<p><b>Post-event</b></p> <p><i>What refresher training, testing, support and/or connecting will you provide after the training event?</i></p>

## 8. Marketing plan (How will people hear about your program / get motivated to enroll?)

Who do you need to market your program to? Anyone other than potential enrollees?

What is the goal of your marketing to each of the audience groups mentioned above?

What tactics will you use to achieve the goals mentioned above? (Try for an assortment of high and low impact / high and low effort)